

SpinExpo

NEW YORK
METROPOLITAN
PAVILION &
ALTMAN BUILDING



1st
SESSION

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PRESS RELEASE...

THE 1ST SESSION OF SPINEXPO – NEW YORK TOOK PLACE JULY 20-22, 2009 AT THE METROPOLITAN PAVILION & ALTMAN BUILDING IN NEW YORK CITY. THE IMPRESSIVE VENUE, PARTICULARLY WELL SUITED FOR THE PRESENTATION OF THE NEW PRODUCTS OF THE 75 EXHIBITING COMPANIES FROM 16 COUNTRIES, EARNED PRAISE FROM BOTH EXHIBITORS AND VISITORS ALIKE. THE EXHIBITION SHOWCASED AN INTERNATIONAL MID TO TOP OF THE RANGE OFFERING OF TEXTILE FIBRES AND YARNS FOR FLAT BED, CIRCULAR KNITS, WEAVING AND ACCESSORIES MANUFACTURERS. NEW TECHNIQUES AND DEVELOPMENTS FROM WORLD LEADERS IN SPECIALISED TEXTILE MACHINES FOR SPINNING AND FLATBED KNITTING WERE ALSO OFFERED.

SPINEXPO New York is the first yarn exhibition in USA in more than 5 years. "It was a challenge to launch a new textile exhibition during a global recession, and we believe that despite the difficulties faced by textile buyers at the moment, it was the right time because all travel budgets have been cut, making it an obligation for suppliers to come to their clients", said Karine Van Tassel, Director, SPINEXPO New York and Shanghai.

1,534 highly selected visitors representing the most important garment manufacturing generated positive feedback and confirmed SPINEXPO - New York to be a fair dedicated to doing business. Visitors from the USA totalled 75%, with 38,75% from New York. Central and South America represented 4%, Canada 1% and Europe 9%. Asian countries represented 11%, which was rather a surprise for the organisers and stresses the importance of the relationship of US buyers with their Hong Kong or Shanghai trading companies when it comes to production.

Many buyers from USA have a tendency to choose yarn and fibre typologies based on price, rather than on the concept of quality and originality of the product. "This is the reason why SPINEXPO-New York partners with leading fibre manufacturers such as "The Woolmark Company" and machinery manufacturers such as Stoll GmbH and Santoni, in order to bring the industry as much information and education as possible, and to encourage the designers' and manufacturers' desire to achieve better products", added Van Tassel.



The SPINEXPO-New York Trend Forum, Catwalks and Seminars were also conceived as a cornerstone for all the exhibitors and visitors seeking valid marketing information and to present the products and trends of all the exhibiting companies. The new techniques and textile machinery, the new fibres and technologies, new dyeing and finishing treatments, new technological solutions and innovative products, were all reinforced by the concrete explanations discussed in the Seminar-Workshops.



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In addition to the General Trend Forum area, which illustrated the exhibitors' creativity through knitted and woven swatches with various techniques and colour combinations based on SPINEXPO's seasonal trends, the exhibition featured a variety of additional displays. "La Maison de SPINEXPO" was dedicated to items and accessories in knits that can be used for decorative or functional purposes for the home or office. "A Sustainable Future" summarized the ways we can source in a more environmentally friendly manner, offering an explanation on the 9 steps not to miss when it comes to traceability of a product, each illustrated by a specific garment from one of the participating spinners.

"Develop Your Eye Spring/Summer 2010" served as a reminder of the key directions for the season's knits and knitted fabrics. "Develop Your Eye Autumn/Winter 2010-11" interpreted the 5 trends proposed by SPINEXPO- the sources of inspiration, the choice of yarns, the process of sketching style garments and details through to the development of the samples. Fabric developments and techniques are explained and include woven, flat bed and circular knits used to create what is essential for the styling of each mood.



"Cinese Maglieria" presented the concept and summary of Dr. Judyannah Ng's collection shown during the Hong Kong Fashion Week. A fusion of advanced technology in knitting and embroidery with traditional craftsmanship, this trend area also presented the profile and work of the 2009 graduating students in Fashion & Textiles from Hong Kong Poly U.

"Enjoy our Knitting Party", an amusing presentation developed by the students of the Institute of Textiles & Clothing of Hong Kong Poly U mixed the world of music and disguises inspired by Halloween. Knitted accessories were also on display at SPINEXPO water bar "L'eau de la Maison".

The next session will once again be held at the Metropolitan Pavilion and Altman Building on July 19-20-21, 2010 with the certainty of even more exhibitors.

**FOR ALL FURTHER INFORMATION,
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WWW.SPINEXPO.COM**

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