

Survey of the European Yarn 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 yarn fairs for the spring/summer 2014 season. The author of the report visited Filo, Pitti Immagine Filati and Expofil where she interviewed exhibitors and found out first-hand which trends were proving to be the most popular. Despite a backdrop of difficult trading conditions, the overall atmosphere at the fairs was one of optimism and hope. Demand for luxury fabrics is holding up well, particularly among buyers from the USA and China. European mills have been developing new and advanced products, and yarns have become even finer, lighter and smoother. Different fibres are being combined in blends and twists to produce yarns with a totally new kind of handle and appearance. Continuing demand for sustainable products is encouraging the use of eco-friendly and sustainable raw materials. In addition to the technical creativity which is evident, colours are lively and fresh and designed to lift the spirits.

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