



  
**INTERFILIÈRE**  
 SHANGHAI 2018

## A zestful show littered with fresh initiatives

The Shanghai edition welcomed 151 high-caliber suppliers with wide-ranging offerings from fabrics, lace, accessories, embroidery, OEM&OEM, machinery, fibres and textile designers. Notably, 55 per cent of the suppliers have engaged their manufacturing process and products towards sustainability. Meanwhile, acceptance of low MOQ was proposed by more than 20 per cent of the suppliers. Exhibitors from mainland China accounted for 70 per cent of the exhibitors and the rest was taken up by international exhibitors, together representing 16 countries and regions.

Though the show dates were brought forward one month earlier than the previous editions, visitor flow remained steady and strong as 2017, while the quality, as endorsed by the suppliers, were once again ensured at its premium level where all the attendees had been validated as industry professionals. In this edition, 75 per cent of the visitors are from China and 25 per cent goes to the rest of the world among which Japan, Korea, USA, Indonesia and Spain registered increases in number. The top 10 visiting countries were China, Hong Kong, Taiwan, Japan, South Korea, US, India, Thailand, Indonesia and Sri Lanka.

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craftsmanship from the exhibitors, unleashing a real feast of colours and techniques laying out a foundation to enrich the wardrobes of modern women. The Forum encouraged the audience to be creative and to indulge in a healthy life environment where a balance of comfort & aesthetics, culture & wellness could be reached.

Two-days of conferences and seminars delivered by key note speakers were well-received by the audiences. Specialists from Concepts Paris, WGSN, Carlin Creative Trend Bureau and Daxue respectively shared their insights on the upcoming body fashion trends and helped the audiences to navigate towards new markets. On the other hand, experts from Redress and Support Ltd. dived deep into the intersection of fashion and sustainability, motivating the audiences to undress wastes issues and explore circularity for fabrics and product design.

Interfilière Shanghai in collaboration with Taobao Fashion also presented the Gen Z Fashion Show in the evening on Sept 26th, featuring 5 iFashion lingerie and loungewear brands-Miss Curiosity, Ubras, Miss Kiss, PJ Mand Six Rabbit. By connecting digital world with real life experience, the fashion show facilitated the communication between brands and Gen Z consumers, supported brands in delivering their strong identities and values to the audiences.

## Interfeel Awards

For the 5th Ceremony of the Interfeel Awards, a selection of worldwide recognized professionals of the intimates, swimwear and sportswear industry have rewarded the know-how & collections of 6 Interfilere Shanghai exhibitors:

### Adornment, Xinfeliln (China)

Manufactures a range of embroideries for the intimates and lingerie markets. The jury loved the variation of novel embroidery techniques and innovative extraordinary designs.

### Lace, Hokuriku (Japan)

Founded in 1974, Hokuriku S.T.R. is a family run cooperative business based in Japan that specializes in elastic warp knitting fabrics, especially for the shape wear market. It has a workforce of 160, three factories in Japan, and 70 Raschel machines. The jury adored the light weight jacquard 'shaping' novelties combined with vintage look lace edges.

### Elastics & Accessories, Huayan (China)

Jiaying Elastic Manufacture, located in Jiaying City, is specialised in designing, producing and supplying high quality elastics since 2000 and is being sold all over the world. Supported by exquisite technology, fashionable design, continuous innovation and excellent quality & service, Jiaying co-operates with the most famous brands. The jury loved the market and trend focused elastics with innovative textures, techniques and colour treatments.

### Sustainability, Iluna (Italy)

Iluna Group starts in 1969 founded by Luigi Annovazzi first producing molded cups for bras and became a specialist in stretch laces production. Today Iluna is a reference point in the international market for lace and offers innovative and responsible products. The jury loved the ecological commitment, the certified sustainable yarns and treatments and the originality of designs.

### Technology, Jiarong (China)

Jiarong Industrial, a family business founded in 2015, is a knitting specialist. The company's main products are stretch knits, jacquard knits, mesh, and power nets. Jiarong Industrial, known for its creativity, regularly introduces new products and materials to the market. The jury was in awe of the range of ultra-fine and strong meshes and nets, particularly the hand feel of natural blends and pure cotton.

### Jury's Favourite, Celeb (China)

Celeb Textiles was established in 2005, the company has been engaged in the production of imitated silk fabrics, mainly for fashion, underwear and night wear. Integrating development, innovation and trade together, Celeb won a good reputation. The jury loved the broad choice of surface treatments and techniques reflecting the diversity in global markets.



## Sustainability Redefining Textile Industry

The Innovation forum curated by the French Knitwear and Lingerie Federation provided the visitors with a thought-provoking experience to rethink the textile clothing industry from a sustainability perspective, with Reduce, Reuse and Recycle pillars. The exhibits enlightened the industry players to optimize the environmental impact whilst maintaining the product performance through various eco-approaches. Visitors have witnessed the innovative technology and eco-designs from industry pioneers, such as Lenzing who has presented a set of prototypes manufactured with its latest innovative eco-filament technology TENCEL™ Luxe, and Sanko who has displayed a collection demonstrating its utilization work in the organic, recycled and sustainable cotton textile manufacturing.

2018 has been marked as a year in which Eurovet has built a stronger connection with Chinese industries, starting with the launch of a long term strategic partnership with TMall in July. On Sept.26, Eurovet took a step further by signing a partnership agreement with Jinjiang Swimwear Industry Association (JJSIA) during a press conference. Marie Laure Bellon, the CEO of Eurovet Group stated the vision of the collaboration, "Interfilere Shanghai 2018 is only a start, the first stone of our cooperation, and today we are signing with the Association an agreement, that will be the frame work of a more global cooperation between us. Because we believe that together, we are stronger and we grow faster." Marie Laure Bellon also emphasized, "With China being the largest market in the world, we do believe that swimwear will experience exponential growth in the coming years, and associations such as JJSIA will play an important role in this industry."

## Conclusion

The 14th edition of Interfilere Shanghai concluded with applause and fulfillment on the 27th Sept, 2018, demonstrating a dynamic and business-driven ambiance. The show has once again reinforced its commitment to a networking community where orders were placed, new leads were generated and unparalleled in sights were decoded by a selection of industry experts.

# Global Collections for SS 2020

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## Artto Wear

Free expressions of colour, very sport and beach focused, very expressive. Artistic street art, brush strokes, high-tech body knits and spinnaker lightweights. New dynamics and optical patterns for lace and embroidery.



## Tribal Tech

Inspired by the movie Black Panther, focusing on body culture and technology, streetwear meets tribal warriors, powerful and bold body decoration, geometrics, technical finishes, leather and metallic effects, graphics and bold lettering, mixed with decorative seamfree.



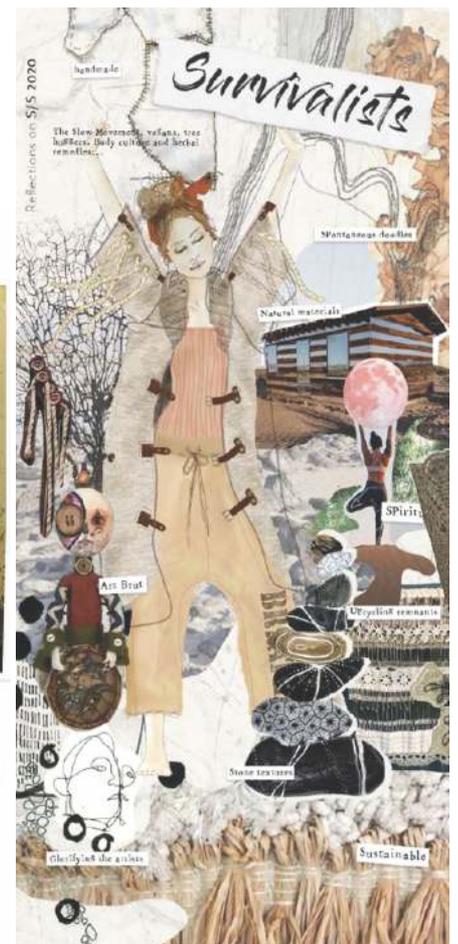
## Green House

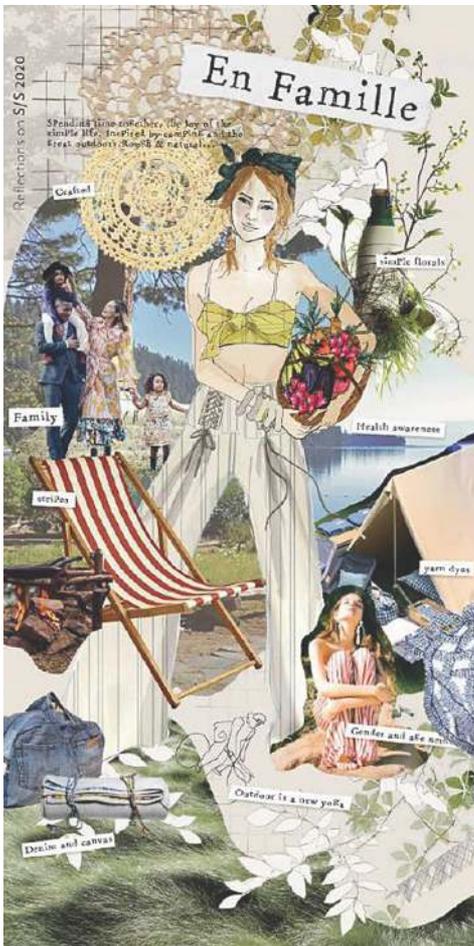
Flower Power continues with a focus on sensual exotic blooms and leaves. Inspiration from horticulture and botanical plant studies, with focus on innovative and artistic colouring and design proportions. New open grounds and play with contrast for laces.



## Survivalists

It is the slow movement, vegans, tree huggers and herbal remedies, natural blends and casual shades. Comfort in new blends and sustainable innovations. Artistic, spontaneous, organic and nature inspired designs.





## Family Time

All about spending time together, the joy of a simple, slow life, inspired by camping and the outdoors. Winners are developments with links to leisure and casuals, simple yarn dyes and small, classic floral patterns.



## Artificial

Design freedom and happiness of living in the now. Feminist femininity taking pastels away from 'girly' to new blends with sport and graphical treatments. Synthetics and plastics get re-invented, meeting with ruffles, transparency and sweet colours.

