

# Survey of the European Fabric Fairs for Spring/Summer 2015

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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 2015 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. The atmosphere at the fairs was busy and positive, due largely to a strong presence on the part of buyers from outside Europe who were interested in high quality, technically advanced fabrics. Demand for high quality fabrics from Europe among Chinese buyers remains high, despite concern among European manufacturers regarding the state of the Chinese economy. European manufacturers have concentrated their efforts on producing fabrics which combine creativity with lightness and airiness. To achieve these characteristics, they are using spacer fabrics which are manufactured using specialist warp knitting machines. Cotton remains the most important fibre for the season, and is being used in light woven and knitted fabrics, as well as in a variety of weave constructions. Also, lace is being used in unexpected ways.

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