

# European yarn and fabric fairs for autumn/winter 2015/16

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## Abstracts

In this report, Philippa Watkins provides an overview of the key European yarn and fabric fairs, discusses trading conditions and presents a detailed analysis of the key yarn and fabric trends for autumn/winter 2015/16. The atmosphere at the European yarn fairs was brisk, reflecting the strength of knitwear as a fashion item and the high quality and originality of the Italian yarn industry. The basic ingredients of collections for the season are fine wool, and the luxury fibres alpaca, cashmere and mohair. Of these, cashmere remains popular but alpaca is cheaper and has become more fashionable. Yarn colours for autumn/winter 2015/16 are light in tone, and based around natural wool or alpaca colours in whites and creams. Spinners are also offering blues in line with the popularity of denim and indigo. There was also a positive atmosphere at the European fabric fairs as buyers from around the world were attracted by the high quality craftsmanship, creativity and innovation of European fabric manufacturers. Premiere Vision remains the most important European fabric fair but smaller fairs are gaining in importance. Manufacturers are increasingly using environmentally friendly manufacturing and finishing techniques, including digital printing and plasma finishing to reduce water usage. Key fabric design trends include a traditional "heritage" aesthetic, richly textured pile fabrics, printed shirting fabrics and highly decorative silky fabrics. Also, many fabrics have a stiffness or body to them, allowing them to hold a shape.

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