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

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Abstracts

The latest update in this series of reports summarises the trends which were evident at the European fabric fairs for the autumn/winter 2014/15 season. 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 were proving to be the most popular. Despite the uncertain economic outlook, the mood at the fairs was one of optimism and excitement, due in part to the growing number of buyers who have been sourcing their fabrics from Europe rather than from Asian countries. Fabrics are being given ornamentation and some form of relief or surface dimension, while fabrics of different textures or colours are being bonded together to create reversible fabrics with contrasting colours. Vintage tweeds are still popular, but some are given an invisible layer to provide them with better performance. Furthermore, all of the main fabric fairs are now putting special emphasis on the subject of sustainability in production and raw material sourcing.

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