

Developed by Far Eastern New Century Corporation, using exclusive and advanced technology, Polyester Cool Feeling Fabric is very much different from conventional cool feeling fabrics. Conventional cool feeling fabrics generally add mineral powder to the fabric in order to achieve the cooling effect. This particular fabric developed by Far Eastern New Century Corp is capable of maintaining the cooling effect for an extended period of time. It also possesses the unique quality of anti-static and quick-dry functions. The fabric is suitable for summer season shirts and sports and casual wear garments. It may also be used in interior air-conditioning applications.

Far Eastern New Century Corporation has been utilizing innovative technologies to develop recycled polyester, biological polyester and other functional fibers for a wide range of products.



Polyester cool feeling fabric can provide continual cooling effects, possesses quick drying properties, efficient moisture absorption, anti-static and eco-friendly and energy saving benefits. When used in air-conditioning applications, the fabric can help save from six to fifteen percent of electricity. This innovative new fabric is very well suited for sportswear, casual wear and bedding accessories...etc.

On October 12th, at the 2012 TITAS exhibition in Taipei, Valerie Wilson Trower, Trend Director at Stylesight, a web-based fashion consultancy service headquartered in New York City, London and Hong Kong, shared her insights about Fall / Winter 2012 youth culture and fashion trends with the participants.

Stylesight, founded in 2003 by fashion veteran Frank Bober, is a leading online provider of content, inspiration and product development tools for the style and design industries. It also provides forecasting and expert trend research and market analysis. Stylesight is now highly regarded in the style and design industries around the globe for its cutting-edge technology and innovative and inspirational content.

Ms. Trower is the Stylesight's Trend Director for Asia, based in Hong Kong. She has extensive experience in design, retail and marketing. She has worked with Hong Kong companies including Shanghai Tang, De Beers, Esquel...etc. She has a doctorate in



Historical and Critical Fashion Studies from the London College of Fashion, the University of Arts in London. During the seminar, Valerie Wilson Trower shared with the audience her in-depth analysis of the youth cultural trends. Whether it is consumer psychology or social behavior, nothing escaped Trower's sharp observations and critical analysis. Ms. Trower also made predictions about the 2012 Winter and Fall Youth fashion trends. The seminar focused on basic attitudes, themes, colors, styles, and outlines...etc. among other topics. The seminar was very well received by the participants.

DHL widens global logistics partnership with Fashion Week

- DHL with carbon-neutral Fashion Week logistics services
- Paris, Zurich and Tokyo added to Fashion Week program

DHL, the world's leading express and logistics company, has widened its official partnership with Fashion Week to include the shows in Paris, Zurich and Tokyo. Fashion Week is organized by IMG, the largest promoter of fashion events in the world that also represents many of the industry's top organizations and federations. For the fourth consecutive year, DHL provides logistics services to a total of now 23 global Fashion Week and Fashion Day events in

14 countries on four continents. In addition, DHL has extended its scope of services, allowing couturiers at the Fashion Weeks to use DHL's GoGreen carbon-offset transport services for their collections.

"DHL has, over the past decades, gained the experience and knowledge to develop flexible and adaptable logistics solutions for the fashion and garment industry, this being an increasingly important sector of the

global economy," says Christof Ehrhart, Executive Vice President Corporate Communications at Deutsche Post DHL. "In that respect, we are proud to continue and widen our official partnership with Fashion Week."

DHL is one of the leading international logistics service providers for the textile and garment industries, providing services ranging from procurement of material to sample production, quality control,

warehousing and processing of garments to direct delivery to shops. DHL's customers include both small, independent fashion boutiques requiring a one-off service as well as large retail groups with complex distribution requirements. Top designers such as Michael Michalsky and Vivienne Westwood are utilizing DHL's know-how and services.

TITAS

2011 SHOW DAILY



Halti Finland's Leading Outdoor Brand Comes to TITAS

Named after Finland's highest Peak, Halti is a Finnish company specializing in quality outdoor sporting equipment and apparel. Established in 1976, the brand now has more than 1,400 points of sales in more than 15 countries worldwide. The company is most visible in Finland and central European Alpine countries.



It is product manager Pipsa Jarvinen and fabric purchaser Annamari Hellman's first time at TITAS. They have found the business meetings very helpful. Compared to other exhibitions, Jarvinen finds TITAS to be one that gives her more opportunities to make direct connections with suppliers, have one-on-one conversations and therefore easier to find answers and new ideas her company is looking for.

Halti has worked with Taiwanese suppliers for many years. One of the biggest reasons for the long standing relationship with the Taiwanese firms is that they feel they can rely on suppliers here for their quality and good service. The balance of quality, price and value plays a big part,

according to Jarvinen. The company has come to TITAS to look for more innovative functional textiles that are sustainable. Being in the outdoor sportswear field, Halti is heavily focused on eco-friendly and recycled material. One of Halti's collections of sportswear now uses up to 80% of recycled material. With the technology changing so rapidly, Jarvinen and Hellman have already seen new innovative products they have not seen before at TITAS. Things can't change overnight, but little by little, from sourcing to the finished product, we can be more and more ecologically sustainable, says Jarvinen.

Ozarkgear Climbing the mountain of Chinese market share

Ozarkgear is a manufacturer of outdoor clothing and products founded 15 years by Swiss-born Hans Schallenger and based out of Beijing. The company has grown in prominence over the years in the Chinese market but is little known internationally as it focuses exclusively on the market in China.



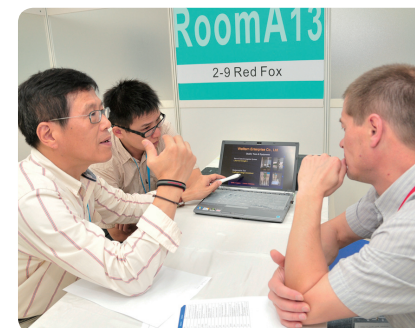
From a humble beginning of three stores in Beijing, Ozarkgear has grown to 62 stores and 220 franchised units. The company currently makes over 500 products, all of which are manufactured their factories in Wuhan and Shenzhen.

Ozarkgear has become very well known in China by sponsoring many expeditions. In 2003 the company sponsored China's first private Everest expedition. They also produced all the garments for the Olympic torch relay over Everest, and, in 1998 launched the Tibet Mountain Guide School locals are trained to become mountain guides. This clever marketing has led to the company's brand becoming synonymous with the outdoors in China. Ozarkgear's

products are currently 80% clothes and 20% shoes and other products. Clothing manager, Lena Li said that this was the company's first visit to Taiwan and TITAS. "We are having a great time. Everyone has been so friendly." She said they were most interested in finding new textiles for products and finding potential partners for cooperation. When asked what she liked best about Taiwan and Taiwanese companies, she said it was the price point in conjunction with the quality or the overall value that could be had here.

RedFox From Russia Comes to Taipei and Revisits TITAS

RedFox Outdoor Equipment is the leading outdoor sporting goods manufacturer in Russia with products ranging from extreme weather outer garments, sleeping bags to backpacks and tents...etc. The company was founded 20 years ago and is now expanding into foreign markets such as Estonia, Latvia, India and South America.



Mikhail Semenov, a founding member of the company, is the Production Director for RedFox and sister brand Virus. Virus is a younger sibling of RedFox that focuses on the sport of snowboarding and therefore targets a younger market segment. Semenov is in charge of these two brands' production, sourcing and development. This is his third time coming to Taiwan and participating in TITAS.

that structure. Semenov points out that the Russian market is rather unique compared to the European market. The outdoor sportswear market in Russia, though growing steadily, is smaller. And Russian companies in the outdoor sportswear field are more value-oriented than their European counterparts.

RedFox has worked with Taiwanese companies for over a decade. Semenov feels that Taiwanese companies supply fabrics that are good in quality, reasonably priced and have a rather wide selection of products. To him and his firm, fabric is a very important part of the pricing structure, and at TITAS, he can find products that fit in

Spyder The never-ending search for the perfect jacket

Spyder was founded in 1978 by David L. Jacobs in Boulder Colorado. The company started in Jacobs' kitchen but has grown to become the largest ski-specialty brand in the world. The company's clothing is currently available in over 50 countries, especially those with ski slopes.



Spyder has long-cooperated with Taiwanese companies and is always on the lookout for functional textiles, especially breathable laminants. According to Anthony Urdiales, senior manager of Materials and Development, the company is quite happy with its partnerships with Taiwanese companies. He said, "The relationships have been great. We get fast lead times and beautiful product. You really get a sense that Taiwanese companies care about your business. If there is a problem with the garment manufacturer, they will immediately send out a technician to deal with the problem. Not everywhere is like that."

Taiwan has greatly evolved over the past few years. "Now you can really see that Taiwan is leading rather than following. They compare favorably with anywhere now." He said that Spyder is always looking to improve their clothing, especially the jacket. "We would like to create the perfect jacket. If we could make a jacket that kept you comfortable in all conditions that you never had to take off, we would do that." With that in mind he has been carefully examining the latest textiles available at TITAS.

Urdiales also said that the market in

Highlights of Exhibition



Li-Ning

Sports Apparel's R&D Chief Comes to TITAS

Alex Lin is the research department manager for the Apparel R&D department for Li Ning Sports Goods. He has been working in the apparel industry for more than a decade and has participated in TITAS ten years ago. This is his first time at TITAS representing the Chinese sporting goods giant.

Li Ning is a well-known Chinese gymnast and Olympic gold medalist. He won a total of six medals at the 1984 Summer Olympic Games, which was the first Olympics the PRC ever participated in. Two years after retiring from sporting competitions, Li Ning founded the Li-Ning Sporting Company in 1990. The company entered the market at the right time and has been a step ahead of the competitors, which has contributed to its success in the Chinese footwear and sporting apparels market, said Lin.



Li-Ning now has the second largest Chinese footwear and sporting apparels market share, behind global leader Nike. Li-Ning comes to TITAS looking for new ideas and products that may create value-added effect for the Li-Ning brand, said Lin. While good service, ability to deliver on time and consistent quality are the basic requirements, Lin points out, creativity and new-ideas are the essential elements that can set a supplier apart.

Perry Ellis International

Great Organization at TITAS
Said Perry Ellis Merchandising Head

Maria Erickson is the Director of Merchandising at Perry Ellis International. This is her first time at TITAS, though her colleagues at Perry Ellis have been here in the past. She

is very impressed by the organization of TITAS. The procurement meetings have given her the chance to meet with potential suppliers one-on-one. It is hard work, Erickson said, but that's

Helsport

The search for lightweight tent fabrics comes to Taiwan

Helsport is a Norwegian family company established in 1951. The company specializes in sleeping bags, tents and backpacks for both normal and extreme users. It is well known as a pioneer among developers, and for having products of the highest quality. Helsport also frequently sponsors trekking and climbing expeditions and is a trusted choice among professional outdoorsmen.

After having worked with Taiwanese companies for some time, Helsport finally sent representatives to TITAS for the first time this year. Product developer, Torkel Sorhus had just arrived and was full of optimism about the show. He said, "I am really looking forward to see what Taiwan has to offer. I have heard a lot of great things and it will be good to see some of these fabrics with my own



eyes."According to Sorhus, Helsport is primarily interested in finding high quality fabrics and businesses to work with. The company is most interested in superlight tent fabrics and environmentally-friendly, sustainable fabrics. They are also quite interested in various processes such as printing and coating. He also said that lead times were an important consideration in determining which companies to work with.

work, it is well-worth it.

Perry Ellis International is a leading designer, distributor and licensor of apparel and accessories for men and women. The company has a portfolio of brands that includes 30 very recognizable names in fashion such as Perry Ellis, Original Penguin, Jantzen, Callaway Golf Apparel, Pierre Cardin...etc among others.



The company has approximately 130 independent suppliers around the globe. Taiwanese suppliers have been on that roster ever since the very beginning, according to Erickson. She has observed a trend developing where the performance attributes of functional

fabrics are now part of the fabric itself, instead of having chemical processing add-ins. The technology has developed and advanced tremendously, Erickson said. She also thinks that Taiwan is on the cutting-edge of technical functional fabrics. If possible, our team likes getting our fabrics from Taiwan, she said.

Raidlight

Trekking its way to TITAS

Raidlight is a French brand created in 1999 by Benoît Laval, a high-level trail runner and trekker who is passionate about outdoor sports and activities. The company has a full range of outdoor clothing and equipment meeting every possible need of outdoor enthusiasts in France and neighboring countries.

Raidlight aims to be different than other brands because it lacks some of the means and structures of its competitors. The company did, however, integrate with Sporaltec in 2007 to strengthen its ability to innovate with the support of Oséo. It was thus able to extract itself from the pack of artisan producers to inch its way into the industrial sector. The results of this move have been extremely promising.

For the company's first visit to Taiwan, it sent its apparel design



manager, Sandra Fricout. She was enthusiastic about her visit as a result of her company's successful partnership and fabric purchasing experiences with Taiwanese companies. She said she was on the lookout for hi-tech fabrics and eco-friendly or recycled fabrics. When asked about trends in the French market, Fricout said that there was a trend toward more accessories and adding a touch of color to outdoor apparel.

KJUS

Apparel for the discerning athlete

KJUS began ten years ago with the simple objective of creating the world's best skiwear using the most advanced fabrics. KJUS is a leading premium sports brand for technical ski wear, functional outdoor apparel and outstanding golf wear. KJUS is also known for its "Spirit" Mountain Lifestyle Collection which blends function with urban fashion. In 2011 the product range has been expanded to include premium outdoor apparel and golf wear. The company is on a never-ending search for more innovative, more ergonomic and more lightweight apparel.

This is the company's first visit to both Taiwan and TITAS. According to Monika Rausch, senior designer at KJUS, the company has worked in a limited degree with Taiwan companies before mostly with lining manufacturers. What led to this trip was both a need for alternative textile sources combined with aggressive communication by Taiwanese companies. "Sometimes you have to speak up to be heard," she said. She went on to say that she



is quite impressed with the technology available in Taiwan and the price. "I think now in Taiwan you can get almost anything you want in terms of textiles. Even four years ago, you might have to lower your standards in some way. That is not the case anymore."

Rausch said that she was very impressed with the lead times and quality of the partnerships in Taiwan and that she had seen a lot of interesting people. After only half a day, she had obtained numerous fabric samples to take back to Switzerland for testing.

Alpinus

Brand Chief Impressed by TITAS, Will Make Repeat Visit

Euromark Polska S.A. is a Polish company founded in 1993. Alpinus is one of the most recognizable outdoor brands in Poland. The company has seen dynamic growth since 1997, with the introduction of sister brand Campus. The brands sell tents, sleeping bags, camping accessories, clothing and footwear among other specialized wear and equipment designed for outdoor activity enthusiasts.

Aleksander Banas is the Brand Manager at Alpinus. He has been working in the outdoor sporting goods field for nearly twenty years. Coming to TITAS for the first time, he is on the end of an Asian tour finding suppliers, striking deals and gathering information for Alpinus. Meeting Banas at the end of a long day, he is visibly tired from talking with company reps all day at the fluorescently lit business meetings. However, he is also quick to point out with a smile that thanks to the meetings organized by TITAS, he has unexpectedly found a zipper supplier. This is good news, considering he's been having problems with their



current zipper supplier from a different country. Although the price from the Taiwanese supplier is slightly higher, Banas points out that Alpinus really cares about having quality material to sustain their product line.

Alpinus has worked with Taiwanese supplier for roughly ten years. The company is geared towards expanding into other Eastern European markets such as Ukraine, Russia, and the Czech Republic...etc. Impressed with the quality control and flexibility of Taiwanese suppliers and the organization of TITAS, Banas said he will definitely make a repeat visit next year!



LS Networks

Recommends Taiwanese Businesses Go to Korea

LS Networks, a company that finds its roots in the big family of the global conglomerate LG, is looking to expand its reach outside the Korean market.

Besides distributing for the German outdoor sporting goods brand Jack Wolfskin, Japanese outdoor brand Mont Bell, and US shoe giant Skechers in Korea, LS Networks also runs its own brand Prospects. Prospects is a 30 year old Korean shoe brand LS Networks acquired sometime ago. Steve Kim is the general manager of the product sourcing team in the Prospects' business division. Using a market differentiation strategy, Prospects has found its niche and its way of competing against such giants as Nike. Prospects has been focusing on the niche market of walking shoes for the 30-40 year old market segment, said Kim. Shaking off stereotypes of gloomy colors and lackluster styles, Prospects has succeeded in making walking shoes hip and popular. As a result, Prospects has become the leader of this market segment, beating out Nike by more than five percentage points in market shares in walking



shoe sales.

This is Kim's third time visiting Taiwan for LS Networks. He thinks Taiwanese companies have a very good chance of entering the Korean business arena and striking deals with Korean firms at this time of economical downturn. Many companies very well might switch their sourcing partners from Japan to Taiwan, according to him. Coming to TITAS, he and his colleagues are quite impressed. They are particularly interested in unique materials such as LED, solar and recycled materials. Korea has a very unique market, Kim said, it would be a good idea for Taiwanese businesses to go to Korea and see for themselves what the market is like!

Septwolves

Tenacious clothing for the modern man

Septwolves has been using Western fashion elements and integrating traditional Chinese culture to create innovation industry since its establishment in 1990. As of 2008, Septwolves clothing has ranked first in the Chinese market for nine straight years. Since 2007, Septwolves has established many large flagship stores and life clubs in China. The Company integrates traditional men's clothing, family clothing and household articles together in diversified stores, which aim to address every aspect of modern man's life and help create an image of man embodying tenderness, heroism and leadership.

Purchasing department manager, Xu Fang-cheng said that this was his company's first visit to Taiwan and TITAS despite having worked with Taiwanese companies for years. He said that TITAS was a smaller show than some of the textile shows in

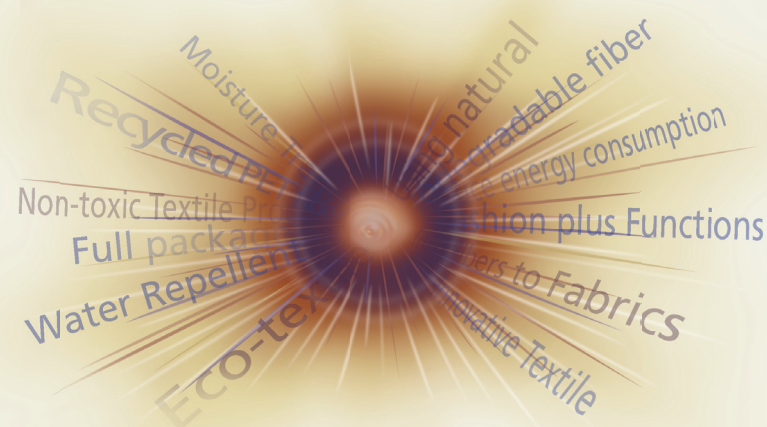


Shanghai and Beijing but that it more than made up for that in terms of the innovation on display. "You have some very interesting technology on display here. I just saw some thread made from coffee grounds for example." Xu believes there are many opportunities for Septwolves in terms of cooperation with Taiwanese companies and he is very interested in seeing new fabrics that his company could possibly use in the future.



台北紡織展 Taipei Innovative Textile Application Show

TITAS



October 16-18, 2012

台北世界貿易中心·南港展覽館
Taipei World Trade Center Nangang Exhibition Hall