



spin explore

SPINEXPO™ SHANGHAI

SPRING/SUMMER 2021





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CASHMERE

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DIVINE

浙江中鼎纺织股份有限公司

ZHEJIANG ZHONGDING TEXTILE CO., LTD.

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道法自然

HUBO

YARN COLLECTIONS

pr' ma

BACK TO BASICS HUBO YARNS
FANCY SPINNING HUBO YARNS



NOVAA

PURE CORE COLLECTION HUBO YARNS
INNOVATION COLLECTION HUBO YARNS

MASTERY

ITALIAN TECHNOLOGY & LUXURY FIBRES
HUBO YARNS



BOOTH NUMBER: G01

GTIG HUBO INDUSTRIAL CO., LTD.

江苏国泰汉帛实业发展有限公司
16-30/F, TOWER B, GUOTAI FINANCIAL PLAZA, NO.1 BINHE ROAD, ZHANGJIAGANG, JIANGSU, CHINA
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SPRING SUMMER 2021



CLASSIC COLLECTION

SPRING SUMMER 2021



FANCY COLLECTION

SPRING SUMMER 2021

BOOTH NUMBER : F01

JIANGSU GTHS INDUSTRIAL CO., LTD

江苏国泰华盛实业有限公司

EMAIL: alanyu@gths.cn




SPRING/SUMMER 2021

THIS ISSUE BRINGS A CHANGE IN THE WAY IN WHICH SPINEXPO™ WISHES TO ADDRESS TRENDY SPACES. SPINEXPO™ HAS BOOSTED ITS TEAM WITH SEVERAL SALES REPRESENTATIVES TASKED WITH MAKING CONTACT WITH REGULAR VISITORS FROM DIFFERENT CONTINENTS AND COUNTRIES. THEY CAPTURE THEIR NEEDS, THEIR INTERESTS AND MOTIVATION WHEN THEY VISIT, AND TELL US WHAT THEY FIND USEFUL AND WHAT THEY WOULD LIKE TO SEE US DEVELOP, AT A TIME WHEN ALL THE BRANDS ARE REVIEWING THEIR STRATEGIES TO BETTER ADAPT TO CHANGES IN THEIR CUSTOMERS' BEHAVIOUR.

GLOBAL WARMING LEADS THE BRANDS' MAIN CONCERNS, AND ALTERNATIVES FOR RESPONDING TO CONSUMER NEEDS ARE PLANNED FOR THIS COMING YEAR; SEASONALITY HAS BECOME IMPORTANT AND THE SUMMER PERIOD, WHICH ONLY 10 YEARS AGO BROUGHT CONSIDERABLY LESS IN THE WAY OF SALES, IS BECOMING INCREASINGLY IMPORTANT.

THE KNITTING SECTOR IS NOT IN THE SHADOWS BUT IS ADAPTING TO MORE NATURAL MATERIALS, METHODS OF PRODUCTION THAT RESPECT ENERGY SAVINGS AND FINER YARNS, WHILE THE CIRCULAR KNIT AND JERSEY SECTORS ARE ATTRACTING A GROWING INTEREST.



MODERN CLOTHES COME FROM HEALTH AND FITNESS. YARNS AND FABRICS NEED TO BE A PLEASURE TO TOUCH, FEEL AND WEAR, AND HAVE FUNCTIONALITIES. BRANDS NEED TO APPEAL TO THEIR CUSTOMERS EMOTIONALLY AND SOCIALLY. WELLNESS IS IMPACTING THE FASHION TRENDS, TOGETHER WITH CONCERN FOR ECOLOGY.

Far from being a spiritual issue, wellbeing is becoming more and more a business as the younger generation fights to cope with the malaise of insecurity of everyday life in the 21st century and its challenges. Practising a sport, being “fit” and healthy implies a new way of dressing, with codes easing up as work and leisure become more versatile and relaxed.

The wellness concern is overwhelming, particularly during the Spring and Summer seasons, fibres become more functional, yarns more inventive, easy care, good for the body, with numerous functionalities. Natural and man-made fibres are blended together for modernity and price point purpose; stitches are disrupted, moving away from conventional constructions.

As the world starts to focus more on personal wellbeing, Spring Summer 2021 is the perfect time to reassess how we dress and how our life intertwine. Physical, Mental, Emotional represent our Spring trends: all have to do with personal wellbeing; Social and Transformational represent our Summer trends and how we interact with other individuals around us. We wish to investigate a way to be resilient, flexible and adaptable, putting together various aspects of our lives and how they drive the way we wear our clothes.

IMAGINE

A DREAM VERSION OF OUR LIFE!

SPRING/SUMMER 2021





PHYSICAL



A contemporary sports look based on soft modern ergonomic supports. Delicacy based on natural and high-tech blends with high tactility, matt & shine, grainy, springy, light weight. Parchment and frost, aerated, for blown out volumes; foam and waxed aspects, contrast finishing. Dry, crisp, cool – rubbery feel; synthetic with dry handle and a minimal shine, soft to the skin for sport lifestyle designs with comfort above all. Engineered stitches and knits (the stitch creates the look), underwear, judo & tennis inspired. Soft ribs, dry satins. Yarns and fabrics for a changing climate insuring comfort and protection and allowing movement for a sense of wellbeing, light weight, easy to wear, performance and function driven. Premium fibres and yarns for minimal designs with functionality aiming a luxury refinement, the upmarket athleisure and sports luxe market.

White on white textured prints and effects, edging, tennis inspired; re-engineered cellulosic fibres, spongy and reflective yarns.

11-4001 TCX
BRILLIANT WHITE



18-4018 TCX
REAL TEAL



12-0804 TCX
CLOUD CREAM



16-0430 TCX
FERN



14-4201 TCX
LUNAR ROCK



16-1624 TCX
LANTANA



11-4604 TCX
BILLOWING SAIL



16-1150 TCX
TOPAZ



14-5002 TCX
SILVER





Best Shan by Shelley Qin



Best Shan by Steven Oo



Yarns & Colors by Laura McPherson

PHYSICAL

The designers' interpretation of the trends

Contemporary and fresh, Physical explores cocoon like shapes, through form and additional integrated structures. Clean lines and white on white stitches are paramount to this group, with volume explored through foam like, padded elements. Scale is challenged, with the mimicking of shape and form in different formats. Sportswear detailing is subtle and refined with a focus on performance and function.

Laura McPherson



Sawada by Rory Longdon



Polyace & Best Leader by Kemi Clark



Sawada by Rory Longdon

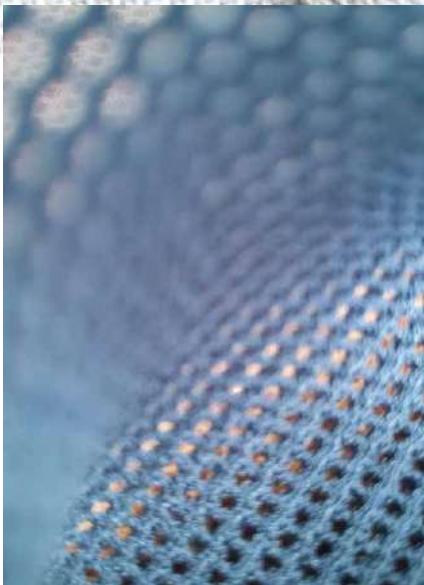


Best Shan by Steven Oo

We get inspired by underwear as outwear in stylistic details. Coated surfaces mimic second skins, they are either seen through or white on white. Fabrications look simple but the technicality is all in the knit structures. Clean surfaces provide the perfect canvas for style lines and sporty details to really stand out. Innovation is very much in how we do trimmings. Structured yet semi-see through knit structures are layered in effective ways that create a play on shadows. Yarns are of the highest quality with natural fibres being blended with performance synthetics.

Steven Oo

Best Shan by Steven Oo



Best Shan by Steven Oo



Sawada by Eva x Carola



Polyace by Kemi Clark

Future sport. Sportswear is not just for the gym but for day to day outfits. A fashion forward view of sport aspects in ready-to-wear style. Exclusive drops and limited editions allow for small production of exceptional designs and special techniques. Fabrications are inspired by sports implements and new technology in sporting goods. Yoga mats inspire spongy padded jacquards, basketball rubber inspires micro stitches and relief structure, while 3D printed sneakers soles inspire high tech double meshes in contrasting colours. Fabrications are high-technically yet comfortable, intended to be worn casually, they crush and mould for extra comfort.

Rory Longdon



MENTAL



Development of design, circular, contrasting materials, smart technicity, sustainable. A quieter, more natural colour statement, solvent & degraded colours for textures and variations. Opalescent coatings, rainbow iridescence, opalescent sparkles. Synthetic & technical bio/synthetics yarns aiming for utility & minimalism; natural materials, refinement, mono chromaticism; Performance, urban mobility. Inter-generational with imperfect stratified surfaces; Padding, pleating, origami; use of soft metallic. A mix of boldness and robustness and delicacy, almost non-existent fabrics or super strong. Mesh, ribs, layered opacity, quilting, stiffed, felted, that are pleasant to the touch, soft handle. Dry crepe, fine yarns, light rusticity, combination of natural and synthetics, ingenuous structures, stretch and elastane yarns. The fabrications are very much in line with "Physical" but we see a definite contrast in terms of silhouettes. In place of the sporty athletic element, the feeling here is strong yet soft, technical yet graceful.

13-0002 TCX
WHITE SAND



17-1505 TCX
QUAIL



17-1019 TCX
ELMWOOD



19-3917 TCX
BLACKENED PEARL



19-3716 TCX
PURPLE PLUMERIA



17-1226 TCX
TAWNY BROWN



17-1514 TCX
ASH ROSE



16-5807 TCX
LILY PAD





The designers' interpretation of the trends

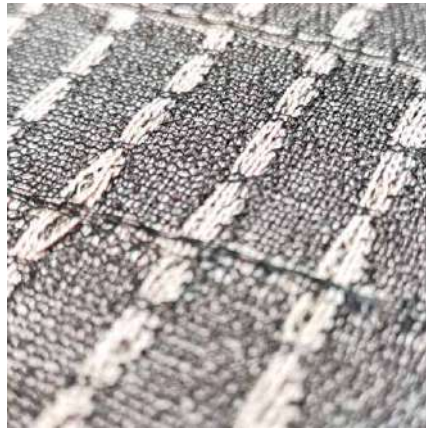
MENTAL

Through Mental the focus is on structure and form, with modern, technical qualities being explored through yarn and stitch combinations. Colours are sophisticated and considered, enhanced with subtle metallic yarns, taking the sophisticated palette to another level. The additional integration of bonding and heat setting allows for pleats and folds to be explored in new and dynamic ways. There is an element of illusion with some fabrics, pushing the idea of strong versus delicate in a different way.

Laura McPherson



Xinnuo & Galaxy by Steven Oo



Xinnuo by Steven Oo



Polyace by Jo Bee



Xinnuo by Steven Oo



Xinnuo by Eva x Carola



Xinnuo & Galaxy by Steven Oo



Polyace by Rory Longdon



Polyace by Rory Longdon

Once we get the body aligned, we must also work on the mind in order to improve our total wellbeing. There is undoubtedly a calmness that is portrayed by the zen-like mood of this grouping. The fabrications are very much in line with "Physical" but we see a definite contrast in terms of silhouettes. In place of the sporty athletic element, the feeling here is strong yet soft, technical yet graceful. Soft shirring details, natural drapes of the fabrics incorporated into the design, soft technical ruffles as details. The iridescent sheen on the fabric feels enlightened. Yarns continue to be natural fibres blended with technical synthetics but they are softer and drapier compared to the crisp and cool feeling of Physical.

Steven Oo



Xinnuo by Eva x Carola



Xinnuo by Eva x Carola

A new perspective: space travel, once a thing of the future, soon to be now. The Earth is seen from above through aerial photos from space, inspiring colour combination and patterns. Modern utilitarian track-suiting inspired by utility functionality and space suits. A feminine lux utility aesthetic. Fabrications are inspired by the technical textiles used in astronaut suits. High density stitches in ultra-lightweight yarns. Surface sheens created with high gloss synthetics. Lightweight fluid fabrication used for windbreakers and outerwear. Interlocked jacquards in new yarn mixes.

Rory Longdon



EMOTIONAL



A modern take of old-fashioned. Deconstruction, poetic simplicity, tenderness, colours used in striking combinations. Intimacy: density in layers using technical yarns for innovative modern constructions; translucent, transparent, nylon filaments, glossy with shimmery aspects. Super soft: mohair in SS. Idea of rarity – luxury, glossy, high-tech hybrids and silky surfaces; glittering yarns, silks and smooth cottons.

An idea of infusions, potions, essences and remedies and a cosmetic feeling; sequined, spongy, transparency and satin gloss; virtual aspects of mix & match of vibrant colours mixing, pastel paintings. Abstract digital images, glowing, radiating, changing, iridescent, technical surfaces. Cosmetics, biochemical, unstable, fluctuating, molecular: high connectivity wires. Natural pigments, no colour fastness: creation of irregular textures and colour degradation; translucent coating and liquid surfaces, wax effects. Irregular abstract patterns, photosynthesis. The power of nature: nature-tech. Candy marble effects. Bacterial prints.

Noble fibres and recycled plastics, composites: crystals, nacre with plastic and stone. Technical shibori, origami with translucent plastics. Large knitwear, colourful, urban, mix & match.

11-4800 TCX
BLANC DE BLANC



17-1311 TCX
DESERT TAUPE



13-0942 TCX
AMBER YELLOW



15-3214 TCX
ORCHID



14-0116 TCX
MARGARITA



13-4910 TCX
BLUE TINT



16-3911 TCX
LAVENDER AURA



16-1323 TCX
MACAROON

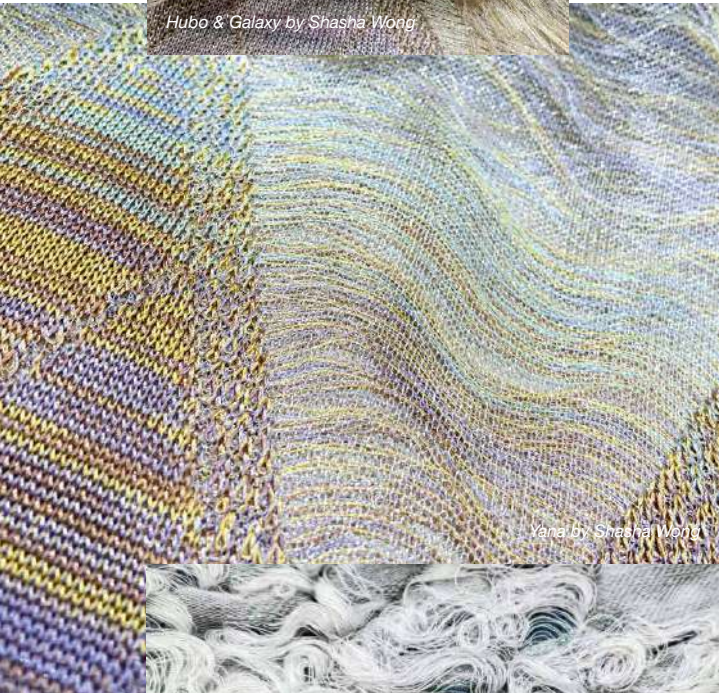




Hubo & Galaxy by Shasha Wong

The designers' interpretation of the trends

EMOTIONAL



Yana by Shasha Wong

Emotional focuses on material exploration and testing, creating surfaces that intrigue and raise question. There are interactions between natural and synthetic properties, with layered translucency being key. Abstract pattern and colour are pushed to explore the pixilation and movement of colour and the application of surface treatments. There are subtle contrasts between transparent and dense areas, allowing for the infusion of colour and application of waxed effects to highlight key aspects of the design.

Laura McPherson

Xinnuo & Shi-Kwan by Helga Matos



Esquel by Eva x Carola

Our past learnings should dictate our emotions and this brings about a nostalgia feeling in this group. It is as if you are standing in the present to look at the past. The dreamy kaleidoscope of pastels from this palette are used to paint beautiful renditions of our best feelings and it is translated into painterly intarsias, printed sequined surfaces, and a cloudlike collision of colours. Superfine mohair is used as intarsia details or layering effects. Details and surfaces look deconstructed but are actually mended and patched with beautiful striking innovation. Yarns are definitely spring forward with a cloudy softness. It is as if there is no weight to the garment as our moods are uplifted.

Steven Oo



Yiwagoe by Katie Hanlan



Yiwagoe by Katie Hanlan



Shi-Kwan by Rory Longdon



Yana by Laura McPherson



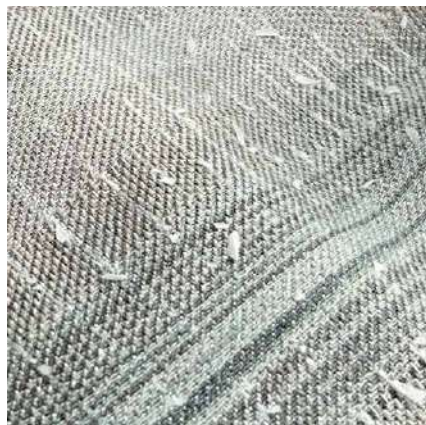
Esquel by Eva x Carola

Lucid dreams: are we dreaming? The mix and overlap of the real and the fake. Too much make up, too little emotion. Robotics and fantasy. Filtered photos and touched up images. Human meets mechanical, and we don't know where one starts and the other finishes. Fabrics are inspired by ultraviolet photography. Marbling effects, translucencies. Ethereal fabrics that mix synthetics sheers with crisp natural blends. Layered up transparencies, high gloss and naturally raw. Iridescent coatings, cosmetics inspired high gloss sheens and powdery hand feels. Colours blur and blend like oil on water; immaculate finishing to simple structures.

Rory Longdon



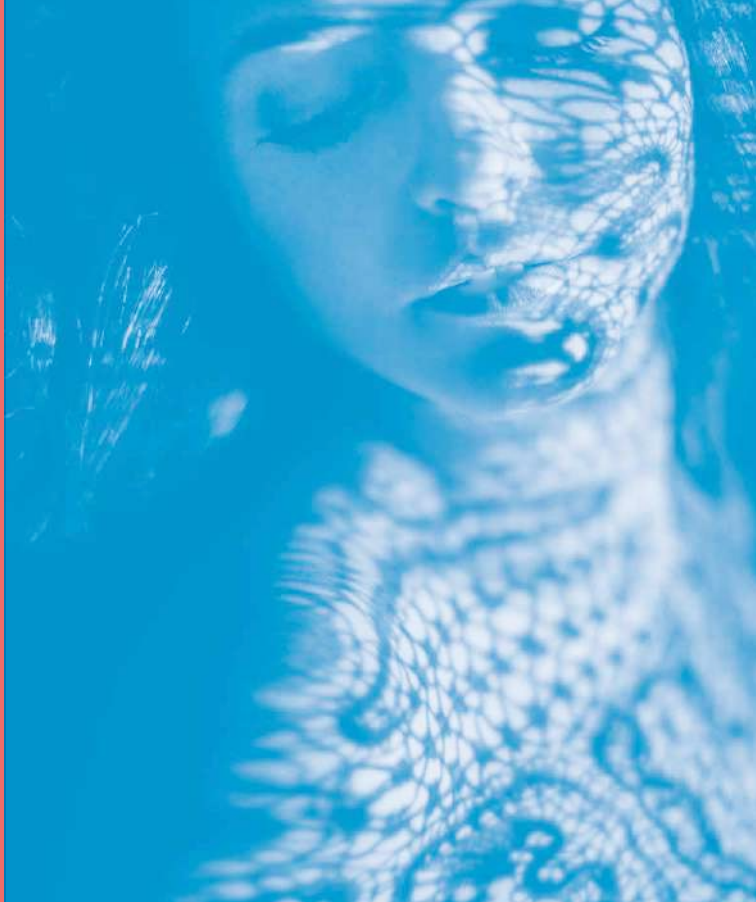
Helga Matos



Xinnuo, Best Shan & Shi-Kwan by Helga Matos



Lugang by Steven Oo



SOCIAL



O pposing, Clashing contrasts, based on materiality and performance with a desire for sustainability. Bio-driven, with a need for transformation.

Soft and fuzzy tones; contemporary ethnic.

The palette is definitely a summer palette with its strong bold colours. Inspiration comes from festival dressing, layering of sheerness, technical stitches imitating crochet and macramé, creative embellishments.

Technical, decorative, with crisp and resistant surfaces, cool, crisp, juxtaposing cross cultural ideas.

Light weight, waxy, shine & shimmer.

Blending, merging, mutations. Material revolution, climate resilient, restorative benefits, distilled and brewed.

Web like, lacy, open textures. A contemporary ethnic style mixing all codes and culture with no restraints.

Oxidized metal, opacity, shiny/matt finishing

16-4032 TCX
PROVENCE



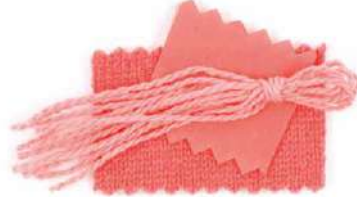
12-0646 TCX
CELANDINE



18-2328 TCX
FUSHIA RED



16-1640 TCX
SUGAR CORAL



18-1741 TCX
RASPBERRY WINE



14-1905 TCX
LOTUS



15-0543 TCX
APPLE GREEN



15-3507 TCX
LAVENDER FROST



The designers' interpretation of the trends

SOCIAL

Social defines summer with its clashing colours and patterns and light weight yarns. Colours are vibrant, unexpected and layered, working both on and off the machine, with the addition of plastics and hand stitch. Open stitch structures are layered and worked into, whilst also exploring an alternative approach towards hand knit and crochet techniques. Each aspect is seamlessly entwined and integrated, with fabrics being taken in an exciting contemporary direction.

Laura McPherson



Yiwagoe by Eva x Carola



Best Shan & Lugang by Odina Keim



Hotta & Zhongxin by Laura McPherson

Zixin & Zhongxin by Laura McPherson



Zhongxin by Steven Oo

There is a festival like mood in this capsule as bright colours come together to celebrate life. The palette is definitely a summer palette with its strong bold colours. Inspiration comes from festival dressing, layering of sheerness, technical stitches imitating crochet and macramé, creative embellishments. The word social also takes the secondary meaning of being social responsible. Inspiration can be drawn from the corals and how different colours and textures work together to create such powerful undersea landscapes. Patterns and textures attempt to imitate nature's architectural marvels of the ocean. Yarns continue this message of social responsibility as they are recycled and sustainable.

Steven Oo



Yarns & Colors, Esquel by Shelley Qin

An eclectic clash of information. An overload and explosion of pattern and colours. Our minds are overloaded with new and old imagery, they mix and merge to create new ideas, gender mix, boundaries blur. Fabrications are inspired by the collage works of Maxwell Burnstein. Mix/Match/Clash/Combine. Digital distorted florals and pixel plaids, a new eye on traditional patterns. Recycled materials used in fun ways to create new fabrics. Pattern collages, abstract flowers, pop graphic checks, tear and paste. Collage, crumple and reworked fabrics, mixing and matching. Fabrications are boisterous.

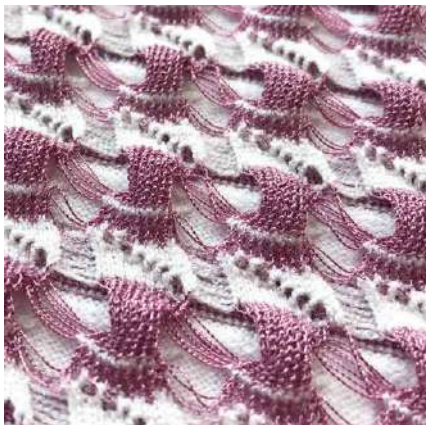
Rory Longdon



Zhongxin by Steven Oo



Zhongxin by Steven Oo



Shi-Kwan by Shelley Qin



Zhongxin by Steven Oo

Zhongxin by Steven Oo





TRANSFOR- MATIONAL



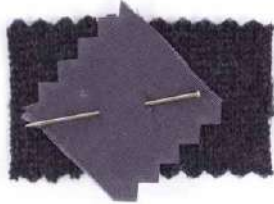
The maturity of this group comes from having seen more, travelled more, experienced more, and felt more. Inspiration is drawn from many parts of the world.

Many ethnicities are on display at once but all of them in harmony even though patterns and colours clashing. Assemblage of transparent yarns, gloss, stardust effects. Nature as an antidote to stress, airiness, decorative, magical and performant.

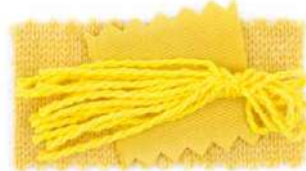
New dimensions, culture collisions, Kahlo inspired, flowers first, virtually interpreted, juxtapositions, a new idea of camouflage and decoration. Urban meets rural Primitive meets modernism; dandy checks, tribal inspiration, psychedelic, rhythmic vibration, afro-punk, savagery, abstract and diffused;

Recycled materials, 3D printing, tie & dye perfection, blending of all colours and fibres. Silky and shiny fibres are important, shine and shimmer; veiled layers, assemblage.

19-3907 TCX
FORGED IRON



15-0850 TCX
CEYLON YELLOW



19-2430 TCX
PURPLE POTION



17-0530 TCX
GUACAMOLE



18-1651 TCX
CAYENNE



19-0510 TCX
KALAMATA



19-4342 TCX
SEAPORT



19-1121 TCX
PINECONE



The designers' interpretation
of the trends



Esquel, Shilead & Polyace by Kemi Clark



Yusheng & Consinee by Laura McPherson

TRANSFORMATIONAL

Transformational is heavily focussed on dye and print techniques, exploring a hybrid approach to pattern and texture, uniting these contrasting elements through a sophisticated juxtaposition of shape and colour. Scale is explored through dye processes such as dip dye and tie dye, with hand painted aspects creating true one-off pieces. Colour is bold and unapologetic; grounded by the earthy tones, with proportion being key. Intarsia and jacquard elements are over worked and assembled, adding to this unique and intriguing clash of cultural qualities.

Laura McPherson



Esquel & Sawada by Helga Matos



Consinee by Katie Hanlan



Ywagoe by Katie Hanlan



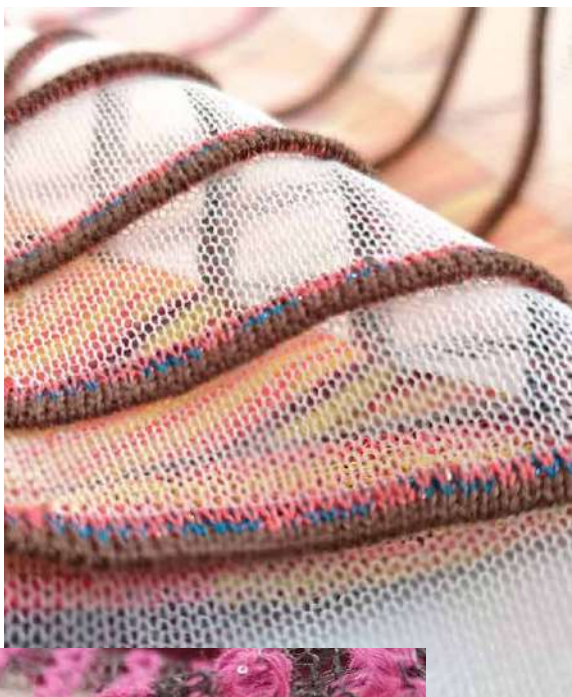
AA Global, Yarns & Colors by Shelley Qin

The maturity of this group comes from having seen more, travelled more, experienced more, and felt more. Inspiration is drawn from many parts of the world. Many ethnicities are on display at once but all of them in harmony even though patterns and colours clash. The idea of taking scrap fabrics and materials and transforming them into new textiles also get translated into our stitch development. The combination of different textures and colours allow us to reach new levels of innovation in stitches. This idea of using scraps to create something new continues on with yarns being recycled and environmentally conscious.

Steven Oo



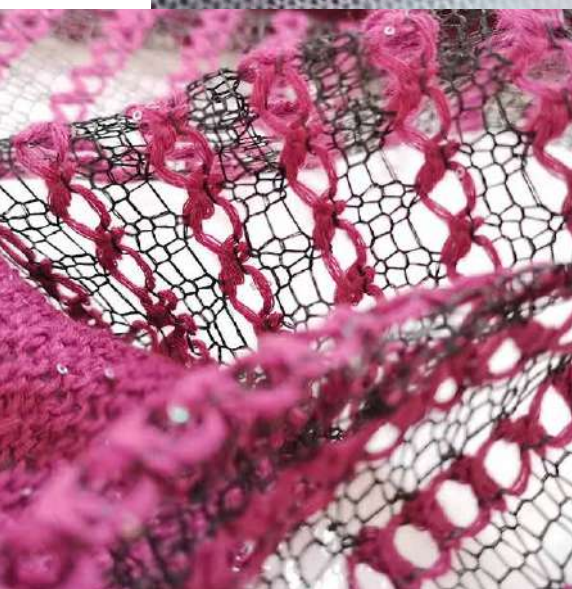
Esquel by Helga Matos



Best Leader by Steven Oo



Yarns & Colors by Shelley Qin



Best Leader by Steven Oo

A cultural clash of high and low, rich and poor, ordered and chaotic. Inspired by the world fast growing cities like Bamako where African traditions are met with world urbanisation, an eclectic marriage of modern and primitive.

Wildly joyful patterns in colours inspired by Matisse and Gaughin.

Printed silk velvet pyjamas and hand painted prints.

Hand-work look stitches – modern yet artisanal looking


in 2 or 3 colours marls create rich colours blends.

Space dyed yarns inspired by bleeding watercolours.

Rory Longdon



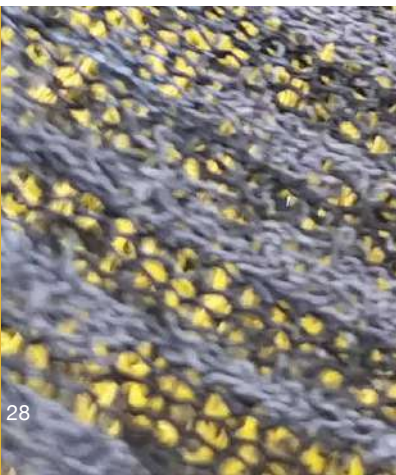
CAPSULES



To illustrate trends for the Spring/Summer 2021 Season, SPINEXPO™ has selected mills from amongst its exhibitors whose products are particularly representative of a summer season, and that have been loyal partners to SPINEXPO™ for many years.

We have surveyed some mills that have participated in our trend areas to get a better idea of their strategies and lines of work at a time when there are global socio-geo/economic imbalances and when generational change is impacting the needs of consumers.

To more clearly illustrate the collections from the mills selected, we have made capsules of two outfits using only yarns from each of these companies, not mixing them with other mills, allowing an exclusive presentation of each business.





“Seawool is an innovative yarn that upcycles both land and sea waste”

Best Leader

A targeted interview

Our designers selected yarns from your collection. Could you comment on their choice?

The designers picked our company’s latest yarns: the Seawool SS collection. We launched this new material for the previous Autumn/Winter, but we have developed new items which are more suitable for Spring/Summer.

Seawool is made from recycled polyester (PET or PETE) with pulverised oyster-shell composites. It is an innovative yarn that upcycles both land and sea waste and offers a unique mix of properties that meet the needs of today’s contemporary consumer.

To develop the yarns, we start by conceiving possible production processes from the theme settings and the characteristics of the raw materials, and then the gauge settings (thick or fine). Once an original



sample is completed, we review whether it is satisfactory in terms of appearance and hand feel; only if it fulfils our expectations will we start production. If not, we rectify the disadvantages until it achieves the results we expect.

How do you rate SPINEXPO™?

SPINEXPO™ brings together the world’s top textile trade professionals and gives us a stage where we can show our company. Such a show is like a party in the global textile industry. It gives everyone the opportunity to

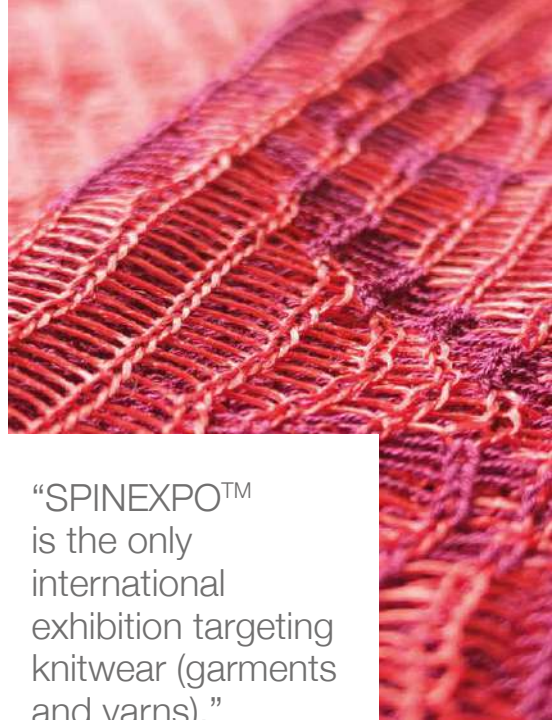


exchange ideas and meet each other. We have gained a lot through this creative platform. It is the only international exhibition targeting knitwear (garments and yarns).

We believe that the way our yarns are presented in the trend area is impeccable. At the same time, it has also increased the visibility of our company to buyers. This type of free, well-organised presentation is not available at other exhibitions.

What is your forecast for the coming year 2020?

It is true that the international situation has had a huge impact on various industries. In my 30 years' experience in the textile industry, 2019 has been the most difficult year, but it has still been a relatively good year because we forecast that 2020 will also be a difficult year (or even more difficult). There are several reasons: the changes



“SPINEXPO™ is the only international exhibition targeting knitwear (garments and yarns).”



in the international economy, the consequences of the Sino-US trade war, the rise of neighbouring countries in Southeast Asia in the past 10 years, uncertain demand from the market and shorter production lead times.

In addition to the exploration of new markets, we cannot stop developing; we need to listen carefully to customers' needs and pay close attention to changes in the market, and strengthen the development of new products based on the characteristics of major brand customers' needs. Strengthening horizontal communication among different sales teams internally can reinforce sales performance and prevent production from being troubled by various quantity and yarn type orders.

Today, we sell 20% domestically and 80% to export. The correct ratio from my point of view is 35% domestic and 65% export.



What is your strategy for the development of yarns?

Mid-to-high-end brands require quality and can accept a longer lead time. This has always been the focus of our business. With our scale and capacity, we are not very focused on discount brands. As for the requirement of fast response by stock service, although a large amount of stock can reduce costs, it is a high risk for fancy yarn mills. Our approach is that before turning all products into running items, they must pass the market testing period; if the product and price are accepted by the market, we will prepare a certain amount of stock to cope with fast delivery and prepare a small number of neutral colours to shorten customers' waiting time for the coloured yarn during the style development stage.

What do you think of the campaigns for sustainability?

We noticed that a lot of sustainability materials and communication appeared in 2019. But we do not tell customers that sustainability is fashion; instead, we tell them that our products use different spinning processes and popular colours to combine sustainability with fashion products. In doing so, we want to help them break the stereotypes of environmentally friendly materials. In the future, we hope that in addition to sweater customers, buyers for home textiles will also search for environmentally friendly materials to use.

For the Seawool collection, we focus on the functional aspects to the body from

the material itself rather than the use of recycled materials. It improves the hand feel, being soft, anti-static, anti-bacteria, keeping warm, etc. Making recycling upcycling.

When we introduced Seawool, some customers asked whether we could add more functions, such as moisture absorption and anti-perspiration. At this point, we explicitly informed them that any additional functions would require more water and electricity and more chemical additives. The meaning of this yarn would be violated. In terms of dyeing, we only do top dye, not yarn dye. Top dye costs less than yarn dye in terms of water and power consumption. Another important thing is that the traceability of the source of the raw materials is also our focus.

Fashion is always changing. New ideas and new products will bring up the fashion. In recent years, the uncertainty of the market has damaged buyers' visibility.

To help, we reorganised our yarns collection into several categories:

- OVERVIEW: reformations and new developments to match the theme setting and trend colours;
- ESSENTIAL: best seller in recent years;
- POLAR: AW collection only targeting high-end brands.

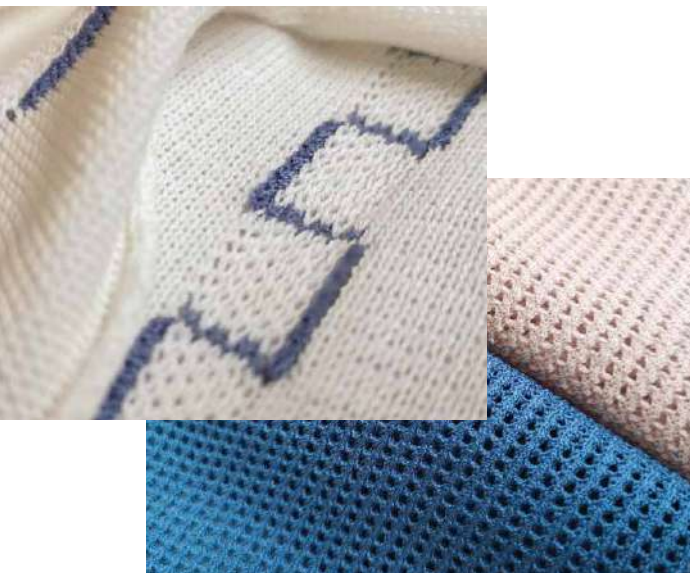
We also look out for new materials to develop new products because our clients from Europe, Japan and the USA request this. The market is still crazy about the term "recycling"; we have confidence in our products in this area but will certainly offer other new articles as well



BEST SHAN

Best Shan has a conservative strategy for addressing 2020; the team is developing new products by making best use of its experience, and paying particular attention to the idea of customer service by increasing its offer in stock service and reducing its delivery lead times.

The mill is split 50/50 between export and the domestic market. Products are aimed at high-end brands and fast fashion. Best Shan stays faithful to its basic objectives whilst at the same time reinventing itself. The mill has embarked on an innovative approach and makes functional products and active sports products.



The yarns selected by SPINEXPO's stylists are amongst its best-sellers. Best Shan is actively developing its new products using recycled fibres and yarns and cooperating with manufacturers of raw materials who offer international certificates. The concept of traceability is important and meets customer demand.

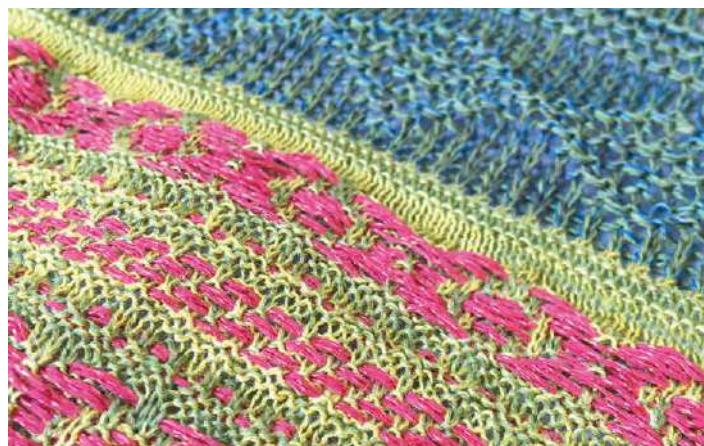
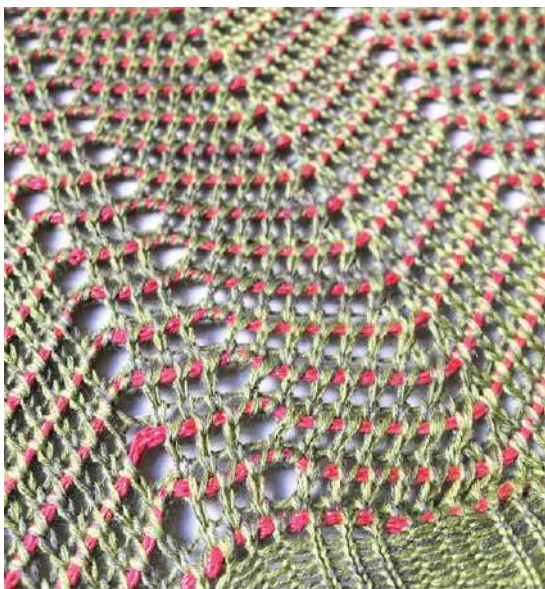
The mill is developing products that meet its customers' current demands; these are not always the newest products on the market, but rather tried and tested products. Working hand in hand with its customers, Best Shan is developing specific products that remain exclusive to the brand for which they have been developed.

YIWAGOE

Yiwagoe is a business originating in Japan, always strongly influenced by the Japanese model. According to its directors, since the mill exhibited at SPINEXPO™, the presence of international buyers has been constantly high, which has enabled dialogue and meetings with many buyers and an understanding of the latest fashion trends, and has strengthened its position in the textile sector.

Originally, YIWAGOE products were sold 100% to Japan. Since 2008, the company launched on the Chinese domestic market to achieve 70% of its sales in just 10 years. Since 2012, the company has strengthened its salesforce in Europe where it has retained several high-end brands. YIWAGOE selects only partners where they can establish cooperation, offer each other a service and strengthen each other.

YIWAGOE serves a high-end market that includes the luxury market and aims at a slower rhythm of life for its products. The company has selected several classic products and increased its stocks so it can give its customers a better service and deliver quality products more quickly.



Yiwagoe's strategy for 2020 is to strengthen ODM management, stick to its original position and widen the commercial channel between China and Japan. Through these strategies, they hope to bloom in the industrial winter.

In YIWAGOE's understanding, the material used should be recyclable and biodegradable, but it does not mean that the product can be used over and over again. The newly developed products are made as much as possible from recyclable polyester, nylon, biodegradable artificial fibre and natural fibre. YIWAGOE reduces the use of dyestuff and makes use of the natural colour of fibres like colourful polyester, natural cashmere and natural colourful cotton and aims to provide natural, environmentally friendly, comfortable and fashionable yarns.

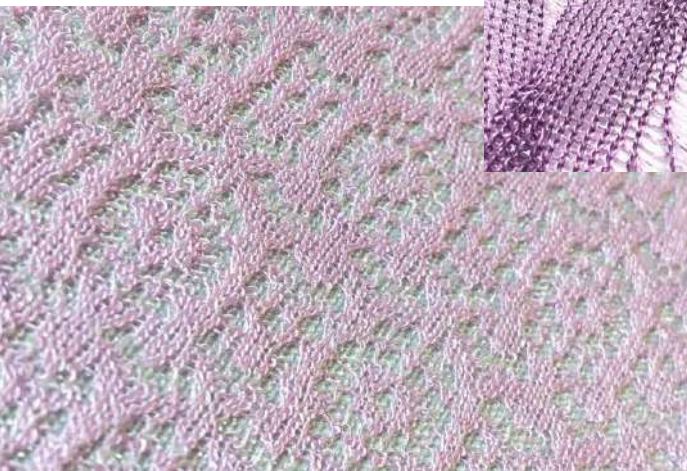
YIWAGOE is not a science company. It does not research and develop new or functional fibres, but uses new fibres to design new yarns. From promotion to utilisation, a new product needs to be tested over a long period, so no new product can become the flagship product of the company immediately.



SHI-KWAN

SHI-KWAN's strength is to be product focused, with continuous innovation and a sense of social responsibility. It aims to be an innovative company which leads the green trends in the industry.

The company now accounts for 85% export versus 15% domestic sales, but predicts that in 2020, the share will be 75/25, and considers a reasonable share to be 65/35. Products can be delivered within three days of ordering.



In 2014, SHI-KWAN promoted sustainability to be its strategic direction and obtained traceable GRS certification in 2015, being the only metallic manufacturer with GRS in the world. In R&D and production, it has always adhered to the requirements of energy conservation, emission reduction and other related actions from raw materials to processes and dyeing.

With R&D and design as the core, SHI-KWAN employs many European designers to build a trend channel synchronised with Europe, and a fast response water-testing market with small batch and multiple products; it uses intelligent Internet to quickly extract the latest data in order to reserve raw materials and make production plans in advance as it is fundamental to develop the latest products suitable for the market with the lowest costs.

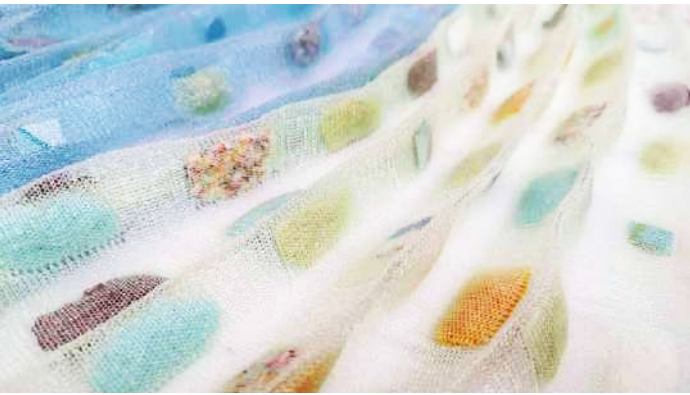
New products include colourable metallic yarns: reflective, luminous, functional metallic yarns (moisture absorption and perspiration, UV resistance, quick drying, etc.) and flame-retardant.

SHI-KWAN received OSC, Oeko-Tex and other environmental protection certifications in recent years. It shows that the environmental protection of its production process has been certified by various disciplines.

Shi Kwan's strategy model goes for fast and flexible, innovating quickly in response to new trends.

LUGANG

LUGANG have constantly kept pace with SPINEXPO, no matter where the exhibition is based – Shanghai, Paris or New York. This is the only exhibition we join. Lugang is a vertical group, not a trader; we have our own production base and have been working closely with the world's best-known brands, such as Uniqlo, Zara, H&M, Gap, etc.



We expect fancy yarns to be in the main stream in 2020, and we will eliminate outdated facilities and adjust the current production structure; we will cancel products with no sales and focus on reasonable/rational products, not just chase after luxury items.

At the moment, our sales proportion is approximately 70% export and 30% domestic. We are still exploring more in China, aiming to keep the ratio at 40% domestic and 60% export.

Our targeted clients are middle level, not high fashion. Therefore, fast response and low price are crucial for this level of clients; we are very flexible and fast-response; our innovation is based on products, price, and lead time. We can guarantee 14 days' delivery for bulk orders, accompanied by some stock services, of which 80% is for domestic sale and 20% for export.

As to the demand for sustainability from clients, we have done the following:

1. Raw materials: we deliberately use materials with GRS, RWS, OCS, etc;

2. We make a big effort to save water and electricity.

We have participated in some projects, such as ZDHC (no poison discharge), HIGG (pollution discharge, saving energy), in order to protect the environment.

There are too many marketing tricks on eco such as just using new fibre, so we prefer to develop new products by improving our techniques instead.

We use recycled wool/poly/nylon to achieve sustainability on raw materials. In our opinion, eco does not mean continuous recycling of all materials: recycling once is good enough.



ZHONGDING

ZHONGDING's yarns derive from marketing combined with customer demand, with sampling and improvement to reach a stable bulk production. Before a product is put into the market and promoted to customers, it is checked for stability of the process and continuous adjustment, and must pass all the tests to meet the standard and to be qualified.



For ZHONGDING, SPINEXPO™ is a professional show, rigorous and well organised. It is also one of the best exhibitions in the world. By showing garments and swatches made using ZHONGDING's yarns in the trend area, more customers visit its booth.

High-end brand products are more valuable with higher added value. They are more competitive and have increasing possibilities, especially when the raw material cost, production cost and labour cost is increasing day by day. On the other hand volume-based customers, who only follow price, usually ignore the most important point of quality assurance. The price is lower than the lowest. This results in elimination of the consumer market.



ZHONGDING has been positioning itself as a Centre for middle and high-end men's and women's brands at home and abroad; products, quality and service all are based on this positioning. When the global economy is weak and the market is more competitive, ZHONGDING ensures stable and high-end product quality, identifies the main products, combines historical transaction records with big data of popular trends, keeps in continuous pursuit of technological and product innovation, and improves the inventory service of main products to meet customers' quick response needs.

For high-quality natural fibre yarn products, the fibre length after recycling is very important for spinning. Using short fibres after recycling will influence the quality.



In response to the demand of brand customers for sustainable development, our company applied for the relevant certification and qualification as required.

In addition, our production management has always been energy conservative, targeting emission reduction and a green factory; we are equipped with the latest automatic dyeing facilities, improve production efficiency, and reduce energy consumption.

Our company has passed the certification for GRS. We can recycle some yarns that have been eliminated from stock and release them for reuse by using our production equipment. Since this is recycled fibre produced by our own company, it is easier to control the quality. This concept will be promoted by our company in

the new season, and we will provide customised services for prospective customers.

From the fibre selection combination, we developed a set of products named TREND (30% 80S mercerised merino wool, 30% anti-pilling acrylic, 40% polyester – 60 Nm/2).

In view of the severe market situation, a new group of 70% cotton/30% wool products are being promoted for the coming Spring/Summer 2021. This group of products are naturally moisture-absorbent, with the softness and fluff of wool. They reduce fuzz pilling, and take into consideration cost performance.

ZHONGDING will stay true to its core, but will target quick reaction and high flexibility.

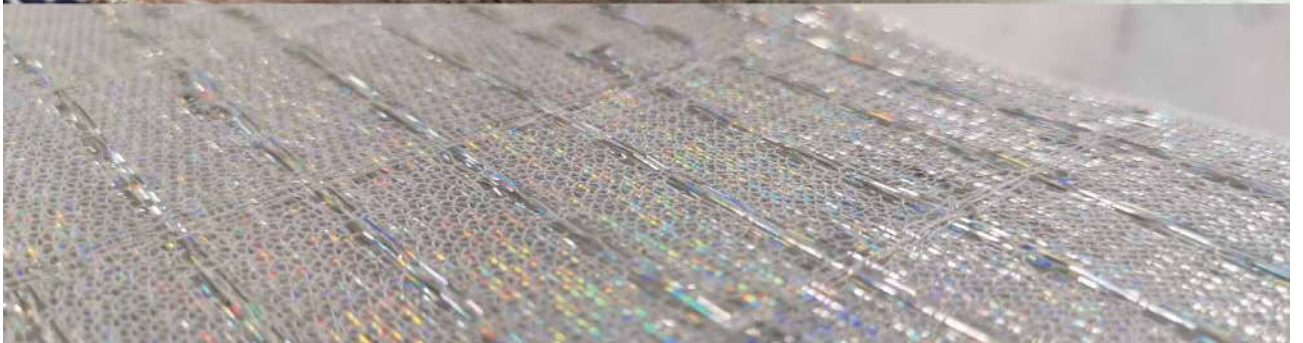


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CASA Z



*Nottingham Trent University
School of Art and Design,
Department of Fashion, Textiles, Knitwear.*

*Students studying on BA (Hons) Fashion
Knitwear Design and Knitted Textiles,
(BA Hons) Textile Design, (BA Hons) Fashion
Design and MA in Fashion and Knitwear
Design courses at Nottingham Trent
University are pleased to present
a new generation of designers featuring
a new generation - Casa Z.*

The Casa Z Generation are a 'more conscious' generation, their life style is heavily influenced by the global world around them and the technology available.



Nottingham Trent University School of Art & Design

The students design ideas for Casa Z features a diverse range of creativity and technical applications for fabric and garment design. Collaborations between Fashion Design and Textile design students have allowed the students to create innovative fabrics and silhouettes for the Casa Z Generation.

Fashion Knitwear Design students have explored various knitting techniques, fine gauge fabrics, power knit jacquards and transfer lace. Natural dyeing and natural fibres are also highly considered in the design process. Fashion Knitwear Design student 'Tanya Ellis' has designed interchangeable knitwear garments considering; a layer for comfort, a layer for home and a layer for outdoors. Whilst Masters Student 'Lauren Pinches' has designed garments considering sustainability with a concept of underwear as outerwear. Her fabrics focus on delicacy and luxury.

*Helen Hill - Course Leader BA (Hons)
Fashion Knitwear Design and Knitted Textiles
Debbie Gonet - Course Leader MA in Fashion & Textiles
and Textile Design innovation.*



Lucie Allen



Ellie Gushlow



Rochelle Lavin

Casa Z have young adults have a new way of living, they are forward thinking, self-taught, informed individuals, burdened with the responsibility of a climate emergency. A new way of living requires a new way of thinking. We need to update the way we shop, dress and think about clothes, to nurture ourselves and revive our planet. Consider a capsule wardrobe for retail rental. Good quality clothes that are made to last, be worn, loved and re-used the ultimate form of sustainability. A layer for comfort, a layer for home, a layer for outdoors. I have considered the home, family, nature and sculpture to design classic, comfortable fine merino knits and protective, rounded shapes, natural colours that won't go out of fashion. Hand knits that will last; Classic cables, chunky textures, for protection from our urban environment. Home comforts, high waists, loose fitting trousers. Wool, cotton, linen and silk, fibres that connect you to nature. Vegetable dyes, undyed yarn in nurturing.

*Tanya Ellis
Second Year BA Fashion Knitwear
and Knitted Textiles student.*



Rochelle Lavin



Rochelle Lavin



Ella Stepney

Casa Z requires clothing that will keep up with transient, adaptable, versatile lifestyles whilst comfort is the underpinning. I am using the bathroom as a visual representation of comfort and wellbeing, analysing the visual aspects which can be developed creating functional garments that still have elements of ease and remain luxury fashion, however where longevity is key. Using a tone on tone approach the knitted fabrics will be minimal but textures and highlight colours in specific areas will create areas of details; which could be adaptable.

*Molly Bowman
Second Year BA Fashion Knitwear
and Knitted Textiles student.*

The Casa Z Generation seek comfort in their daily lives more than we have ever seen in generations previous, this leads to a demand in comfort driven clothing. This generation embrace the desire of dressing individually more than following set trends; they are more likely to cultivate their own personal style by combining trends, silhouettes and Knits in a casual approach to self-styling.

*Ayesha Bhatti
Second Year BA Fashion Knitwear
and Knitted Textiles student.*

The younger generation is spending more time at home, either living with parents or in apartments. They socialise, work, study from home and therefore do not need to wear formal workwear or dress-up as much to socialise. They are a generation engaged in current global conversations centred on sustainable garments, garments longevity and the environmental impact of fashion. They are a generation of digital natives. Having grown up with the World Wide Web, they have a cosmopolitan outlook and a global mind-set when it comes to work. Collaboration is valued equally to competition. They are committed to finding a more sustainable way of living; resulting in a movement towards de-consumption and slow fashion. Minimalist, timeless, utilitarian, and versatile and long lasting are all qualities that they look for in a garment. They value individuality and self-expression. As the most ethnically diverse generation in history, uniqueness is embraced, not shied away from. They are attracted to brands that celebrate freedom of expression and authenticity - brands that let them construct their own identity, free from stereotype. A generation open to gender fluidity and experimentation means unisex brands are increasingly desirable and expected as a norm within the fashion market.

Nia Harper
 Second Year BA Fashion Knitwear
 and Knitted Textiles student



Athelia White



Georgina Thomas

Casa Z - a kind of life style "The mix of different styles inspired by a modern day rural nomadism..., multicultural details and different forms, a desire for daily protection that allows us to live our day-to- day lives. " Functional design to fit the life style - from soft materials to comfortable silhouettes produced with sustainable recycled yarn.

Chung Lin Cheng
 Second Year BA Fashion Knitwear
 and Knitted Textiles student.



Catherine Wood

Save the dates!

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UPW

LUXURY THAT DOESN'T COST THE EARTH

源于大自然 — **UPW 2021 春夏系列**以关注设计和可持续发展为主题。顾及环保的生产方式和服装的可降解性，**UPW**生产的纱线所采用的纤维和染料均是由天然原料制成。

Focusing on the key topics in design and sustainability, **UPW** was inspired by Nature this **Spring Summer 2021**. Yarns are constructed using all natural raw materials in both fibres and dyes to consider eco production and full biodegradability in garment afterlife.

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SPINEXPO SHANGHAI



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