

TITAS F/W 11

Taipei Innovative Textile Application Show

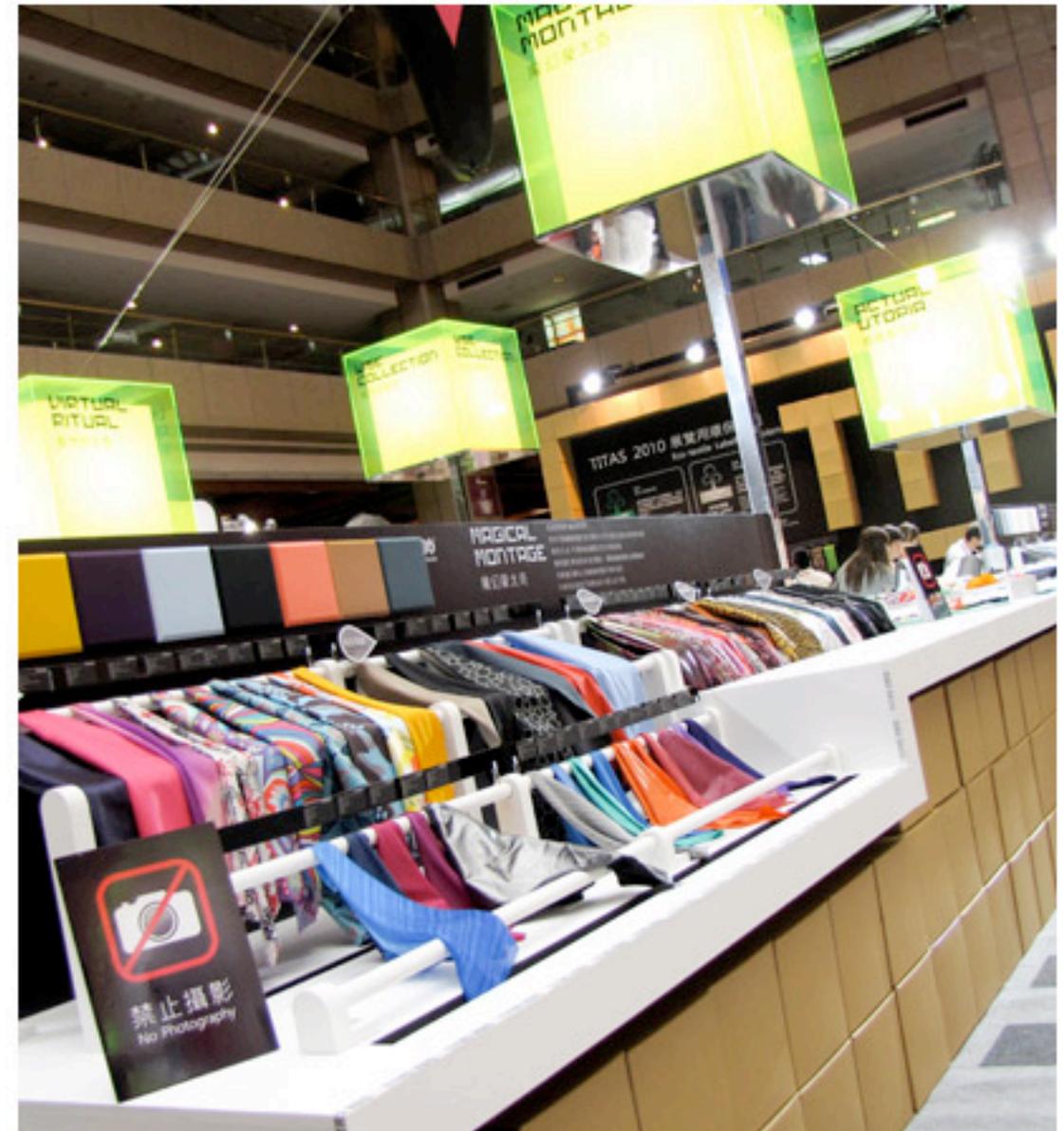
OCTOBER 13 - 15, 2010 | TAIPEI WORLD TRADE CENTER, TAIWAN
TITAS, the functional fabric trade event, showcased prime performance textiles and innovative material developments for casual, outdoors, sports and activewear markets.

ABOUT THE SHOW

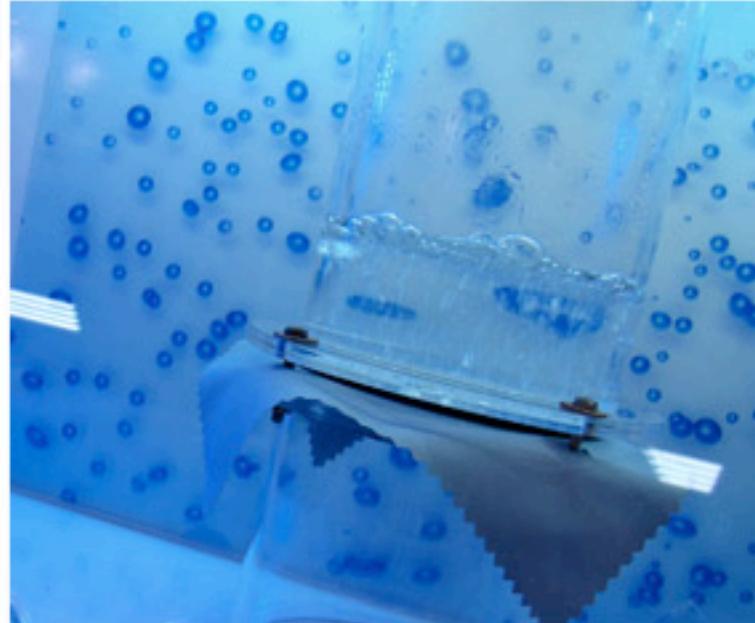
TITAS is Taiwan's must-visit show for sampling and sourcing cutting-edge performance fabrics. While Taiwan has been renowned for its advanced fabric developments, this trade event was not a key reference in past seasons. Due to the Economic Cooperation Framework Agreement (ECFA), which enables increased and tariff-free business opportunities between Taiwan and China, TITAS 2010 gained momentum, attracting international exhibitors and visitors. Forty-three international brands and twenty-five retailers from the Asia-Pacific regions, all key players in sports and casual apparel, attended over 650 pre-arranged trade and purchase meetings; buyers included Under Armour, L.L.Bean, The North Face, Patagonia, Levi Strauss & Co., O'Neill, Sherpa, Scott USA, Vaude, Mammut, Lafuma, Stella McCartney and Ballo.

SHOW FACTS:

- 556 booths, 285 companies from 13 countries or regions (+10.3%)
- 22,479 visitors from 48 countries or regions (+10.8%)
- Venue: Taipei World Trade Center, Taiwan
- Next Show Dates: October 12-14, 2011
- 14th edition
- Held at Taipei World Trade Center, Taiwan
- Next show dates: October 12-14, 2011
- www.titas.com.tw



CHEAT SHEET



KEY FIBERS

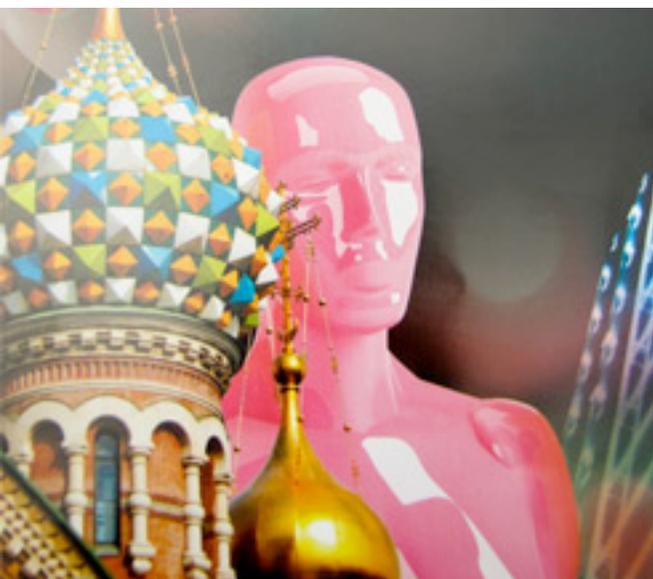
- Standard, solution-dyed and recycled polyester
- Nylon 6, high-shrinkage and recycled
- Bamboo charcoal
- Polypropylene
- Few cotton introductions

KEY PERFORMANCES

- Cooling effects
- Supreme lightweights
- Moisture management
- Anti-UV
- Shape memory

COATINGS & CO.

- Windproof TPEE films
- Paper transfers for print or texture
- PFOA- and PFOS-free processing
- Acrylic and silicone coatings
- White or transparent PU coatings
- PET laminations



MAGICAL MONTAGE	
	18-2143 TCX
	15-0955 TCX
	19-3519 TCX
	2718-C
	19-4005 TCX
	16-1539 TCX
	18-1336 TCX
	19-4220 TCX

ACTUAL UTOPIA	
	19-1525 TCX
	19-0508 TCX
	18-0928 TCX
	16-1346 TCX
	15-1306 TCX
	17-1558 TCX
	18-4522 TCX
	19-0414 TCX

VIRTUAL RITUAL	
	16-0946 TCX
	19-6026 TCX
	14-1310 TCX
	11-0510 TCX
	19-0915 TCX
	18-1512 TCX
	17-0510 TCX
	17-3725 TCX

WISE COLLECTION	
	19-4013 TCX
	18-0201 TCX
	16-4114 TCX
	12-1404 TCX
	16-1305 TCX
	11-0103 TCX
	14-4807 TCX
	17-1312 TCX

LIVELY ACTIVE

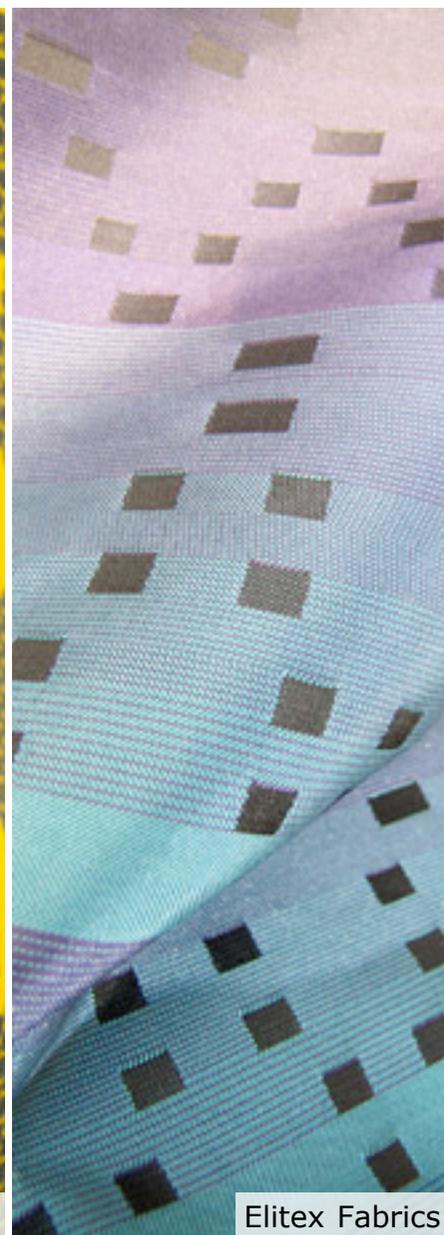
TITAS features four trend directions for F/W 11 that highlight general fashion themes, rather than being fine-tuned to sportswear. An overall mood unites dream world notions with rigorous, creative inventiveness.



Junmay Label Mfg



Chyau Fu Paper Printing



Elitex Fabrics



Epi Textile

MAGICAL MONTAGE

TREND THEME

Magical Montage reenergizes sporty street silhouettes; fabrics have statement-making visual impact.

Mixed natural and synthetic fibers / Standout surface textures through embossing and paper print technologies / Intense color contrasts / Digital prints / Ideal for layered looks and collaged sport/city ensembles



Labtex



Epi Textile



Fabric King Textile



Mienshu Enterprise

ACTUAL UTOPIA

TREND THEME

High-performance fabrics address environmental issues in *Actual Utopia*, providing a new generation of active city looks.

Recycled polyester and nylon / Green process manufacturing / Bamboo / Solution-dyed fibers / Cellulose fibers / Synthetic fabrics with cotton hands / Neat surfaces / Subdued colors / Digital, paper transfer and electrostatic printing



Be Be Cotton Knitting



Yuki & Yuan I'nal



Anndywell



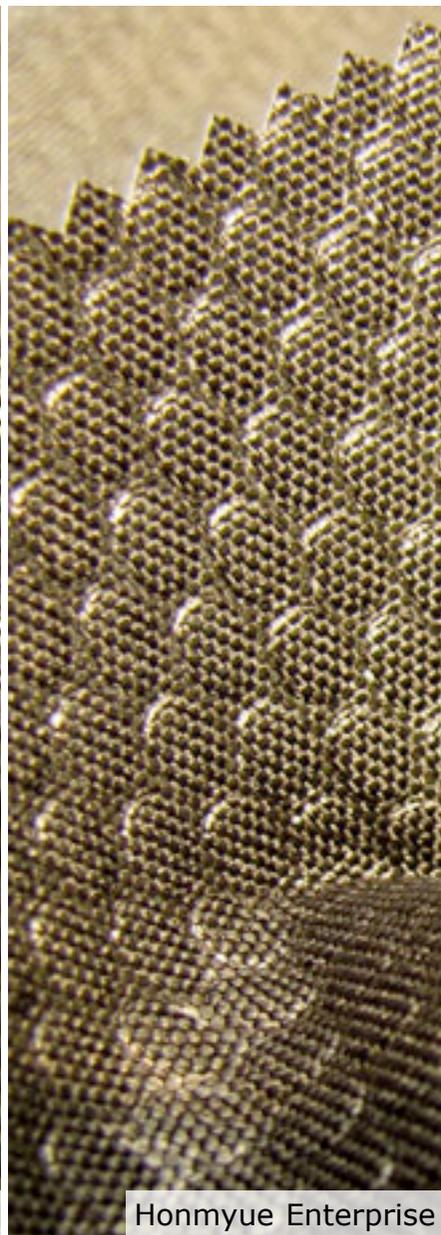
Lung Fong Textile

VIRTUAL RITUAL

TREND THEME

Virtual Ritual invites experimentation, pushing techno fabrics, interesting visual appeal, mixed tactile impressions and youthful zeal.

Wovens or knits / Pattern wins over fiber content / Polyester and nylon are staples / Restyled animal prints on windproof and waterproof fabrics / Textured jersey in bright or reflective colors



WISE COLLECTION

TREND THEME

Wise Collection features sophisticated fabrics with classic sartorial suiting and fine shirting influences, giving elegant edge to active textiles.

High-performance fabrics with fashionable appeal based on classic styles / Subtly techno synthetics contrast with woolly surfaces / Delicate and refined textures / Herringbone / Abstract geometric knit or woven jacquards and prints



Grandtek Asia



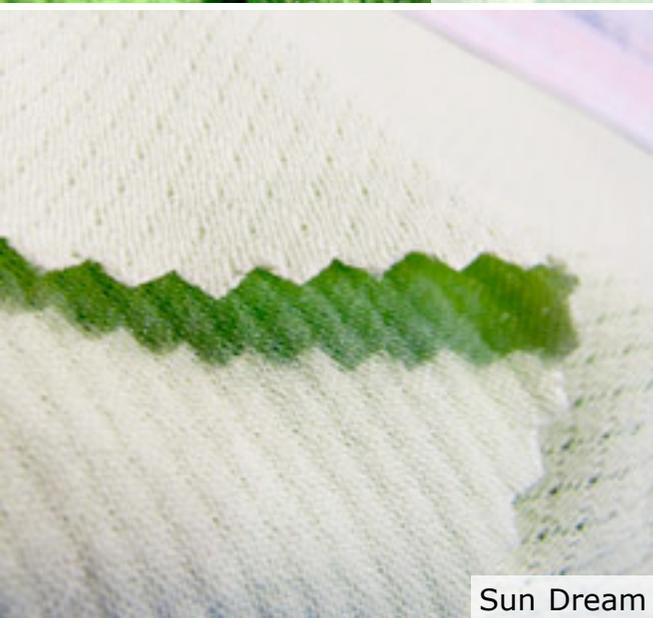
Tex Tile Enterprise



Advansa



Tong Liong



Sun Dream



Formosa Taffeta



Singtex



Tex Tile Enterprise

CHILL OUT

KEY PERFORMANCE

Instant cooling effects are the talk of the season. Hollow core polyester and nylon with added mineral powders slow the body-heating process, achieving quick cooling comfort.

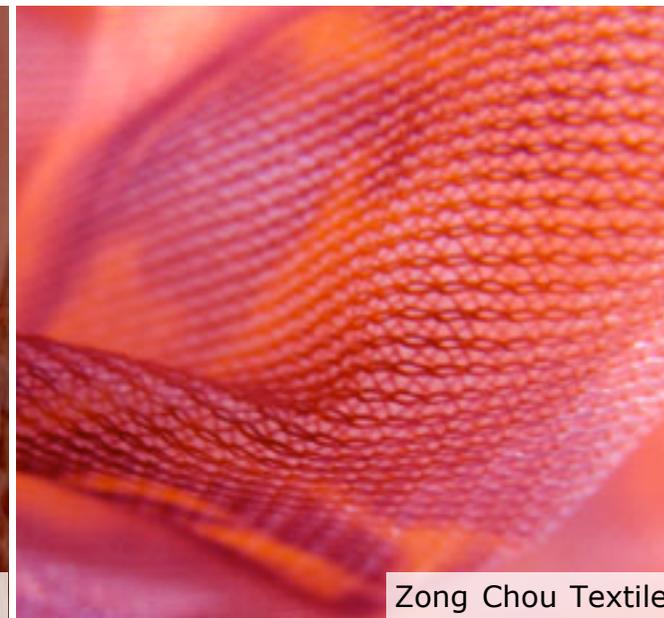
Flycool® polyester with Sorona® or Modal (New Wide) / Enova Calm Tech: Xylitol-infused fibers give fresh, cool comfort (Tah Tong) / Advansa Thermo°Cool™ polyester with cotton feel and excellent wicking (Formosa Taffeta) / Antistatic cooling polyester (Far Eastern)



Epi Textile



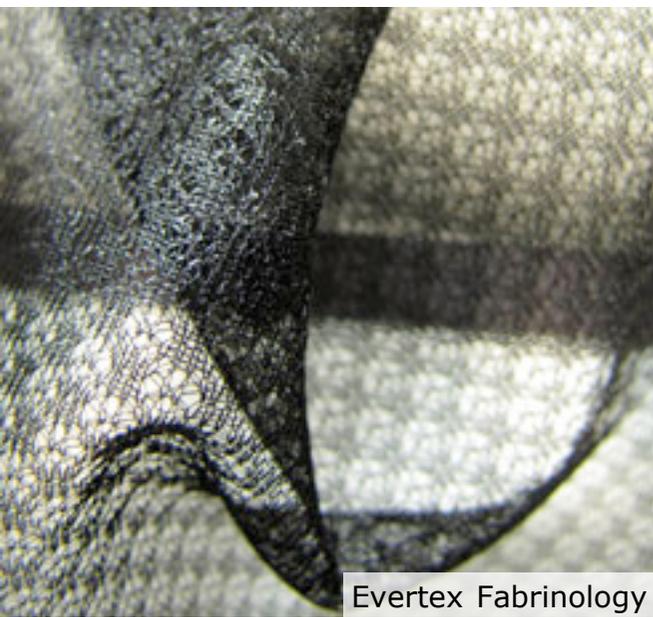
Formosa Taffeta



Zong Chou Textile



Fabric King Textile



Evertex Fabrinology



Fabric King Textile



Formosa Taffeta



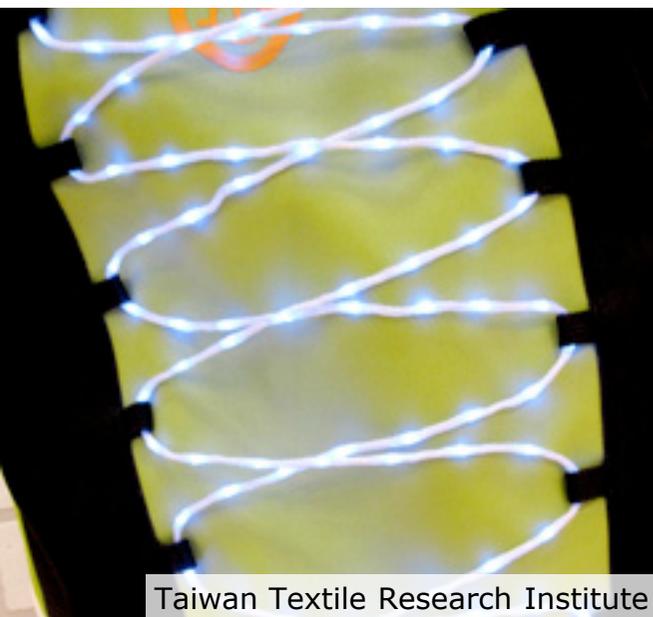
Hitex Textile

SUPER LIGHT

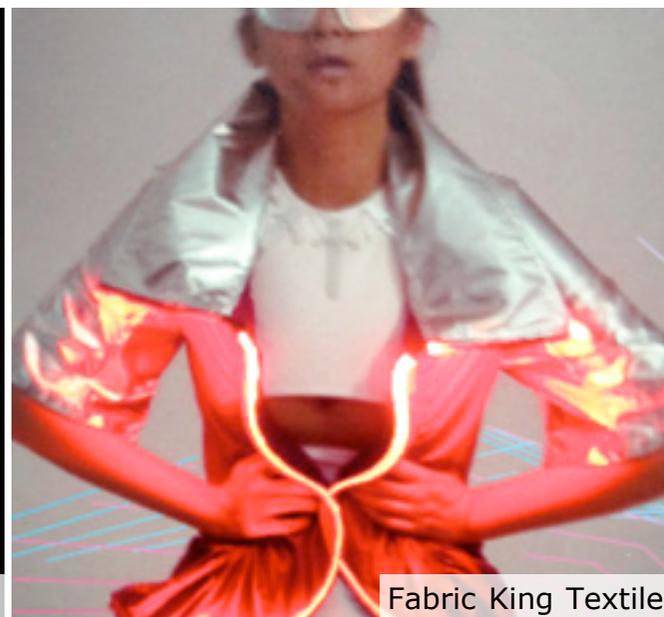
EVOLVING R&D

Taiwanese textile producers have beaten Japanese manufacturers in the race to produce extremely lightweight, high-performance fabrics.

Weights start at 24g/sqm (34g/y). High-strength (7gf/den), lightweight nylon filament (FCFC - Formosa Chemicals & Fibre Corporation) / Brightly colored lightweight nylon for outdoors (Fabric King) / Waterproof nylon 6 ciré (24g/sqm); downproof nylon 6, coated yet breathable with UV protection (33g/sqm) (Formosa Taffeta)



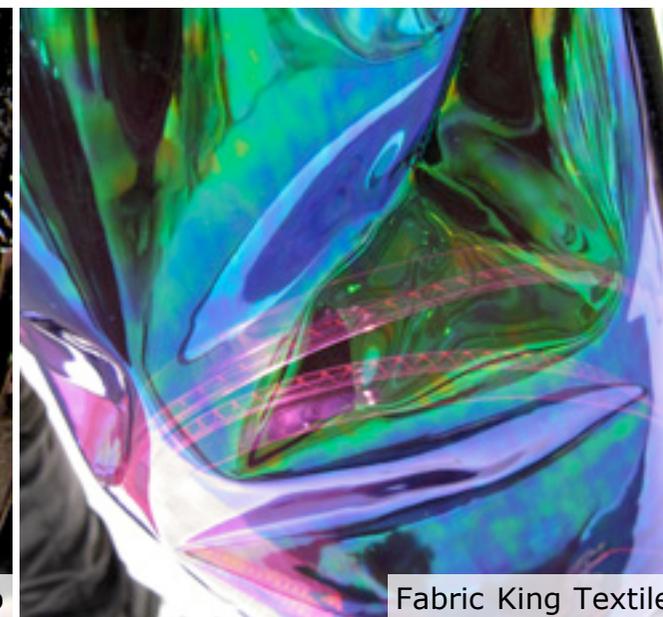
Taiwan Textile Research Institute



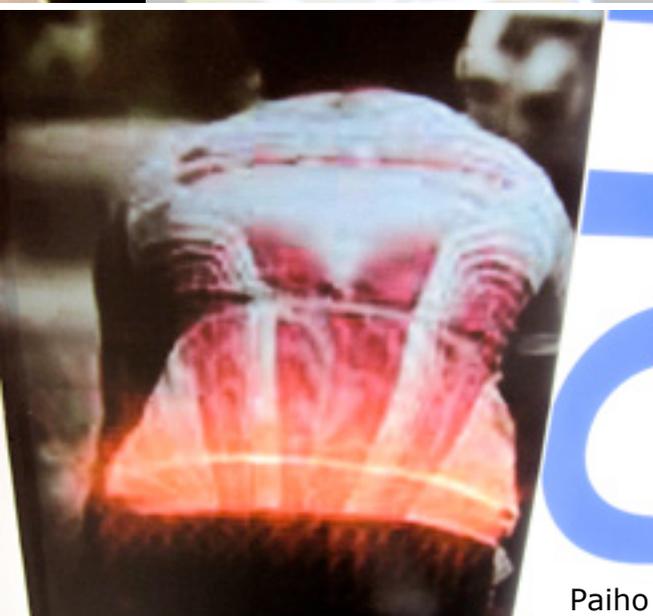
Fabric King Textile



Paiho



Fabric King Textile



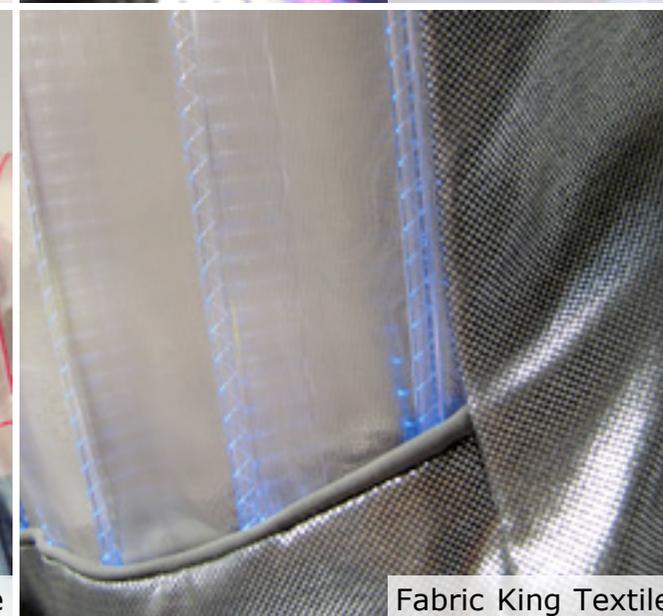
Paiho



Taiwan Textile Research Institute



Fabric King Textile



Fabric King Textile

Thus far, TITAS is the only event to showcase mass-market availability of LED fabrics and trim for apparel.

LED LOVE
NICHE PRODUCT

World's first optical fiber fabric for mass production (collaboration between GDH and Taiwan Textile Research Institute) / Washable LED fabrics for smart, techno apparel (Fabric King) / LED trim for sports accessories, footwear, backpacks, helmets (Paiho)

Related Report: [Forecast > F/W 11 > Women > Materials > Materials Forecast RAVE](#)



Libolon



Fabric King Textile



DA AI Technology



DA AI Technology

WITHOUT DYE

NEXT BIG THING

Solution-dyed polyester, polypropylene and nylon are the next generation of eco-responsive fibers; advanced color developments avoid standard dye processing.

Chromalux®: soft, natural color fibers (Nan Ya Plastics) / Lealea and Li Peng: solution-dyed nylon fiber / Solution-dyed nylon fabrics at Fabrictex, Danken, Libolon, TLC, Wangtex, Fabric King, Formosa Taffeta / Colored, recycled PET bottle polyester yarns and fabrics at DAAI



Fabric King Textile



Wu Luen Knitting



Honmyue Enterprise



Labtex



Fabric King Textile



Labtex



Grandtek Asia



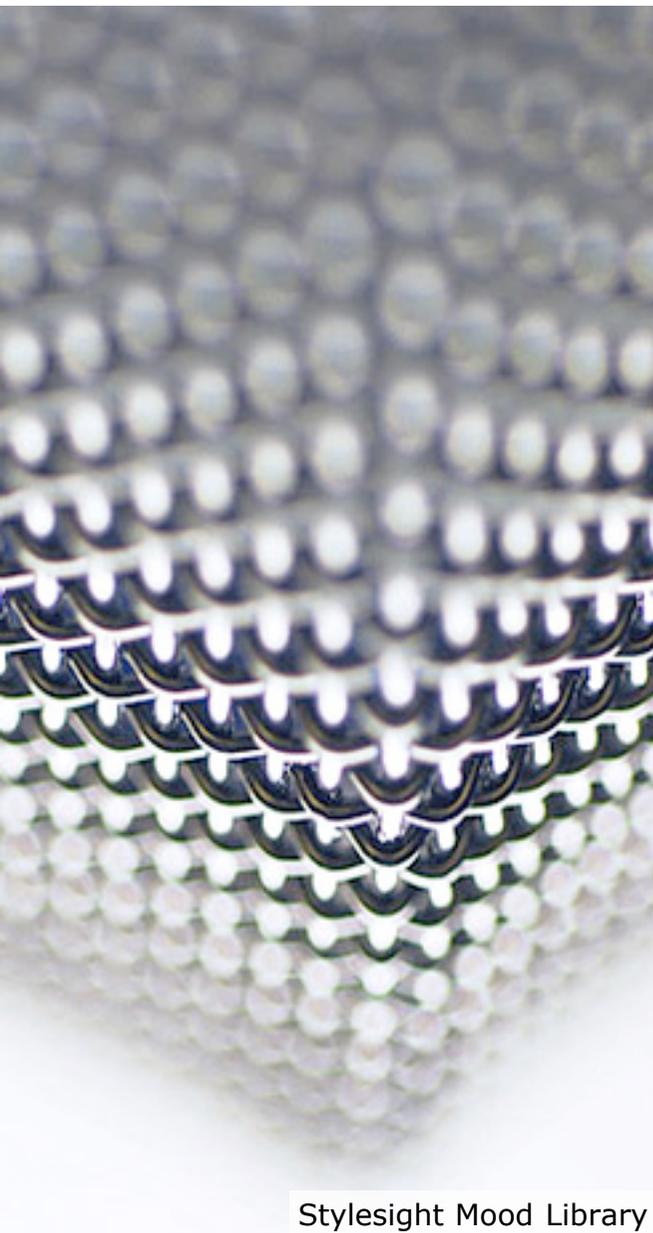
Wu Luen Knitting

TEXTURE TECHNOLOGY

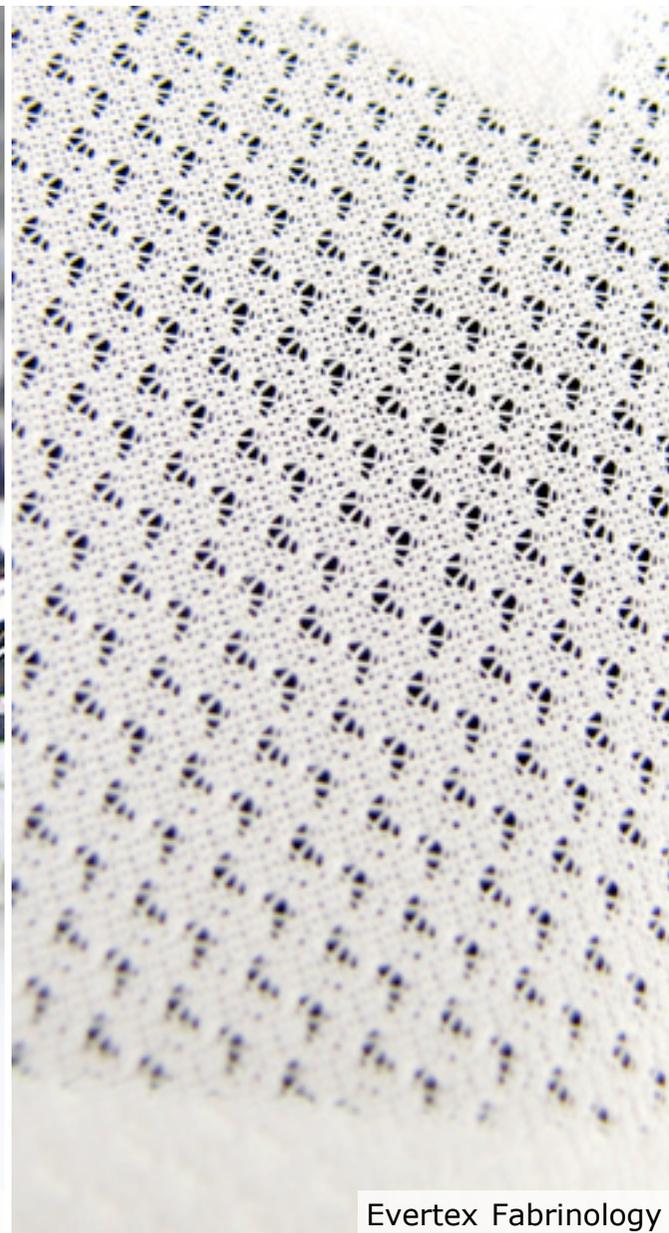
KEY SURFACE

Texture is key for high-tech, functional textiles. Along with increasing paper transfer treatments, advanced printing and weaving technologies provide outstanding surface results.

Geometric patterns / Small and outsized patterns / Embossing / Engineered jacquards



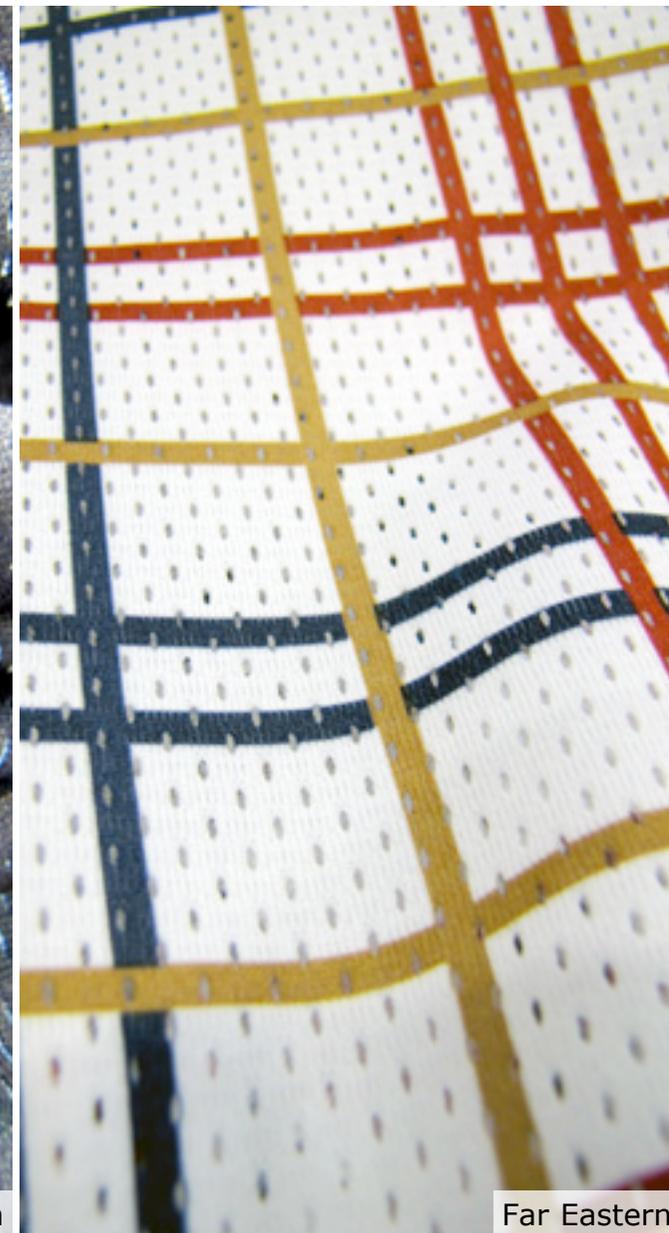
Stylesight Mood Library



Evertex Fabrinology



Far Eastern



Far Eastern

MESH AROUND

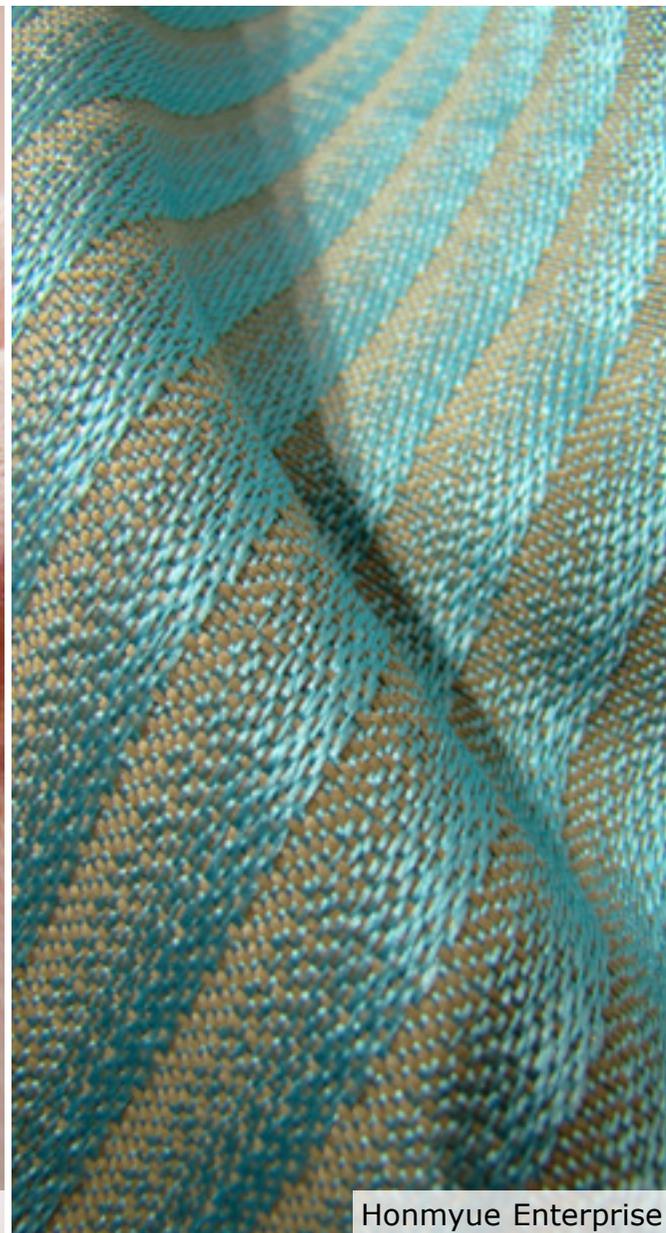
DIRECTIONAL FABRIC

Mesh and mesh jersey are at the forefront of new performance and fashion applications.

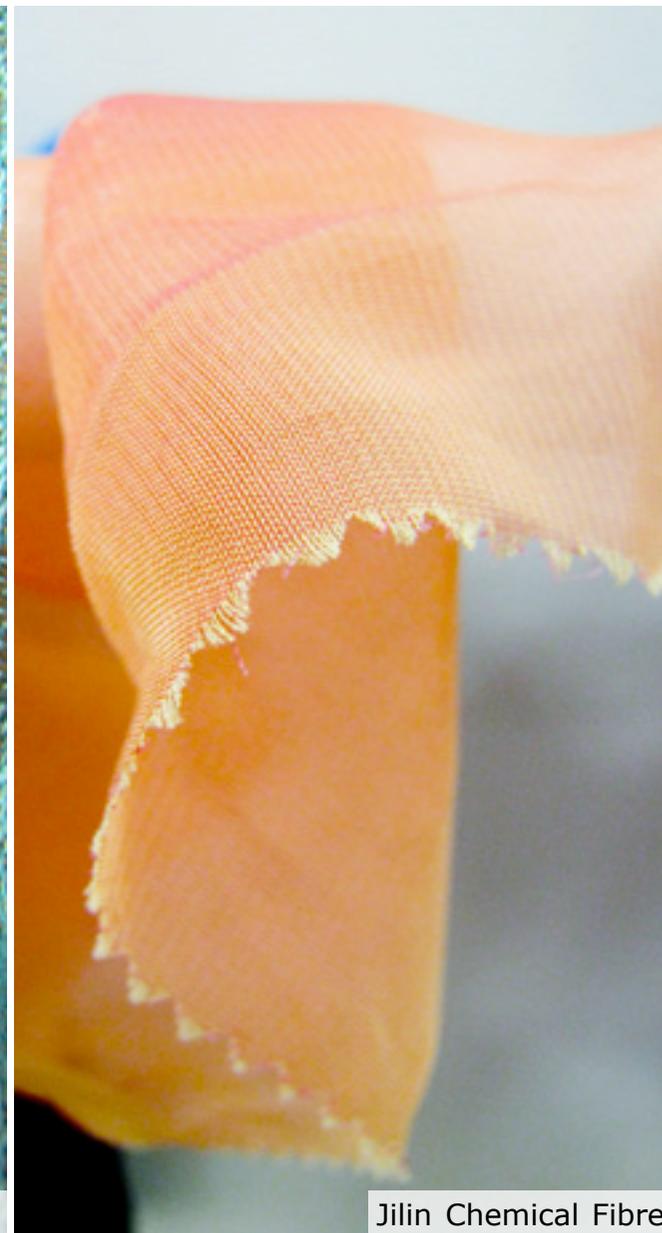
Tiny to maxi mesh patterns / Double-faced: mesh jersey bonds to fleece / Sustainable, recycled polyester mesh / Fancy mesh, crocheted or overprinted



Shenzhen Baliso



Honmyue Enterprise



Jilin Chemical Fibre

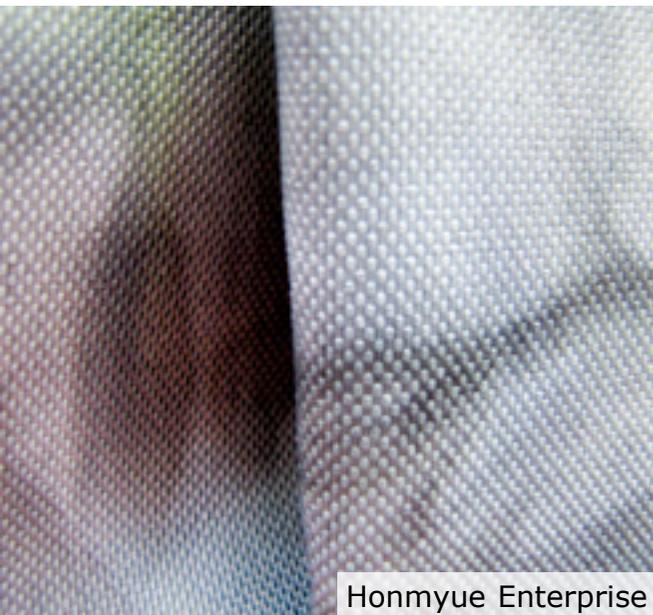


Formosa Taffeta

SUSTAINABLE GOODS

FORWARD FIBERS

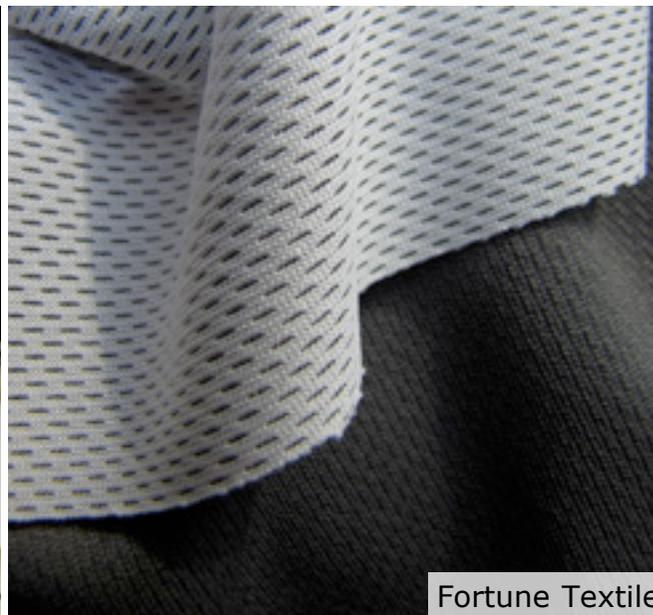
In the sustainable fiber arena, wood pulp and bamboo charcoal are favorites. Tanboocel, an industry union of forty-two companies, featured its bamboo fabrics for the first time at TITAS. Bamboo remains key due to its high-moisture absorption and antistatic functionality.



Honmyue Enterprise



Libolon



Fortune Textile



DA AI Technology



Yuan Ling Knitting Industrial



Honmyue Enterprise



Far Eastern



Singtex

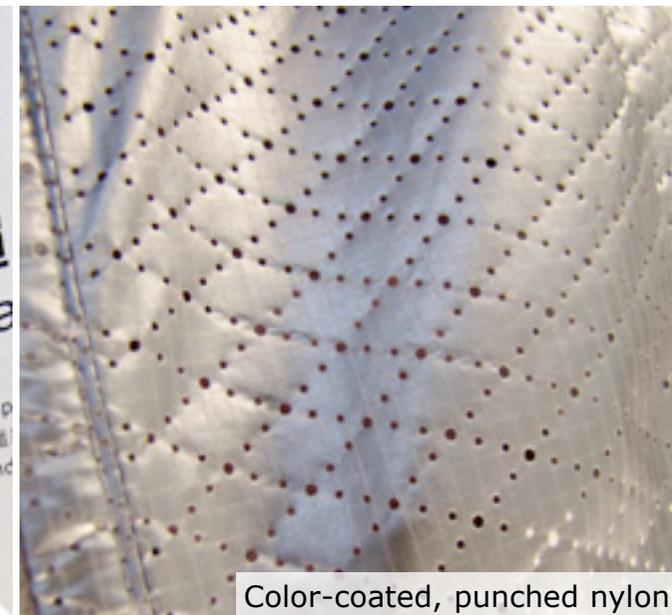
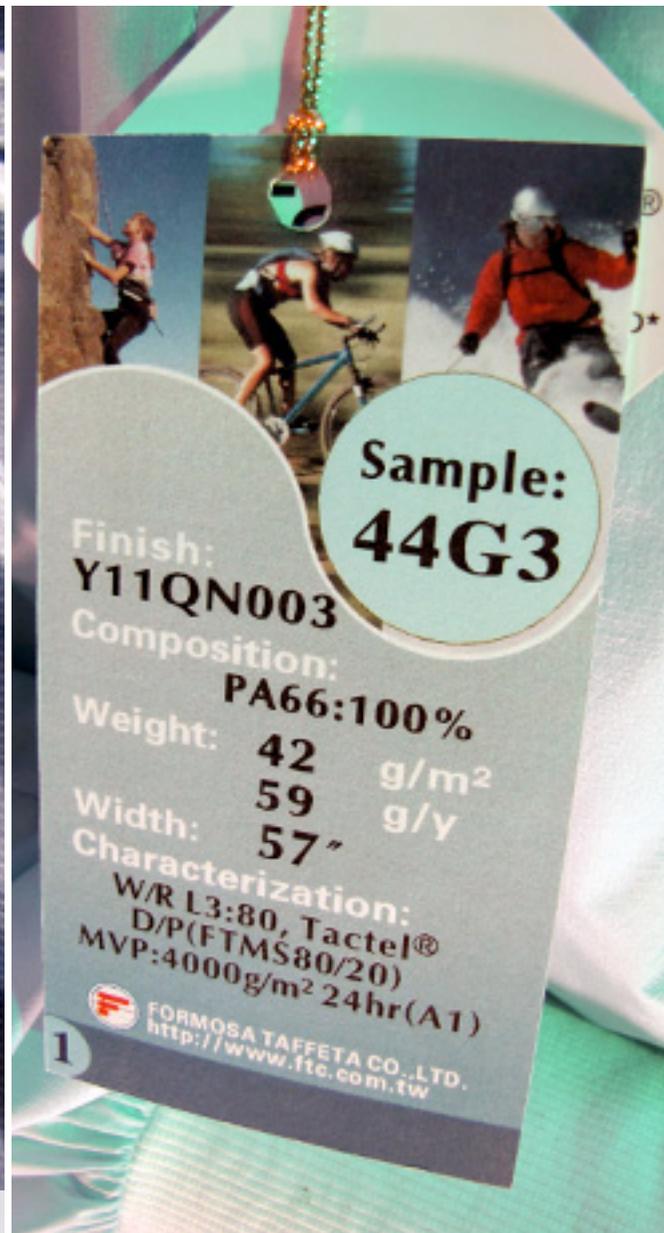
RECYCLED WORKS

SUCCESS FIBERS

Taiwan is king of polyester fibers and textiles, including recycled PET bottle versions. The World Cup 2010's "Made in Taiwan" jerseys enforced the country's position as the most reliable source for recycled polyester textiles. Lealea and Li Peng Enterprises, Paiho and Tiong Liong are renowned for their recycled nylon manufacturing.



Shape memory nylon/metal



Color-coated, punched nylon



FORMOSA TAFFETA

BEST OF

Key textile exhibitor Formosa featured rayon, nylon, polypropylene, polyester, acrylic, carbon, stretch and taffeta, as well as Boometex recycled PET bottle polyester.

Micro-porous and hydrophilic coated fabrics, solvent-free laminate fabrics, and nylon are breathable and waterproof (Hi-Sett®) / Metal or polyurethane with thermally induced shape-memory capacities / C-Change™: nanotechnology-derived membrane fabrics for active temperature and climate change (Schoeller)



Recycled polyester mesh



Stretch polyester



Waffle polyester

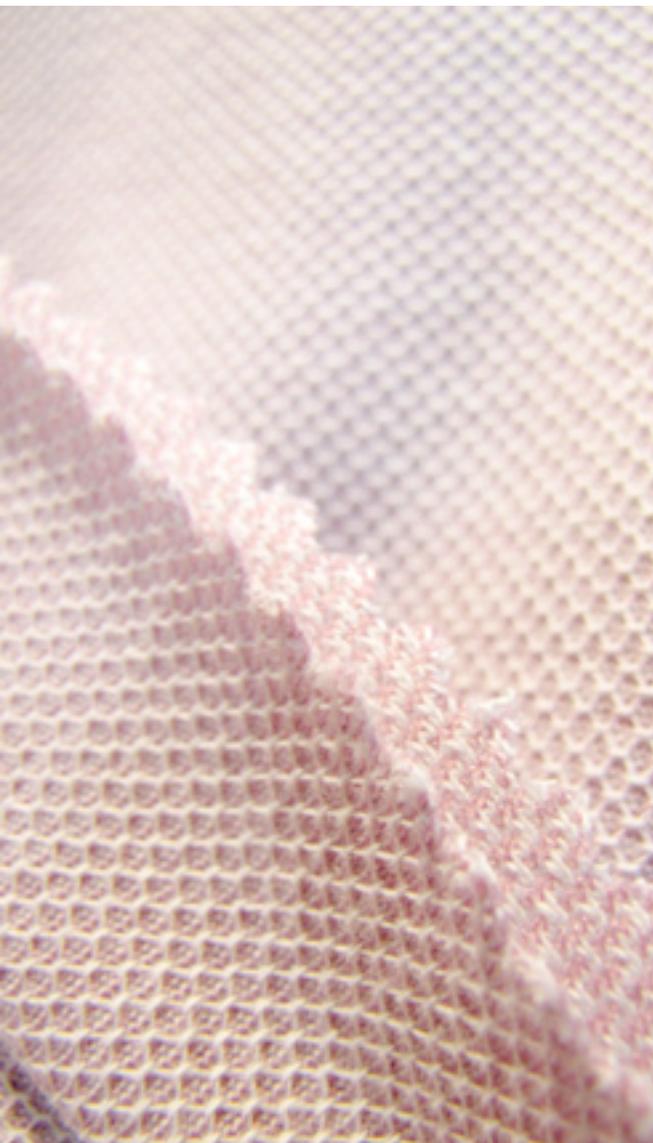
Opening Statement: Topgreen®, the recycled PET bottle polyester filament used for many World Cup 2010 jerseys, is a Far Eastern success story with its eco-friendly performance capabilities.

Cooling polyester fiber with antistatic added values / Breathable and highly durable for diverse climates / Water- and windproof TPEE film FETretch® / Anti-UV

Related Reports: [Trade Show & Materials > Material Developments > World Cup Jerseys | Trade Show & Materials > Material Developments > World Cup Jerseys](#)

FAR EASTERN NEW CENTURY

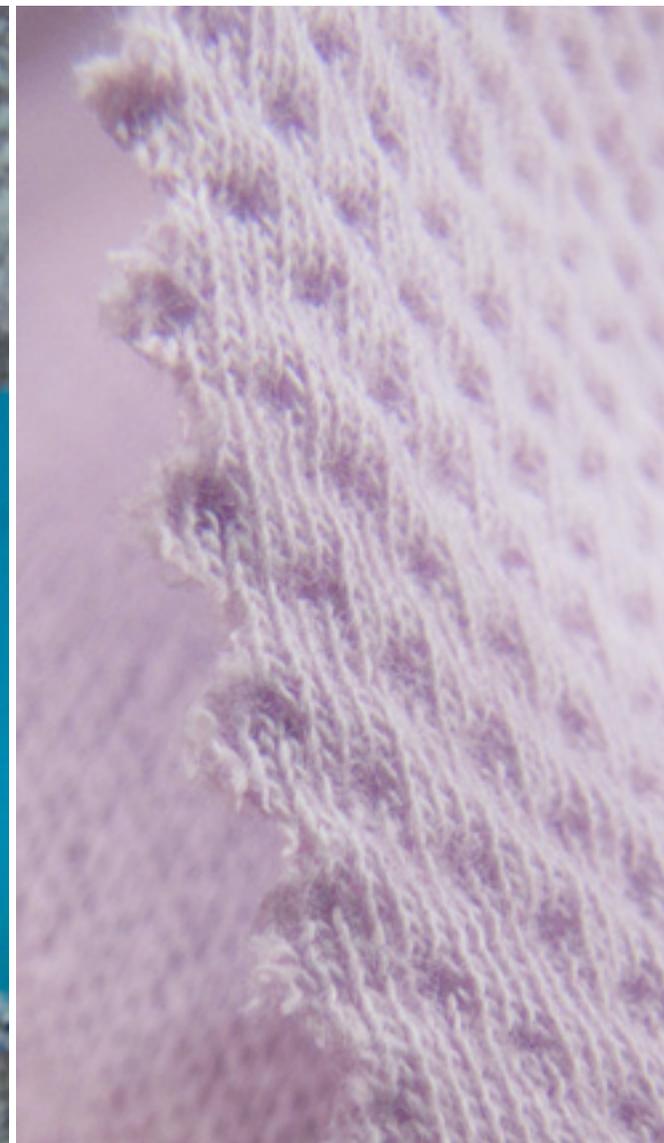
BEST OF



Cotton/rayon/Tencel piqué; Enova thermal touch insulation



Cotton/rayon/Tencel jacquard; Enova thermal balance



Cotton filet with TransDRY™ for one-way moisture transfer



TAH TONG TEXTILE

BEST OF

Tah Tong stands out with its functional cotton knits. Natural hands merge with performance capabilities like anti-UV, cooling effects and excellent moisture management, making these fabrics ideal for sports and outdoor activities.

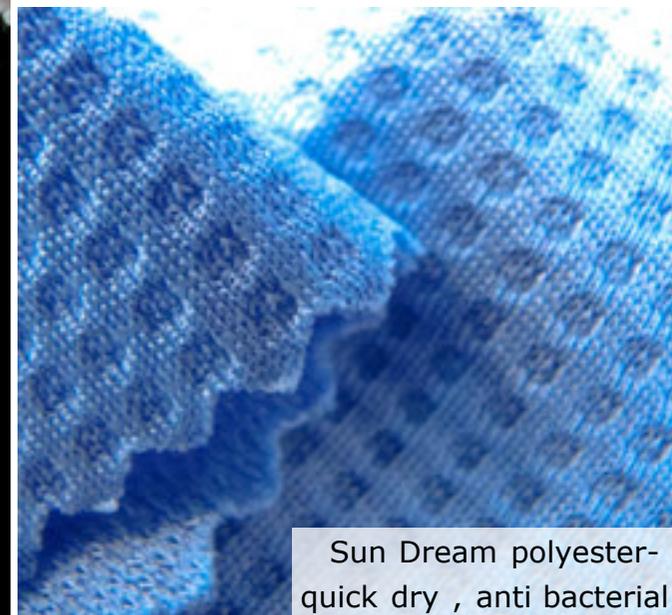
TransDRY™ technology (Cotton Inc.) / ProModal® (Modal plus Tencel) for optimum function and softness / Anti-bacterial Enova Sun Shell for long-term sun protection using photocatalysts



Sun Dream polyester – TFT guaranteed



Tri Ocean Textile polypropylene – TFT guaranteed



Sun Dream polyester-quick dry , anti bacterial

Taiwan Textile Federation (TTF) promoted its “Taiwan Functional Textiles” certification system, which is now registered in Taiwan, U.S.A., Japan and the E.U., and ensures comfortable and health-safe textiles with diverse performance guarantees.

Anti-bacterial / Electromagnetic shielding / Moisture transfer and quick-dry / Water vapor and liquid permeable / Antifungal / Wrinkle-free / Anti-UV / Antistatic / Far infrared / Water and oil repellency / Stain release / Flame resistance / Deodorizing / Cool touch

TAIWAN FUNCTIONAL TEXTILES

TEXTILE GUARANTEE