

# Survey of the European Fabric Fairs for Spring/Summer 2014

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## Abstracts

The latest update in this series of reports summarises the trends which were on show at the European fabric fairs for the spring/summer 2014 season. Despite Europe's continuing economic difficulties, the mood at the fairs was positive and optimistic. The author of the report visited Munich Fabric Start, Premi?re Vision and Milano Unica where she interviewed exhibitors and found out first-hand which trends are proving to be the most popular. European fabric production is enjoying a revival, partly due to strong demand for luxury fabrics from the BRIC (Brazil, Russia, India and China) countries, and partly as a result of a return by manufacturers to sourcing some of their fabric in Europe rather than in Asia. Fabrics are predominantly light in weight and light in colour. The most important fibre of the season continues to be cotton but there has been a noticeable increase in the use of cellulosic fibres. Many fabrics for the spring/summer 2014 season are being given metallic or mother-of-pearl foil finishes and coatings. In casual sports and performance fabrics, an astonishing variety of finishes are being applied -- either to change the look and handle of the fabric or to increase its functional performance. Furthermore, digital printing is being applied to an increasing number of different fabrics as it becomes faster and cheaper.

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