

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.

Contents

SUMMARY

FABRIC FAIRS

Trading conditions
Munich Fabric Start
Milano Unica
Première Vision
Texworld

FABRIC TRENDS

Cotton variations
Silks and silky types
Pattern and print
Outerwear linens, cottons and wools
Shirtings

List Of Tables

LIST OF TABLES

Table 1: Leading European fabric fairs for spring/summer 2015 and autumn/winter 2015/16

List Of Figures

LIST OF FIGURES

- Figure 1: A spacer fabric on display at Premi?re Vision
- Figure 2: A spacer fabric on display at Premi?re Vision
- Figure 3: A reversible bonded fabric on display at Premi?re Vision
- Figure 4: Fabrics in 1950s floral designs on display at Premi?re Vision
- Figure 5: Fabrics with weft stitch effects on display at Premi?re Vision
- Figure 6: A sequined fabric on display at Premi?re Vision
- Figure 7: A lace fabric on display at Premi?re Vision
- Figure 8: Embroidered fabric with appliqu? on display at Milano Unica
- Figure 9: Embroidered fabric on display at Premi?re Vision
- Figure 10: Cloqu? jacquard fabric on display at Premi?re Vision
- Figure 11: Henry Bertrand: layered voile fabrics and jacquards
- Figure 12: Caverni & Gramigny: fabric printed with old fashioned floral design
- Figure 13: Cavalleri: decorative fabrics
- Figure 14: Taiana Virgilio: printed fabrics
- Figure 15: Ratti Shirting: printed shirting fabrics

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