

# **Fast Track: Market trends and Developments in Apparel and Accessories at OutDoor 2017**

<https://marketpublishers.com/r/FBFC8B5DD2FEN.html>

Date: July 2017

Pages: 13

Price: US\$ 350.00 (Single User License)

ID: FBFC8B5DD2FEN

## **Abstracts**

The mood at the 2017 edition of OutDoor—a key trade fair for outdoor apparel, accessories and equipment held in Friedrichshafen, Germany, during June 18-21, 2017—was positive overall. But a change in the timing of the fair compared with previous years had affected visitor numbers. Textiles Intelligence attended the fair, and interviewed exhibitors and industry experts first hand to identify the latest trends—which included environmental sustainability, manufacturing using Industry 4.0, and the development of lighter weight apparel and equipment. Furthermore, these trends were reflected in several of the products which won OutDoor Industry Awards. In particular, nine companies were selected to receive Gold Awards for "exceptionally outstanding products", namely Archroma, Exped, Gregory, Helinox, Katadyn, Patagonia, Primus, Skylotec and Ternua.

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Patagonia: Micro Puff Hoody

Gregory: Baltoro 65 litre backpack

Helinox: Chair Zero

Exped: DownMat TT 9 mattress

Archroma: EarthColors

Ternua: Ride On pants

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