

Trade Opportunities From Afar >>

3. The Dream of Future Clothing—Wearables Calling for Innovativ

Mrs. Kristin L. FIDM / Fashion Merchandising
Madison University
Mr. Andrew S. Purchasing Trimmings

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Stokke AS

As a manufacturer of baby products, sustainability and functional applicability are foremost in mind for Stokke Textile Procurement Representatives participating in TITAS 2017 as they describe their experience at the show as a "knowledge building exercise" in which they were introduced to a number of new ideas for future innovation.

This is what shows like TITAS is all about, they agreed. The show has been good for us. We have had interesting meetings and we have learned a lot about new technologies in the textile industry. Sometimes you have an idea, but you just do not know how to take it forward. Taiwan's expertise in textile research makes it a good technical place to be to do business. We can discuss our ideas with vendors and they can help us to take those ideas further."

The company is further keen on doing business with Taiwan as a textile

source because of progress made here in the field of sustainable textiles. In Norway we have to adhere to very strict regulations because our products are for children. This process is made easier for us by the fact that most vendors we have met are bluesign® compliant. This eliminates a lot of questions and we can get right down to business."

Another benefit is that Taiwan vendors are willing to customize textiles according to Stokke requirements as their products do not require the same high-tech material as for example outdoor apparel. These advantages offered by the Taiwan textile industry, are one of the reasons why two-thirds of the brand's stroller materials are manufactured in Taiwan, representatives said.

adidas

Surprise! The representative of adidas at TITAS wasn't from Germany, Austria or even Australia - but from Brazil! She, and not he, was a young blue-eyed blond who was still suffering from jet lag after a 28-hour flight. Brazil is like many nations that form the third tip of an adidas triangle," she explained. On one tip is the Asian production center, that includes Taiwan, China, and Vietnam, and on one is the creation center in Germany. The third is the target country like Brazil, with the consumer market."

The adidas creative center is located in its founding city of Herzogenaurach, Germany. It frequently dispatches new model ideas and concepts to its sub-centers around the world. Brazil's part of the triangle focuses on dual source modeling," she added. After models are sent from Asia, some we accept in whole, but others we have to reject or to adapt for the local market." Each model, she said, has to match market tastes for color, size, and materials. Since Brazil is obsessed with soccer, incredible attention has to go into that sport.

She praised the flexible triangle approach for helping match specific market tastes and needs with a massive brain and production center. That approach appears to reflect the adidas spirit to reach globally but act locally to enhance consumer needs.

Besides the competition, the challenge for adidas is how to create top-rate products at suitable prices. One way is to be very cost-conscious in negotiating with partners.

This is just one hurdle in a long history where the next game is always the most important one.



TAIPEI INNOVATIVE
TEXTILE APPLICATION SHOW
2018台北紡織展
OCTOBER 16-18



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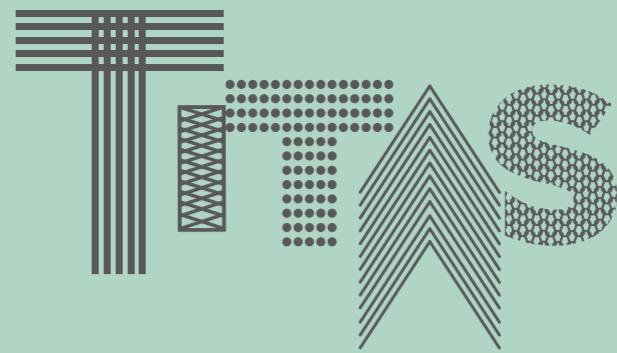
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TAITRA

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Day 3
Show Daily

2017 TITAS Business Purchasing Opportunities

Smart Textiles, Sustainable and Hi-Tech Innovative Functional Textiles on the Spotlights of TITAS 2017 are the Focus of International Buyers in particular

TITAS is an important platform that can pair both exhibitors and buyers, and creates many business opportunities especially suited to small and medium sized enterprises as well as large businesses. The business purchasing opportunities of TITAS 2017 bring mutual benefits of furthermore in-depth enlarged business chance, for Taiwan exhibitors in particular.

To organize the annual TITAS exhibition

more than 188 different Taiwan textile firms were consulted. Special trips were also made to international brands and retailers in Germany, UK, Sweden, Switzerland, Italy, Czech Republic, France, Norway, Holland, Austria, Ukraine, Russia, USA, Canada, Brazil, Japan, South Korea, Hong Kong, China and New Zealand, Australia. This year's exhibition will feature more than 20 countries and regions and present

textiles and high-tech innovative functional textiles on the spotlights of TITAS 2017 are the focus of international buyers particularly.

Each year, TITAS plays an important role in pairing fabric manufacturers with the brands that make use of innovative and functional fabrics. To learn more about this important purchasing business meetings, please visit the TITAS website at www.titas.tw.



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MITSUI of JAPAN

Bussan I-Fashion focuses on the Future

For more than a decade, Mitsui Bussan I-Fashion has been attending TITAS to procure the best of Taiwan fibers and fabrics. These materials have helped build I-Fashion into a household name throughout the industry with acquisitions that include PERTEX®, CLOTH APP, and WA.CLOTH. I-Fashion also holds brand licenses for BLACK & WHITE SPORTS, PAUL STUART, SPEEDO and PIONE.

Ceaselessly, the firm has instilled the spirit of Ya-Shigoto - or "good job" into every employee to assure quality, service and excellence. But all is not rosy, stated Taku Kamatsubara, Managing Officer & COO in the firm's merchandizing and planning division.

"Young Japanese want to buy low-cost clothes," said Taku. "We are facing global giants that can supply products at incredibly low prices. These include ZARA, H&M and UNIQLO. That has driven middle-size producers to search for new solutions that include anti-bacterial and light-weight materials while applying Hi-Tech and styles."

Black Diamond

For outdoor brand Black Diamond Equipment clean climbing is not just a marketing buzzword, but a way of life and how they relate to their brand and to their millions of customers around the world. Reducing the brand's carbon footprint is part and parcel of the company's production line, from the sustainable sourcing of organic cotton from India and Pakistan to the textile mills manufacturing their high performance products.

"Our products cannot fail" said one

representative, citing this as one of the key reasons why smart textiles, another key focus of this year's exhibition, was not high on the company's to-do list right now. For us, it is all about performance. Smart textile is still a technology in progress." The company has experimented with some smart textiles such as phase-changing materials, it is currently rather focusing on unique Black Diamond technologies – such as their light weight Schoeller® stretch-woven

its collections. The quality of fabrics, models, choice of colors, everything is conceived in such a way as to allow kids to enjoy wearing the clothes.

Okaïdi in the use of clothing materials are safe, comfortable, wear-resistant, emphasizing the functional and interesting full, constantly under the innovative technology and actively to develop environment friendly, and has been certified sustainable environmental protection materials, furthermore, to reduce the damage to the Earth's environment caused by the process, such as zero-fluorocarbon nylon and cotton fabrics or environmentally friendly materials, the visit TITAS 2017 is to explore new innovative materials and new concepts designed for the main purpose.

Okaïdi's clothes are aimed for girls and boys aged 0-14. The Okaïdi brand is striving to create a better world for the children and, among other things, raises environmental awareness through

Okaïdi

French Children's Clothing Brand

Just this morning we met a Taiwan supplier at TITAS 2017 with one possible solution," said Taku. His firm has produced a heat-generating material by meshing fiber with various minerals that promise to make hot garments for cool sports like mountain climbing, skiing, and hiking."

Most Taiwan consumers that haven't traveled to France may not be familiar with the outstanding quality of clothing of Okaïdi's brand. However, after one look Taiwanese mothers and fathers alike will recognize the classic French style in the design and materials. For Okaïdi it is important as children's clothing manufacturers to always maintain a sense of style that is unique to its brand. They must communicate their ideas through style and draw inspiration from their surroundings.

All of this underscores the I-Fashion outlook to the future with its slogan to be Wider, Deeper, and Closer."

And high performance functionality is all that the company is about as company representatives meeting with potential vendor partners at TITAS 2017 for their Fall-2018 line. Black Diamond Brand Procurement Representatives agree that functional applications for their apparel line are uppermost on the company's agenda as we are dealing with situations of consequence."

Functionality and High Performance key for Success

with NanoSphere® Technology that helps to repel water and dirt and its award-winning Helio Glove – a three-in-one glove system. This light-weight, heavy-duty functionality is what Black Diamond customers are looking for and this is where the innovation is going.

All this is being done by having a work force that forms part of a company professional athletes who live their brand and do their sport.

ELLASSAY

Making Style of the 5th Modernization!

Shenzhen-based ELLASSAY Fashion Company is a winner! As China, at the turn of the millennium, shifted her economy from an export-driven to a domestic-consumer-driven economy, ELLASSAY was well placed to take off. Other favorable factors include an intimate knowledge of the China market, great marketing channels, and a top-notch team of designers, technicians and marketers.

What makes ELLASSAY distinct, in an unspoken manner, is the way their creations almost scream out to women to live out their own fashion fantasies. Instead of male-oriented tight, short dresses, their autumn/winter collection is packed with women-oriented items like pant suits that have the casual oversize appearance of housecoats. Trousers - with suggestions of libertine bell bottoms - are definitely in.

Our first concern is building in a comfort that builds confidence," states the brand development manager, who grew up in Shenyang. With China's opening, there's a need to translate or to adapt Chinese fashion with Western characteristics. ELLASSAY's acquisition of the China store and product rights of

international names like Vivienne Tan, IRO and the German-founded Laurèl have been mutually beneficial. With our China base, we know what to sell and how to sell it."

For more than a decade, ELLASSAY has cooperated with Taiwanese businesses in China. We have joined TITAS in order to touch base with our partners and to collect samples from the Taiwan exhibitors. Taiwan fills a vital part in the textile supply chain with its cutting-edge technology and know-how."

It is ironic that history, in a couple of decades, has come full circle. When asked about what their view was on the way Taiwan women dress, they said,

"Very humble, really. And that's not actually a bad thing." Not long ago, such views were held by Taiwan about Chinese women!

The Shenzhen-based firm believes that Taiwan suppliers as well as exhibitors have great skills in the industry and should be more aggressive in marketing their own products. They should be bolder in designing, making and exporting to the outside world," said the brand representative.



CRAHGOPPERS

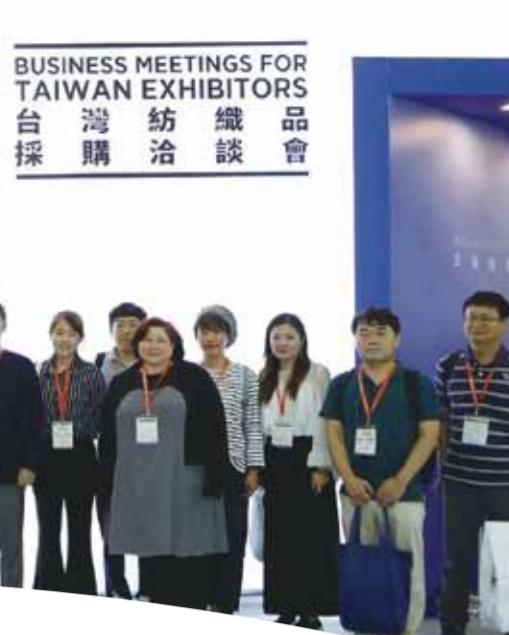
Sustainable, Functional Apparel for A Better Future

Following global trends of producing sustainable and high function apparel, travel clothing brand CRAHGOPPERS is talking to several Taiwan vendors about the innovative textiles that have been made by global leaders of Taiwan textile exhibitors in the field of Hi-Tech textiles.

CRAHGOPPERS, a British-based brand, provides a range of innovative apparel to the adventure traveling market and this year sees the brand participating in the TITAS 2017 for a second year, a Textile Procurement Representative said.

Established in 1965, CRAHGOPPERS currently has an annual turnover of around 57 million U.S. dollars. And, as environmental awareness is becoming an increasingly important issue for both manufacturers and consumers alike, CRAHGOPPERS philosophy of recycling has become a major part of its sustainability culture, a key theme at TITAS 2017.

CRAHGOPPERS has been at the forefront of recycled clothing since it launched its plastic-into-clothes program



almost a decade before. Two years ago, the company also introduced its Hi-Tech

recycled fleeces to its eco-conscious customer base.

Our products aim to incorporate it all – smart technology, high functionality and sustainability. These are the global trends and we are constantly looking for innovating textiles to keep up with these trends." It is precisely for this kind of technology that CRAHGOPPERS is attending TITAS. Taiwan has become globally renowned for its quality eco-textiles and proven sustainability practices and this is what attracts brands like CRAHGOPPERS from all over the world to do business here in Taipei at TITAS 2017.

CRAHGOPPERS has itself been a front runner for a range of new functional applications in their clothing lines such as the NOSILIFE insect repellent clothing range and their 50+ UV protection range of clothes. It is this constant search for innovations, functional applications and sustainability that has brought them to Taiwan.

