

Survey of the European Yarn Fairs for Autumn/Winter 2013/14

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Abstracts

The latest update in this series of reports summarises the mood and trends which were apparent at the European yarn fairs for autumn/winter 2013/14. The author of the report visited Expofil, Filo and Pitti Immagine Filati where she interviewed exhibitors and discovered first-hand which trends were proving to be the most popular. Despite economic difficulties, there was a positive atmosphere at the fairs and global demand for high fashion knitwear looks set to remain strong for the autumn/winter 2013/14 season. In particular, there is likely to be strong demand for products with a quality of 'craftsmanship' and a 'hand made' appearance, and spinners have aimed to reproduce this quality by manufacturing very fine yarns. Among the most popular yarns at the fairs were those made from very fine merino wool and luxury fibres. In addition, fibres with environmentally friendly characteristics are proving attractive to buyers, and this has prompted some spinners to produce yarns incorporating recycled waste fibres.

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