

spin explore

SPINEXPO™ SHANGHAI

AUTUMN/WINTER 2021

1-2-3 SEPTEMBER 2020





ZHONGDING

CASHMERE

天
選

DIVINE

浙江中鼎纺织股份有限公司

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HUBO

YARN COLLECTIONS

pr[•]ma

BACK TO BASICS HUBO YARNS
FANCY SPINNING HUBO YARNS



NØVAA

PURE CORE COLLECTION HUBO YARNS
INNOVATION COLLECTION HUBO YARNS

MASTERY

ITALIAN TECHNOLOGY & LUXURY FIBRES
HUBO YARNS



BOOTH NUMBER: F02

GTIG HUBO INDUSTRIAL CO., LTD.

江苏国泰汉帛实业发展有限公司
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HONGYE
Cashmere



from Farm to Yarn #
Sustainability & Traceability



WELCOME BACK!

At the time of writing there is still some doubt over whether the 35th edition of SPINEXPO™ Shanghai will go ahead, given the ever-present risk of a second wave of the virus that would force the authorities to close the exhibition sites.

But we are not giving up! We will look back on this year as one of resilience, with the cancellation of the Spring/Summer 2020 session as well as the Paris and New York events. Our attempt to continue to serve exhibitors and customers by organising a B2B meeting in Hong Kong saw this initiative postponed due to a fresh spike in infections. We are still intending to organise a similar initiative in Paris after this event.

During this year – given that since September 2019 we have been unable, until now, to organise any events – we have had the opportunity to study the attitudes and initiatives of our exhibitors and to confirm our pre-pandemic predictions. The companies that have a stable client and stakeholder base and for which the quality and regular innovation of their collections is the driving force, and which have a healthy cash flow that reflects their business acumen, will emerge stronger from this pandemic. The large groups that are constantly looking to increase their size and their market share will emerge weakened, although that does not mean they are not ready to rise to the challenge.

September 2019 saw an overwhelming trend towards «recycling», which has completely disappeared in September 2020 with the focus now on safe, antibacterial, antimicrobial products designed to be genuinely good for consumers who are now paying much closer attention to the certificates, most of which are obtained on the basis of a single purchase, but which have little value. This is a trend that will last and this almost year-long hiatus will help create not only a cleaner, more eco-friendly planet, but also greater product authenticity.

At the same time, our initiative towards a new approach to «In & Out» clothing, a mix of comfort and elegance originally designed to be worn mainly by Generation «Z» and presented since 2018 in a specific trend space, has proved particularly effective during the period of lockdown. There has been a steady stream of restock requests from many young brands that have been inspired by this. On the strength of this initiative, we have reviewed the trends that we had prepared before this pandemic and added a new one, which we have called «Blank Page» and which will be presented at the centre of our trend space in September 2020.

We have not been idle during the last 12 months and have completely revamped our website Spinexplore, which now offers the whole industry access to our trends, colour ranges, yarn sourcing and preparation of samples and knitwear, as well as exhibitors' products. This site is completely free and should hopefully be a powerful source of inspiration to our exhibitors' customers.

We will not be launching a «virtual» event as we don't believe in them. At the heart of SPINEXPO™ is its contribution to the world of fashion, sourcing the best yarn to create the most innovative, the most modern and the most comfortable garments. To make this selection, you have to touch, use all your senses, exercise your imagination, and it is hard to do all that when all you have is an image on a screen. Virtuality has its uses, as a way of communicating and informing, but it also has its limits when it comes to sensuality.

So our events will remain true to the spirit of their original design. However, we are also looking to hold a stripped-down B2B meeting, providing more intimate settings when circumstances require a more focused environment.

We hope you enjoy the event.

SPINEXPO™
Karine Van Tassel

Supernatural Superconnected

Challenges and personal freedom have a role in the way we see the future as our commitments evolve and our ideals take shape. Our codes are changing and we pay close attention to the origin of raw materials in everything that surrounds us. We are reconnecting with our senses of sight and touch.

Today, our ability to resist, understand, adapt to change and recover is high on the list of our emotions. Resilience is now taught in schools in some countries. Fluctuating economies, environmental fears, political crisis are everywhere, making consumers uneasy about their future.

Freedom brought by work from home, flexible hours, has resulted in a society with no fixed schedule or synchronisation; as a result communities are fracturing, and the classic "time-table" is vanishing. The need for human connection becomes very important, with a trend for going local –sharing and connecting via social platforms, at a time where 75 percent of the world population has internet access. It will become imperative for companies to come closer to their clients instead of asking them to come to them.

Despite the overwhelming negative impact of the media, there is a need for peace, joy and well-being in the air; Consumers are choosing to move away from productivity and over consumption and buy more selective and simple products, limited series, or bargains on e-commerce. There is a need for products for all age groups, a consciousness of the value of what we buy, of caring for what we purchase, to concentrate on what is essential.

Consumers will be cautious about buying anything they don't consider "clean"; they want to focus on what is "true", not what they are told to buy, they do not accept to be lied to anymore and will want to check. They want simple, not overdone products designed to calm, but original, inventive and sustainable, creative in a valuable sense.

If 2019 was hot on the recycling and resale directions - a situation created by the fact that consumers accumulated far too many products during the ten former years- we now have a need for clean products, and re-using a garment, re-cycling a fabric could well become sensed as unsanitary and dangerous for the health. It blows the horn for a generation of new products, designed for a new kind of consumer; industries will be faced with the demand of flexibility, resilience and creativity.

There is a need for small items, with the trend of work from home continuing, with above the keyboard dressing and a new sophisticated homewear. This is a blessing for knitwear (with focus on necklines, sleeves/ wrists details) and for accessories; these items always sell the best after a crisis, war or economic turmoil. This is also a good moment for yarns of excellent quality, with interesting properties, at the right price.

A mood for optimism and peace.


Super natural

AUTUMN/WINTER 2021

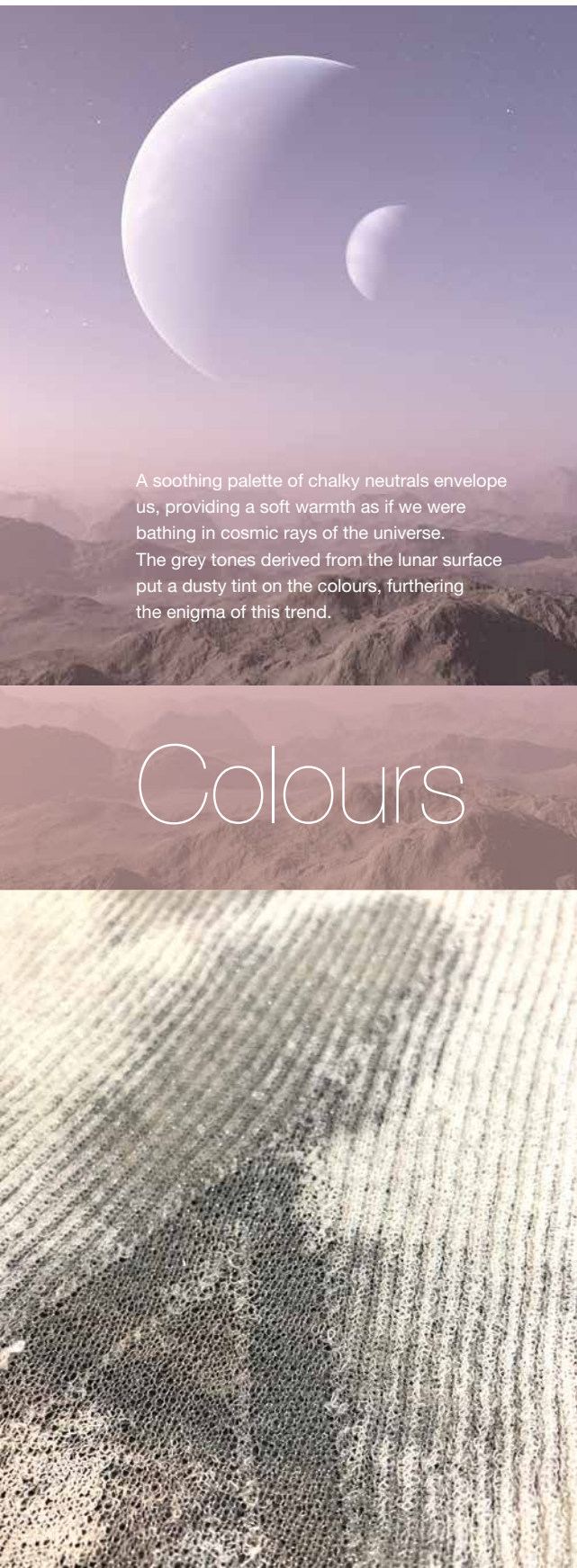




SUPERMOON


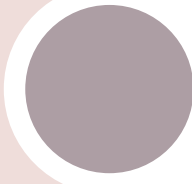


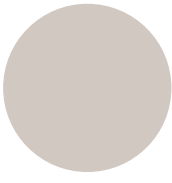
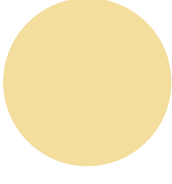
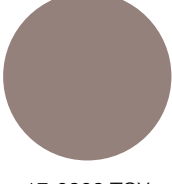
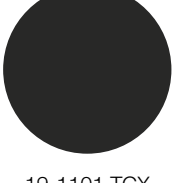



*Spiritual materiality, timeless,
intimate, sensual.
Revised classics, studied
with improved manufacturing
techniques which aim to be
environmentally responsible.
Lighter weight, and discrete
iridescent patina.
Perfect wools, alpaca, camel,
yak, cashmere.
High-end craft details.
Plains, chenille, jacquards
in discrete patterns.
Blurred stripes.
Fine 3D ribs.
Water coloured,
space and inspired.
Imperfect variations.
Shadowy.*



A soothing palette of chalky neutrals envelope us, providing a soft warmth as if we were bathing in cosmic rays of the universe. The grey tones derived from the lunar surface put a dusty tint on the colours, furthering the enigma of this trend.

Colours

- 
 14-4203 TCX
- 
 16-3803 TCX
- 
 15-1512 TCX
- 
 13-0607 TCX
- 
 15-4503 TCX
- 
 12-0718 TCX
- 
 17-0808 TCX
- 
 19-1101 TCX
- 
 16-0836 TCX



Steven Oo

Aimed at soft furnishings this collection of woven fabrics proposes designs for blankets, throws and cushions as well as decorative trimmings. The visual inspiration for this collection is focused on colour blending with painted warps and mixing different colour yarns were key techniques to translate this.



Helga Matos

TRENDS INTERPRETATION

Yarns & Colors' selection is more cashmere and silk driven as we wanted to emphasize the need for comfort and understated luxury of this trend. Even though the yarns chosen are classic in nature with natural fiber contents, the swatches created using inlay techniques have resulted in stiffer, woven like fabrics that are suitable for caftans and outerwear pieces. Our personal favorite is the all white cashmere/silk/nylon stretch yarn. Due to it's built in stretch, after knitting, the textures are extremely eye catching while the handfeel is heavenly.



Helga Matos



Helga Matos

The yarns used were mostly of natural fibres with some additional metallics. Key yarns for this woven collection were Zhongding's Elegance 100% Cashmere and UPW's Cosset 100%Yak. The first offered warmth and softness and having a variety of colours that could be mixed to create some ombre effects while the second yarn added a bit of coarseness to the collection making it feel very natural and tactile.



Steven Oo

Last but not least, we have chosen monofilament yarns with sparkling effects from both Ningbo Zhongxin and Winning but additionally long space dye yarns and fancy metallic yarns from Winning are also selected to emulate the cosmic rays surrounding the planets of the universe. As showcased in the swatches with the monofilament outer layers, we have inlaid the spacedye yarns and fancy metallic yarns inside with intarsia techniques perfectly emulating the multi-colored rays of the lunar atmosphere from the inspiration.



The yarns from Huasheng are all eco yarns featuring RWS wool and Recycled Polyester and the handfeel for all the yarns are cuddle worthy. The different thicknesses of chenille yarns developed in conjunction with the finer classic yarns create subtle interesting textures reminiscent of the lunar surface.



Steven Oo



ORIGINS



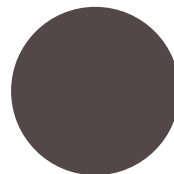
*Ethical, organic, unprocessed,
authentic.
An assembly of unusual colours.
Cosy, warm.
Clay, wood and earth inspired.
Cables, asymmetry, ribbed
structures.
Organic, woody stripes and
patterns.
Tinned metal, stratified sands
inspired.
Polished surfaces effects.*



Colours



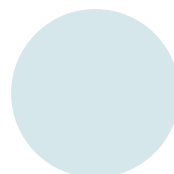
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19-0810 TCX



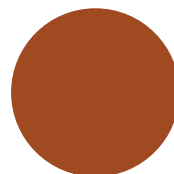
13-3804 TCX



12-4805 TCX



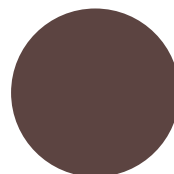
18-1022 TCX



18-1244 TCX



13-1208 TCX



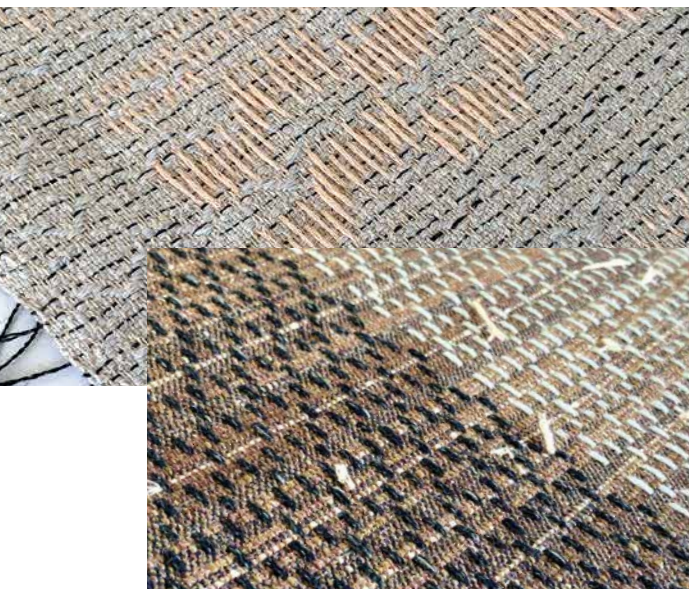
19-1218 TCX

Ethical, organic, unprocessed, authentic.
An assembly of unusual colours.
Cosy, warm.
Clay, wood and earth inspired.

TRENDS INTERPRETATION

Seven gauge knits in cashmere from UPW and Consinee are versatile in the choice of finishing treatments and allow for a bespoke appearance with a luxury feel. Contrasting yarns and tones, including small metallic elements from Winning, when used in asymmetric intarsia and surface embellishments add colour and texture but with a lightweight feel. Pile knit finishes using Shilead polyester add a three-dimensional super soft and tactile surface which gives a cosy element to a felted cashmere finish. These soft cashmere and wools combined with crisp paper yarns from ZIXIN in quilted techniques allow for a tactile surface which lend themselves well to the origins trend- cosy and warm with a primitive, hand-worked appearance.

Helga Matos



As well as decorating the surface of the fabric, the construction of the woven fabrics tries to reflect the quality of Sakiori fabrics by using multiple wefts of different colours in each pick of the fabric. Another group of fabrics in this collection has a grainier surface, created with the help of Zixin Linen Rayon blend. To add softness and warmth to the fabrics, Zhongding's Modern (Merino/Cotton blend) yarns were also used mainly as wefts.



Katie Hanlan



We use and repurpose old stock and remanence yarns. Hand finished embroideries and visible mending adds a craft-look to fabrications and garments. Raw and unfinished details such as outside seams and contrast linking add subtle rustic details to simpler styles knitted in finer weights. We use yarns such as Xiniao's Cross, a superfine merino wool and linen blend that gives a natural irregularity to simple fabrications.

Rory Longdon

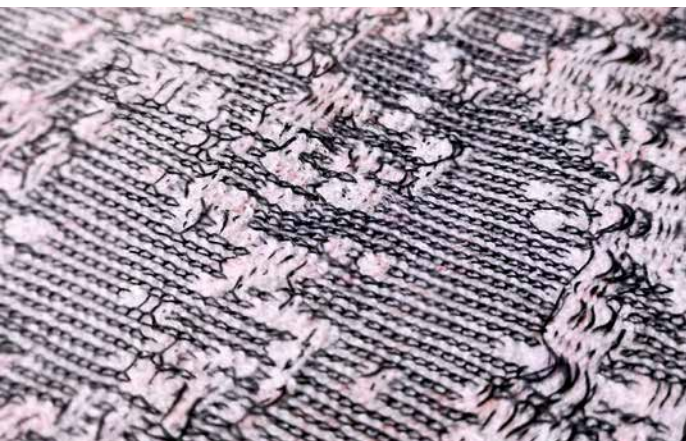


Fancy yarns of varying weights are used to create highly textured fabric surfaces – boucles, air-blown lily's and irregular slubs achieve beautifully uneven textures that recall hand loomed or distressed fabrics. We play with winter look yarns in transitional fibres, such as Huasheng's GTHS-21ECO11, a cotton boucle yarn that creates a soft knotted texture to surfaces. Organically patched and placed intarsias using these highly textured yarns create sumptuous and sturdy fabrics that are perfect for statement outwear pieces such as long gilets and jackets.



Rory Longdon

Esquel is chosen as the main feature for this capsule because of their rustic cotton and ramie qualities. As a pioneer yarn spinner in the world of the natural plant fibres, Esquel is the perfect candidate to represent this direction; we have carefully chosen the more rustic looking qualities out of their collection. By knitting them in textured jacquards in combination with nylon stretch yarns, we have created realistic renderings of textures from the natural world on knitwear surfaces.



Steven Oo

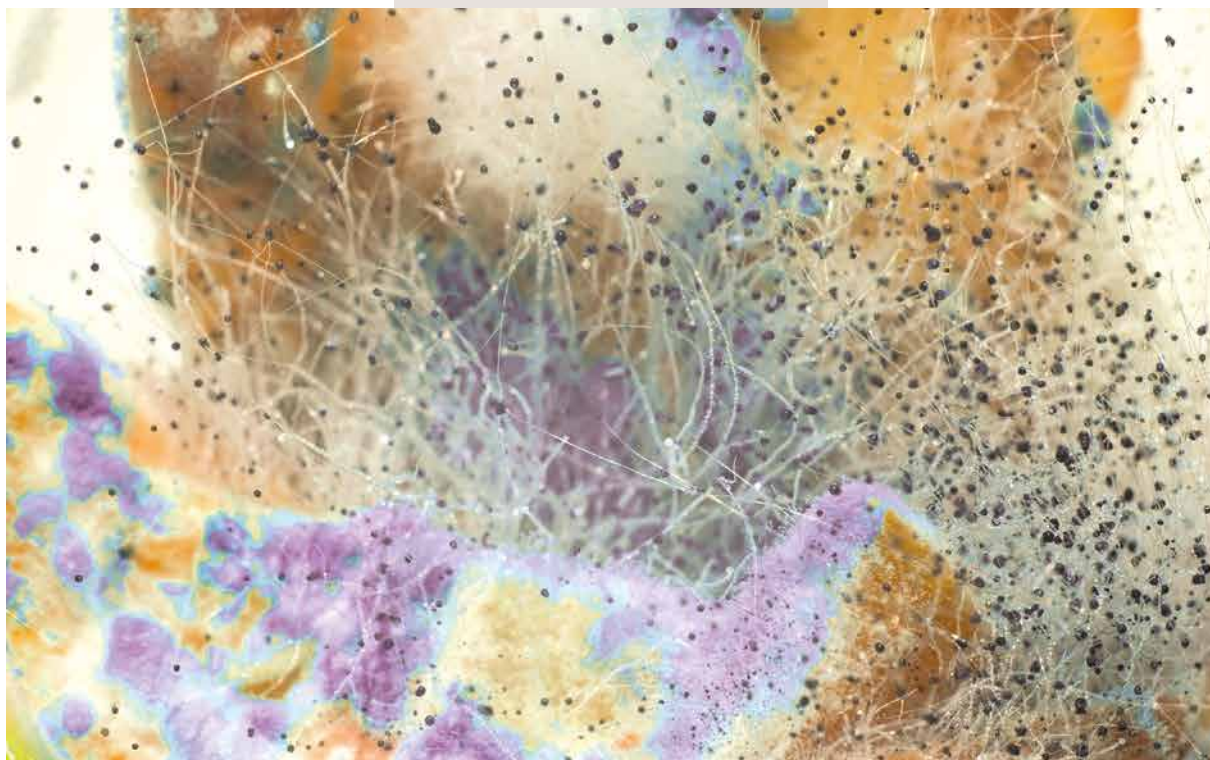


Laura McPherson

Winning's Levita yarn is used as a base to create delicate structural properties with the addition of inlay and hand embroidery. The light weight yarn with a soft sheen holds its own, with the integration of Filpiu's Oracle forming weave like structures through hand inlay. Used in unison Zhongding's Kos and Filpiu's Oracle are contrasting in weight and colour. The open structure of dropstitch allows for light to travel through and expose the beautiful colour of the UPW cotton blend. Formed and set in this natural hollow shape, irregular patterns are created and support the structure of this unique vessel.



Laura McPherson



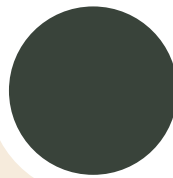
PANDORA



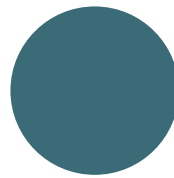
*Subtlety, elegance,
stones as an inspiration.
Marble, opal, crystal, mineral
inspired. Lava, dry sponges,
lichen appearances.
Granite & mica textures.
Subtle metallo-plastics.
Wrinkled, silk and paper
aspects. Crepe textures.
Fine twisted knots.
Coloured particles, mosaics.*



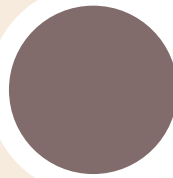
Colours



19-5918 TCX



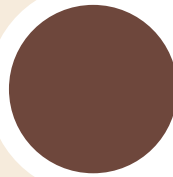
18-4718 TCX



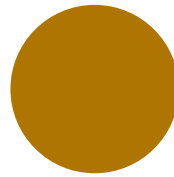
18-1312 TCX



12-0105 TCX



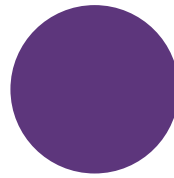
19-1436 TCX



18-0935 TCX



15-0548 TCX



19-3638 TCX



14-1012 TCX



14-5002 TCX

Colours are built around the earthy tones of browns and taupes but Citronelle is key to bringing a splash of inspiration from fungi growth, while the purple adds an element of otherworldliness to the palette.

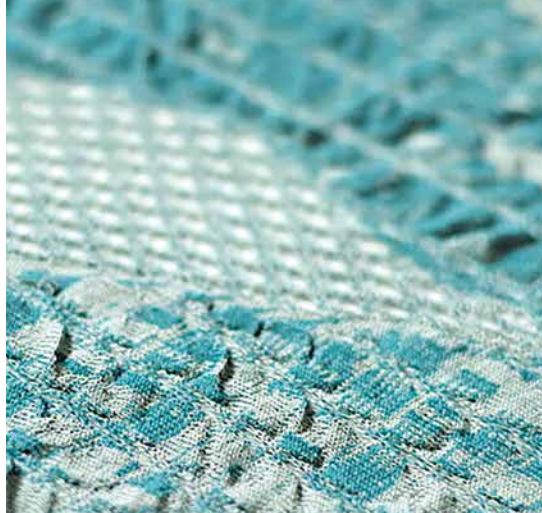
TRENDS INTERPRETATION

The viscose polyester yarn chosen from Winning are mainly to add a sparkling aspect inspired by the twinkling lights emitted from the organisms on Pandora. The dull rayon adds a silky drape to the capsule emulating the cascading vines of the trees. The yarns are super fine so we were able to utilize the inverse plaiting technique on swatches creating an organic marling effect that can be easily manufactured with uniformity.



Katie Hanlan

The foam-like quality of 21EC024 from Huasheng contrasts well with the effervescent look of their polyester, to create a textural sponge like surface on which felted lambswool embellishment are added. In combining paper yarn from Zixin with polyester from Zhongxin and treating this surface with sublimation printing techniques, the two different qualities absorb the dye in different ways to give a layered and translucent appearance—elegance and shimmer with a crisp handle. Added to this are heavier weight yarns from Yarns & Colors and Huasheng inlayed in channels to add structure and a spongelike appearance Indicative of porous rock, but with a soft handle. Seven gauge knits combining lambswool/nylon from UPW and crisp Shilead polyester are the perfect combination with finishing techniques that distort into folded patterns to add a tactile surface finish, soft and enveloping, but elegant rich in texture.

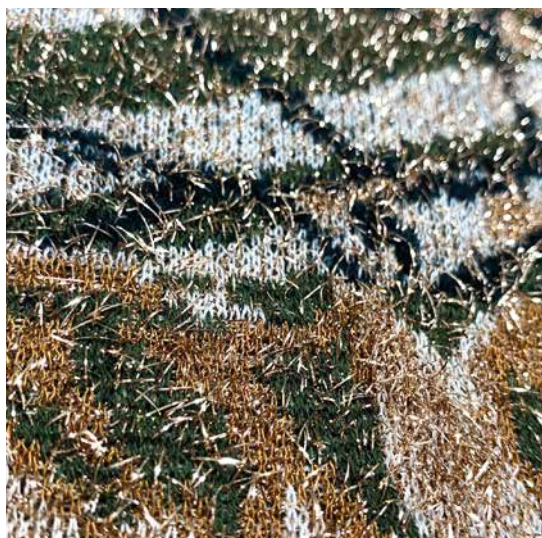


Steven Oo



Inspired by patterns found in cross sections of minerals, different colours of the same viscose yarn from Winning are used. The fine wrinkle effect is created using yarns from Esquel while the gold lurex feather yarn from Shi-Kwan lightens the presentation. Different tones divide the pattern into three levels.

CKRC-Jinlong



Yarns & Colors' yarn selection features an FSC viscose yarn that has very good built in stretch. This yarn "Alfred" used in conjunction with ottoman stitches in organic patterns inspired by the fungal growth on tree barks create raised textures that also add to the stiffness of the fabric to create lighter weight outerwear pieces and dresses. We selected Pima cotton cashmere blends as well as a slubby cotton acrylic blend from Esquel to create swatches that have softness and loftiness in contrast to the other swatches which have drape and shine.



Steven Oo



CKRC-Jinlong

The addition of elastic yarn from Winning and Huasheng enhances the overall three-dimensional texture effect, echoing the subtle changes of the surface of the stone.

The compound jacquard uses yarns from Esquel, Winning and a metallic yarn from Galaxy, reflecting the vividness of the pattern to the greatest extent, while a flat tape yarn from Best Shan shows completely different effects by creating a floating stitch.



Steven Oo



CKRC-Jinlong



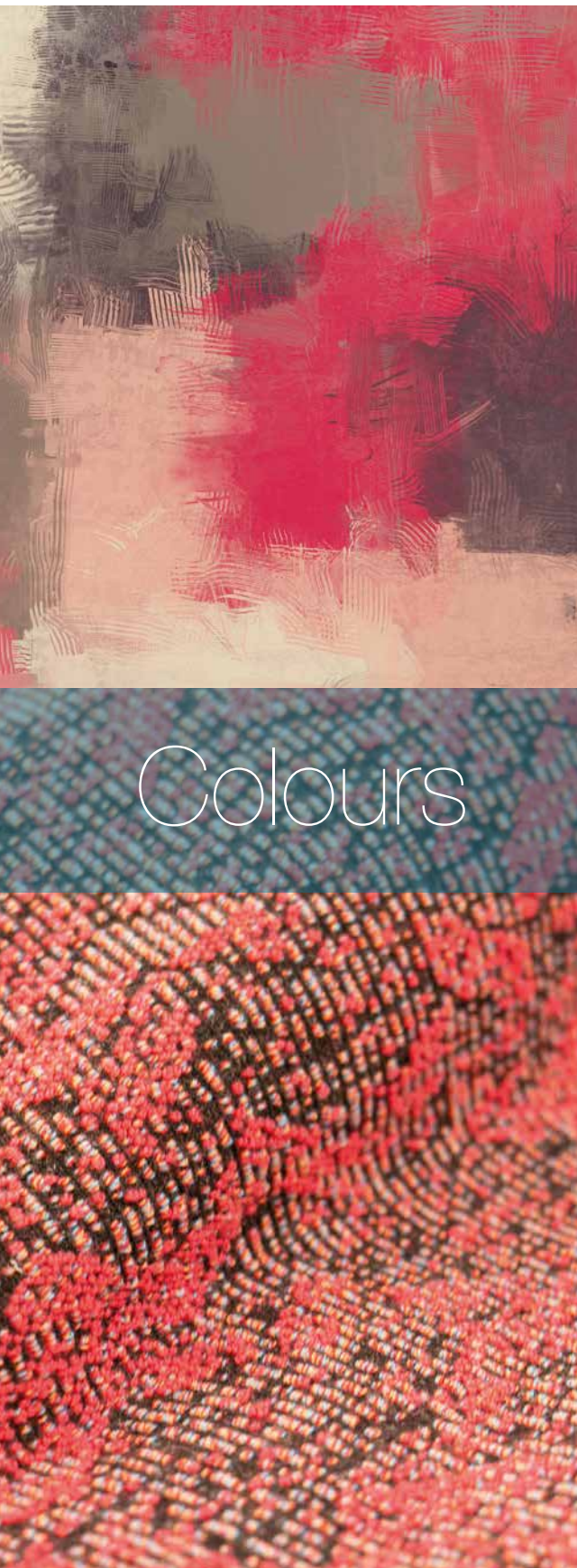
CKRC-Jinlong



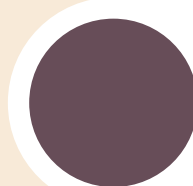
NONAGE



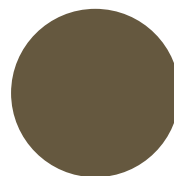
*Tone on tone, material contrast,
robust but light.
Chunky knitwear, furry, mossy.
Tone-in layers.
Felted velvets & wools.
Surface imperfection,
Contrasting structures.
Arty patterns.
Surface effects, a new direction
of blending colours together,
Painter palette inspired.*



Colours



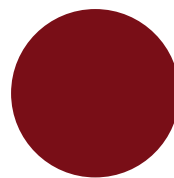
18-1404 TCX



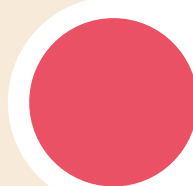
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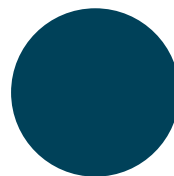
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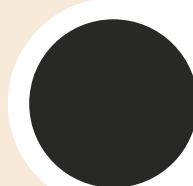
19-1930 TCX



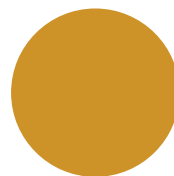
18-1755 TCX



19-4726 TCX



19-4205 TCX



16-0950 TCX

Colours are bright but have a vintage tone to them as we reminisce to the past. Tones are further muted by the use of marled colours with the solids in patterns. There are also subtle references to vintage rugs as we explored knitting techniques that look similar to the woven rug textures. Inspired by the beautiful chaos found on a painter's palette.



Rory Longdon

Luxurious fibers such as cashmere and silk are boiled to give sturdy weights to ultra-soft hand feels. UPW – Faith is a beautiful micro boucle in fine cashmere and silk which is knitted in tucked ribs or single jersey then lightly boiled creating a moss-like surface to lightweight fabrics. Multi-colour marl yarns like Esquel - Marl Rope Solid and UPW – Illusion, are worked alongside each other in tone-on-tone inlay stitches for fantasy tweeds and tonal inlay patterning.



Rory Longdon

TRENDS INTERPRETATION

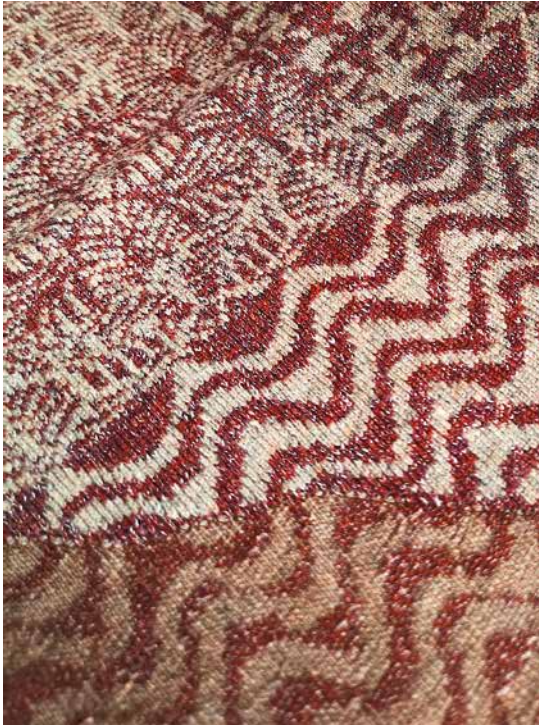
Patchworking of gauges and structures adds interesting dimensions to knitted surfaces as fabrics merge and blend from one aspect to another. Chunky hand-knits in heavily plied-up UPW – Donegal Cashmere blend seamlessly into mid weight structures and then through into fine gauge marls. Heavy boiled aran cables fuse into fine weight structures and then back into extra chunky hand knits.



CKRC-Jinlong



The cashmere from Aurumis, cotton from Esquel, and wool from Zhongding are selected here to focus on the contrast and collision between materials. The special stitch method adapts to different qualities while presenting a rough surface. The floating stitch brings a hand-knit effect to the fabric.



Steven Oo

Esquel's Marl Rope yarns as well as UPW's donegal and slub yarns were chosen for their rustic effects. Zhongyin's Crofton and Pure Cashmere yarns as well as Biella's Harmony were chosen for their bright colours. The rustic selections and the brights were used together to create combinations of patterns and colours in childishly playful manner.



Steven Oo

Although the inspiration is drawn from the past, we have utilised the newest knitting technologies to modernise the final look of the swatches. We imagined us ripping apart carpets, furniture textiles, old fairisle sweaters and patching them up again. However, instead of actually piecing everything together by hand, the innovation we offer in this capsule is to knit everything out on machines without the need for handwork.



Steven Oo



2050



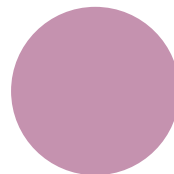
*Exploration – protection
functionality.
Metallic minerals, granular.
A feel of transparency,
glowing, iridescent.
Water-repellent.
Science influenced,
technical layers.
Soft shine.
3D knits.
Fabrics are plain or super
stretch.
Nacre.
Volume pieces, very visual
functional sophisticated yarns.*



Colours



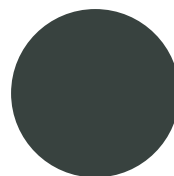
13-4308 TCX



16-2107 TCX



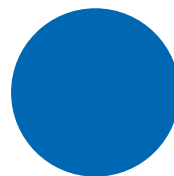
14-1106 TCX



19-4013 TCX



19-4906 TCX



18-4244 TCX



16-6008 TCX



11-0602 TCX

The colours for the 2050 direction draw on the cold blues found in the early generations of computer graphics, which are anchored by warm greys; pure white and a shot of orchid help to pop the geometric and 3D stitches that are embraced in this trend. Key novelty aspects include a feel of transparency and glowing and iridescent elements.

TRENDS INTERPRETATION

Stability and soft structures are created through the inclusion of yarns such as Winning's Elascose, used for its tonal palette and crisp finish. Alongside this and key to this trend is the inclusion of stretch, allowing for the properties of Zhongding's KOS and Best Shan's Entico to change and adapt through stitch manipulation. 2050 explores functionality and performance, alluding to a future of high-tech multidimensional approaches to design.



Helga Matos

A combination of smart and eco conscious, natural, man-made and synthetic fibres were used throughout the collection. Some highlights are Hubo's Thermolite Viscose yarn offers lightweight thermo insulating properties. Shilead's cotton/recycled cotton blend yarn and UPW's cotton blends including cotton/UV resistance polyester and supima cotton/superfine merino wool (machine washable).



Laura McPherson



Laura McPherson

We selected Topline for performance stretch yarns. The Athletic-Luxe sensibility is achieved via fibres such as Polyace 'covering yarn' which lend themselves to this trend because of their super-silky finish and Topline's 'Muse' has a gorgeous drape when not being used in a stretch manner.



Jo Bee

Key spinners for this story include Winning Textile and Yarns and Colors. Their offering of high stretch and technical yarns in weights ranging from ultra-fine to bulky, and lend well to this story of sleek fabrications and high-tech textiles. We select technical viscose and nylons for their high elastic recovery, quick drying and water wicking properties which we use to achieve a look which is both fashion and performing.



Rory Longdon

Winning's spacedye dull rayon was also combined with the thermal yarn to create innovative knitted textiles that won't be expected of a fairly commonly seen yarn such as dull rayon.



Steven Oo



Rory Longdon



Rory Longdon



Steven Oo

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Silence & protection

This capsule is built around a need for peace, comfort, concentration, purity, freshness and novelty; we are looking for simplicity, a new spirit, a need for silence and protection. We take a break from frenetic consumption, a slower rhythm of life is our priority now, and a need for warmth, well-being and tenderness.

Knitwear is coming back strong but it will be a different knitwear, focused on small pieces and accessories, in quality yarns. It will be a revival for knitwear, as it happened during the past century; historically each time we faced a major event, knitwear becomes the best-selling product. It is an important moment to create new yarns, voluptuous, volume oriented, bringing a feeling of protection, but in a soft way.

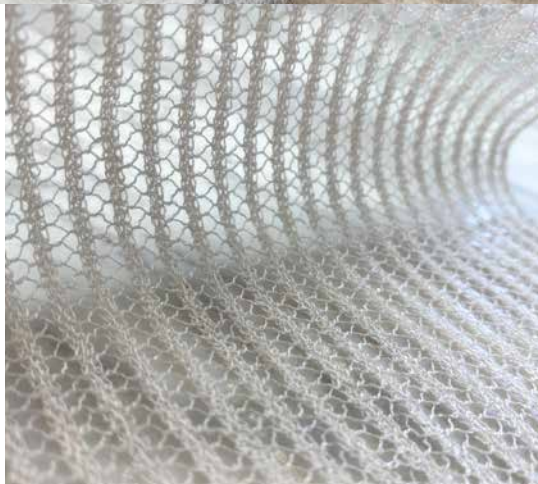
It is also a moment to analyse what we have in stock, to create new yarns from it and offer targeted products for specific clients; the concept of exclusivity is still important.

While elaborating new yarns, we are looking for sparkling, twinkling effects, a feeling of frost and flakes; metallic yarns are changing and become more discreet and sophisticated. Surface effects are important and tie and dye becomes irregular, like a moving photograph.

Inspiration & directions



Recent experience have reminded us that mother nature needs to be cared for as well as we care for ourselves. This collection of yarns have been carefully vetted by our expert team to ensure that all products are reducing their eco impact during their production cycle. There will also be offerings of yarns with real functionality (Anti-bacterial, Anti-UV, etc). As we get more self-conscious about the impact of our purchase decisions, we also seek out real products that will serve a purpose besides a superficial outlook.



Steven Oo



Steven Oo



Ka Wa Key

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With less socialising comes a more intensified focus upon one's self; body, mind and soul. We have come to prioritise comfort over anything else when it comes to what we put on our bodies and this has sparked a new trend of dressing that is more sophisticated than the casualness of a hoody and sweatpants. While we care for comfort, we still desire garments that will have dual usage with both indoors and outdoors flexibility. Set dressing has become a real direction with undergarment references done in chic sweater knits.

Steven Oo



COMFORT
CARESS CREATE
CONSCIOUS



Ka Wa Key



Ka Wa Key



Steven Oo

Yarns: Ethnically Dyed or completely undyed yarns. Sustainably harvest fibers (Ecovero, Lenzing, RWS wool), organic fibers and recycled fibers in addition to secondary properties (anti-UV, anti-bacterial)

Style: Zen-like silhouettes that read androgynous. Simple shapes in easy stitches that are easy to produce. Raw, handstitched and mended details.



Steven Oo





SPINNERS & KNITWEARS

We asked SPINEXPO's exhibitors what they experienced during the height of the pandemic confinement, and they all mentioned that there were not many cancelled orders. This underline how important the notion of service is, and how fundamental it is to have excellent relationship with clients at a higher level.

They adopted different strategies due to the pandemic experience: here is what they have to say



XINFANG

Xinfang is launching a series of top-dyed fancy yarns using long staple fibres to achieve real solid colour effects.

Traditionally, fancy top-dyed yarns are developed using mainly black and white core fibres, making the mélange effect slightly rough and rugged.

Xinfang developed new monochromatic colours with the aim of adding a healing clean and comfort feel to the yarn. At the same time, a new generation of fancy top-dyed yarns in real solid colour effect has been added up to the line, creating a refreshing haute-couture style for boucle, brushed, suede and air-spun yarns. Soft and light weight, and delicate to the skin, they are also more sustainable due to the raw material used.

Temperature regulation with RWS wool, RMS Mohair and Alpaca, Organic cotton, camel and yak natu-

ral yarns are blended with coloured core yarns made of recycle cotton, polyamide and polyester elastic filaments dyed in batch.

It offers the knitting sweater industry a less monotonous offer, keeping the outline simple and elegant.



CASON

*Knitwear manufacturer:
for Cason, service is the key*

To adjust to the post-pandemic situation, Cason has set up a 3D virtual knitwear design service to speed the development process and save costs. But the company is fully aware that customers still need to receive the actual swatch or sample for fitting and touching.

The manufacture was lucky to have no stock issues or cancelled orders, thanks to the way they are used to service their clients. They target higher-end or designer labels, and especially online brands, with a growing interest for those going to more sustainability. They are still focusing on mid-scale quantities and target in particular the domestic market, Australia and Europe as their key markets. Australia and domestic markets help the manufacture keep business running all year around.

Cason believes that sustainable and durable products can only survive in the future, and that servicing their clients giving them flexibility on minimum quantities is important, strengthening their mutual cooperation.





LUGANG

Lugang has digitized their promotion platforms with “Regal Yarn” smart phone App and We Chat Press releases.

While strengthening their product range and the collections of anti-bacteria products, Lugang diversified their marketing tools.

They focus on long-term partnership with clients who have volume and on the domestic market.



They forecast that the future of textile will become tougher and rely on digital tools and agents in many countries. They are splitting their strategy in two categories with two different types of orders: high-end products with higher price but smaller volume, and commodity products with competitive price and quick response. The company will come up with separate planning to cater for it.



E. MIROGLIO

E. Miroglio rely on their consistent network

E. Miroglio also prepared an online platform to be ready to send products to clients whether at office or at home, aware that clients need to touch and review colours and possibilities. They found that basic items keep very strong and that there is a rising interest on more featured and performance qualities.

They have a very consistent network around the globe with partners and agents, and it creates very good sales proximity. They offer a variety of products fitting fashion, fancy, novelty as well as basic, performance and sustainability.

They consider that it is important to follow the regulations about safety, to keep safe and behave respectfully.



XINAO

Xinao aim at reducing environmental pollution and waste of resources and ensure product traceability

Under the influence of the epidemic, human health has become a concern and Xinao has taken this as a new product development direction. They created a series of antibacterial yarns using new technologies and materials such as zinc, ions and graphene. Having a good antibacterial effect, they can provide a certain degree of protection for the skin.

In the high-end luxury category, they launched a new series of rare animal blends: merino blended with alpaca, mohair, Llama and yak in counts suitable for thick needle products for outerwear, and fine needle products suitable for base layer.



Xinao has passed ISO9001 quality system certification and ISO 14001 environmental system certification. They are a Woolmark licensee and passed certifications such as Oeko-Tex Standard 100, EU eco-label, RWS, GRS, GOTS, DETOX and Bluesign.

NINGXIA XINAO CASHMERE

A leader in colouring technology

Being a holding company of Zhejiang Xinao Textile, Ningxia Xinao is the reorganized firm from the former Ningxia Zhongyin Cashmere Co. and enjoys exceptional skill in colouring technology of cashmere raw material, as well as being a leader in the industry. They accumulated thousands of colours to satisfy the cashmere market. Rapid response of the inventory provides the customer with fast service and the colours endures for a long time, satisfy every demanding customers' requirements.

Xinao Cashmere is specialized in yarns for flat-machine knitting, circular machine knitting and weaving. The standard for woollen yarns is 14Nm-44Nm, and 36Nm-100Nm for worsted yarns.



UPW

UPW accelerated their sustainability initiatives

As they were not able to hold in-person meetings or attend tradeshows, they held webinars to launch their collections and stay connected with their brands and retailers. They were conscious that seeing and feeling the yarns are important, but as many customers were still working remotely from home, not all may have had



access to the physical colour cards. Thus, they allocated more resources to digital innovation and revamping their website, including incorporating new features such as virtual garment simulation, a 3D virtual catwalk show, applying advanced search filters, and centralizing where to view and download their digital colour cards. UPW strive to create multiple touchpoints with their customers with layered experiences so that clients can visualize their yarns from home.

UPW also made a conscious decision to not let the pandemic push them back in their development process, but instead, they accelerated their sustainability initiatives. They are introducing ECO yarn series, using sustainable materials such as RWS and GCS certified animal fibres, organic cotton, and innovative synthetics made from cellulosic and other bio-based materials.



BEST SHAN

Best Shan controlled their expenses and cut down on cost to increase their competitiveness

They developed new clients, more online retailers and improved their work efficiency. They have overseas agents handling their promotion and selling their yarns.

They also improved the speed in delivery and increased the quality of their service, developed new products while focusing on their main items.

CHORI

CHORI anticipate a more fragmented business model

CHORI anticipate a future where human contacts will decrease, and started to create products specializing in sales, with a production system that supports e-commerce. They attach great importance to select clients who demand high quality and plan to strengthen exports to Europe, America and the ASEAN zone.

They are targeting a business model that is tailored to more fragmented markets rather than mass production and large consumption.

WINNING TEXTILE

Winning Textile continue to focus on sustainable eco yarns with more functionalities



Winning R & D concentrated on developing sustainable yarns in rayon and viscose that have been patented with certification. They are also developing more functional yarns with moisture absorption, anti-bacteria and deodorization qualities.

They also keep a reasonable range of yarns in stock, and offer better prices for those that are over-stocked. They started online sales and promotion, to achieve one-on-one service to their clients. They will continue to offer high quality products and services to maintain a good company image. For this AW edition, they have prepared several eco-friendly collections by using recycle materials and new fibres such as Ecovera viscose.



M'ORO

M'Oro diversify its sales strategy

M'Oro plan to gradually transfer medium and low-end products based on volume to domestic production as this market will still be the dominant one. Quick response, an active development of sustainable cashmere products, recycling, traceability, organic qualities, adjustment in inventory, colour offer will allow to win the competition. They will also strengthen deeper cooperation with e-commerce customers.

For export markets, due to travel restrictions, M'Oro strengthened communication and cooperation for those who have overseas brands offices or trading companies in Hong Kong, and set up a European agency in Germany.

A specific line of product has been prepared to adapt to the changes due to the pandemic, and a series of cashmere yarns with antibacterial functions will be presented at SPINEXPO.



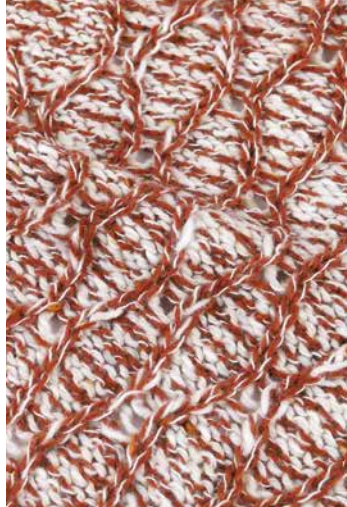


HUBO

Hubo wishes to lead the way by providing innovation in fibres and spinning techniques

They have focused on using natural and organic fibres such as BCI cotton, RWS lambswool and merino, and spun them with recycled and sustainable fibre of Renu™ polyester, Circulose™ viscose, Sorona™ polyester, Naia™ acetate, dope dye acrylic and TerryI™ nylon.

The qualities of these fibres give the yarns softer and loftier handfeels and makes them lighter.



They have also worked on functional yarns with the introduction of antibacterial qualities of acrylic, antiviral Zinhold™ and UV protection.

This range of yarns provides ultimate comfort and gives very soft handfeel. The fancy lines Prima / Novaa is enriched by watercolour space dyes, multi-coloured dyeing techniques, new anti-pilling acrylics and air light polyesters, as well as subtle shine teddy loops, compact feather effects and extreme lofty sponges.

The Mastery collection uses the best luxury fibres such as extrafine merino, baby alpaca, cashmere and racoon to offer a range of ultrafine and mid-gauge basics and compacts through to novelty winter marls, weightless felted surfaces, baby bouclés, subtle fibre flecks and painted colour fades.



HAITE

Haite believe that consistent creativity and better services will survive and win the market

They continued to innovate their yarns from sustainable and functional materials and new colour combinations to keep their products fresh and innovative.

They also learnt from their customers and established a garment department and achieve vertical management of the entire production chain. This experience made their yarn department understand buyers' requests better. With the fast response and technical support from the yarn department, the garment team got confidence to give fast response and better price to customers.

It made their yarns more sustainable and creative, and their sweaters more professional and of higher added value.

No matter whether orders are big or small, they offered their clients better prices and extended the payment terms to support them. Their main markets are America, Europe and Japan.

YARNS & COLORS

Yarns & Colors forecast that bulk orders will be less and with high price pressure, mid-scale, with 2 different platform: Eastern and Western, a need for stock service and fast delivery

They focused on functional yarns, speeded up their service and reduced timing stock. They expect big retail shop orders to reduce and e-commerce to grow. A new medium high level type of brands is becoming important, and small shops have a new life compared with big shopping centres.

They do not accept cancellation of special orders if the production has been done but accommodate their clients if main items are concerned. They have agents in most countries outside China and also show their collections via their web showroom platform.



DASHING

Dashing accepted to postpone orders to the next season after mutual understanding with clients

Dashing plan to strengthen their cooperation with domestic and foreign brands, while focusing on middle and high-end products. Starting from R&D and based on the needs and development direction of clients, they are strengthening their mutual cooperation. Their export market accounts for 65% of their sales and they have good cooperation with many countries. They are using electronic colour cards to improve efficiency and video mode to enhance communication with their clients.

They are not chasing after quantity and strive to build a middle-sized factory offering good quality and interesting product characteristics. Semi-worsted yarns, organic, recy-

cling, sustainable developments are their main products and combine the advantages of their cashmere and spun silk products. For fancy yarns, they are developing special spinning techniques to diversify from their competitors. They also take advantage of their advanced complete equipment to improve the proportion of worsted products, improve fine surface effects and improve the resistance to pilling.



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UPW

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At UPW we have always designed products from our hearts: our mission is to bring you the best quality and the best environmental standards possible. This season, in light of the recent events, we are committed to maintaining and improving these standards more than ever. We hope that you will join us in sharing this vision: all together we can shape a more mindful and more respectful industry of the future.

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