

Survey of the European Yarn Fairs for Autumn/Winter 2014/15

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Abstracts

The latest update in this series of reports summarises the trends which were on show at the European yarn fairs for the autumn/winter 2014/15 season. The author of the report visited Expofil, Filo and Pitti Immagine Filati where she interviewed exhibitors and found out first-hand which trends were proving to be the most popular. Good attendance at the fairs, particularly by visitors from outside Europe, confirmed the continuing improvement in trade. European spinners of high quality yarns continue to benefit from global demand for high fashion knitwear, and they are able to stay ahead of the competition by developing exclusive yarns for use in limited ranges of luxurious fabrics. Furthermore, spinners are combining extreme lightness with soft warmth and cosy fluffiness by being innovative in their choice of blends. The idea of lightness has been carried through from the spring/summer 2014 season to the prevailing yarn colours for the autumn/winter 2014/15 season, which tend to be pale and neutral. However, darker, more intense colours are also making an appearance. Environmental friendliness remains an important factor for yarn producers, and one route to this goal is to reuse materials by recycling them into new products.

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