

Survey of the European fabric fairs for autumn/winter 2019/20

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Abstracts

This latest update in this series of reports summarises the trends which were on show at the European fabric fairs for the autumn/winter 2019/20 season. The author of the report visited Milano Unica, Munich Fabric Start, Premiere Vision Fabrics and Texworld Paris, where she interviewed exhibitors and found out first-hand which trends were proving to be the most popular. Overall, environmental sustainability proved to be a key topic—many of the fairs hosted specialist areas dedicated to the topic and there was a diverse range of environmentally sustainable products on display. It was also evident from the collections on show that considerable creative skills had been employed to produce fabrics with added value and excitement. Several of the fabrics on show were extravagant, and featured oversized pattern and decoration such as floral, geometric and ornamental motifs. Also prominent were metallic effects which were shown in fluid lame fabrics and overprinted fabrics, and fancy yarns were widely used to decorate woven fabrics. Texture was important, and soft brushed surfaces such as velvets were highly sought after. Other key trends for the season included jacquards, corduroy fabrics and wool fabrics, including tartans. There was also much focus on technical fabrics as an increasing number of companies are incorporating performance properties such as moisture management into their products.

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