

Italy's Wild Roses

for Active Women Eco-friendliness is the new IN-attitude

Wild Roses is an apparel company owned by Gregor Furrer & Parner Holding AG of Switzerland. It was started in Italy where the design of the clothing line still happens today. Wild Roses specializes in women's outdoor sportswear – it designs and manufactures skiing- and hiking- friendly apparel that combines functionality and feminine appeal.



Claudia Pellegrini, the Head of Product / Production at Wild Roses has come to TITAS at Taipei for the 3rd time. For her, who has to go to trade shows all around the globe, TITAS is not the biggest of its kind, but that is just fine. She finds coming to and conducting business deals at TITAS a breeze because things are set-up just right. She feels that here at TITAS she actually gets a lot done and can better focus on the items she needs for her company. Pellegrini also thinks TITAS is great for companies that have outdoorsy product lines.

Most of Wild Roses' materials come from Taiwan, Japan and Europe. The manufacture is still primarily done on the European continent. Because Wild Roses is positioned as a premium brand, quality of the product is a top concern. Also, Pellegrini, emphasized, because Wild Roses is designed for active women who are nature-lovers, eco-friendliness has become a top priority for her company. Being environmentally conscious and responsible is the new attitude of the consumer, and obviously the manufacturer and its suppliers need to find linkage to that.

When asked about what she would like to see from Taiwanese manufacturers, Pellegrini said that if the suppliers are willing to lower the minimum quantity requirement in some instances for medium or small premium companies such as Wild Roses, she believes that would promote even more business for the manufacturers here.

Russia's Red Fox Outdoor Products

Don't go to the poles without it!

The outdoor leisure brand Red Fox is headquartered at St. Petersburg, Russia. The company has a 21 year history since its founding. This is the first time the company is participating at TITAS. Production Director Mikhail Semenov has come to TITAS to look for new vendors to work with in the future. He is rather impressed by the high quality of samples he has seen so far from the Taiwanese companies he has had meetings with.



Semenov said that the winter weather in Russia is extremely cold and Red Fox has been manufacturing products designed just for such tough climate and environment. Further, Red Fox's products can be used in special events and competitions such as polar expeditions, high mountain climbing, and polar track races...etc. To face this sort of challenges posed by the extreme climate, all their outdoor products' materials have to have high-tech functionalities such as wind-proof, water-proof, thermo-retentive...etc. All of their products are stringently tested so that Red Fox users would truly be protected in these harsh conditions. In addition, Semenov pointed out that in the harshly cold Russia, everyone needs these functional clothing everyday. The demand for feather or dawn coats is especially high.

One of the main aims of Semenov's trip to Taiwan this time is not only to continue his search for high-tech functional fabrics but also fabrics that are extremely lightweight.



Shanghai's Own Designer Brand ZUCZUG

Witness the evolution of China's Street Culture

Founded in 2001, ZUCZUG, the Chinese designer brand based out of Shanghai, formally presented their line in 2002. Their chief designer Wang Yiyang and head of operations Huang Zhifeng has come to Taiwan to participate in the TITAS show. Wang said that he would bring the experiences and insights he has gained from TITAS back to his company and share with his colleagues for future reference.



Wang said that ZUCZUG's design inspiration comes from imaginations of the everyday life. Not only is it very unique, but it is thoroughly original. Which is probably why it is highly popular among the doctors, artists and intellectuals in China. As a testament, ZUCZUG now has more than 50 retail locations covering more than 20 metropolitan areas in China. In the Chinese fashion world, ZUCZUG is a highly praised and respected designer brand. In 2004, ZUCZUG was awarded the gold medal in the highest market potential as a designer brand, and Wang won the new designer of the year title.

Even though ZUCZUG clothing line does pay attention to the fashion trends somewhat, but Wang stressed that his observation of the changing life style on the Chinese streets is the true originating point of his designs. Seeing ZUCZUG's new line for the new season is witnessing the evolution of China's street culture.

Shehe Outdoor Summit Gear Co., Ltd.

"Trade talks" save time and produce results

Shehe Outdoor Summit Gear Co., Ltd is based out of Guangzhou, China. Though it is Head designer Ou Yong Zhong's first time at TITAS, the company has participated at the show twice before. Ou said that after the signing of ECFA between China and Taiwan, the custom's tariff would lower every year until it becomes tariff-free, he believes the textile and related industries' exchange and cooperation from the two sides of the Strait would become even more frequent.



Shehe was founded in 1998 and has now become a major brand name in the Chinese outdoor products sector. According to Ou's estimate, Shehe's outdoor products' volume of sales is now in the top ten of the market. Starting from last year, Shehe is actively planning the launching of its products in Hong Kong and Taiwan.

Shehe has participated many times at TITAS, the company is able to find textile materials his company needs, including functional surface material and others like zippers here. Ou said that roughly 40% of Shehe's products use Taiwanese materials. Taiwanese material's price point and quality fits Shehe's needs quite nicely, Ou added.

As to the "trade talks" set-up this year, Ou said that this kind of arrangement saves a lot of time for the buyers and makes it easier for them to get to know the Taiwanese suppliers; the rate of success at signing deals is also much higher!

TITAS 2010

Taipei Innovative Textile Application Show

October 13, 14, 15

SHOW DAILY

EXOFFICIO from the United States

The company comes to Taiwan looking for lightweight material

In true American story fashion, EXOFFICIO was founded in 1986 by two guys in a garage in Seattle, Washington. The company specializes in outdoor and travel clothing with an emphasis on functionality. This year, two designers from the company, Caroline McMillan and Rita Irisarri have come to Taiwan to take part in the annual TITAS trade show.



Irisarri said that the EXOFFICIO products in the US are developed for outdoor adventures and travels in different weather conditions. The high-tech functionality aspect of the products such as anti-insect, water resistant, stain resistant, moisture wicking, odor resistant, sun protection...etc. has made the company's product line wildly popular in the US market. She also pointed out that undergarments specially designed for the travelers are one of the top three sellers in the United States.

Leisure travel is an unstoppable global trend. The weight of these travel products has to become lighter and more durable. These two designers are in search of lightweight fabrics to use as materials for their new product lines.

During the trade talks, McMillan has had the chance to see fabric samples from various suppliers from Taiwan. She is happily surprised at their high quality and trendy-ness. She is quite impressed with the research and development capability of the Taiwanese textile industry and is equally impressed by the professionalism and organizational planning exhibited at the TITAS trade show.

Speedo International

Satisfied long term partner of Taiwanese manufacturers

Speedo was founded in 1914 and is a subsidiary of Pentland Group PLC. Speedo International is a company that specializes in the manufacturing and the distribution of swimsuits, footwear and water-sports related apparels and equipment. It's Rebecca Bennett, Speedo International's Materials Development Manager, second time at TITAS. From her past experience, she knew she'd find the trade show very organized and easy to conduct business in.

Speedo International had Taiwanese suppliers for quite a few years. Bennett thinks the quality of the products Taiwanese suppliers provide is a rather important strength. She has also mentioned that the more "western mentality" of doing business in Taiwan makes it easier for companies from the west to find partners here. In her experience, even if her company has disagreement with the supplier about a certain product, she feels assured that the supplier is willing to work together to find a solution or a common ground, and that is very essential for a long term business relationship.

For now, one of her company's main focuses is the 2012 Olympics. As for the long term, the company cares very much about operating and sourcing ethically and being environmentally conscious. Bennett says that even though it is pretty much impossible for the brand to move away from using synthetic material, but the company puts a lot of focus on sustainable design and the sustainability of its products.



Bennett thinks Taiwanese manufacturers already have lots of strengths but if the industry can put more effort into proactive development – thinking innovatively about new possibilities – then the industry in general would definitely flourish.

EURATEX's President Comes to TITAS

Innovation and finding core argument – key to success

Based out of Brussels, EURATEX, the European Apparel and Textile Confederation promotes and protects the interests of its members, which are the 27 EU nations' plus Turkey's national apparel and textile federations or associations. It does so in accordance with the European Union's institutional framework and in consideration of its international obligations.



EURATEX's president Dr. Peter Pfneisl was here at TITAS last year. This year, he has decided to come here again, to promote better co-operative relations and frameworks for the future between the European and the Taiwanese textile industries. He has been impressed by the innovativeness of the Taiwanese industry, as he believes that innovation is key to the wellbeing of textile industries in Europe as well as Taiwan because it is impossible for the European and the Taiwanese industries to compete with countries that still possess cheap labor, so it is important to commit to innovation and research and development of new products. Such new products, he says, are the so called technical textiles – medical textiles, aero-textiles, automotive textiles...etc.

Another point of focus for Dr. Pfneisl and EURATEX is the promotion of fair trade around the globe. For him, it is important to promote free trade and eliminate trade barriers, but it is just as important to promote fair trade. He believes, in order to have long term sustainability, businesses should always look to expand into new markets and develop new products.

When it comes to advice for the Taiwanese manufacturers, he says that companies should always find central arguments for why buyers should buy your product. Be it the prestige of the brand, the quality of the product, the stylishness of your product line or the functionality of the material, discovering that convincing argument for your company is the key to success in this competitive field.

150 year old Mammut

Alps-based firm looks for eco-friendly technical fabric in Taiwan

Started as a rope maker in 1862, Mammut Sports Group AG will be celebrating its 150th birthday in 2012. Mammut has become one of the most popular and trusted brand as a developer, manufacturer and distributor of outdoor, mountaineering and snow sports apparels and equipment. Based out of Seon, Switzerland, Mammut Sports Group has branches and subsidiaries all over the globe.

It is the company's first time taking part in TITAS. Daniaela Schurmann, a fabrics apparel team leader with Mammut Sports says even though it's just the first day here, she is already rather impressed by how organized everything is. She is very happy that at the "Trade Meetings" she has been able to meet with appropriate suppliers one on one and check out their product samples. Coming to the trade show, not only is her company looking for new vendors, but also new ideas. Vendors with technical fabric and coated fabric will be of the highest interest to her company.

As for new ideas, the biggest trend for the outdoor sector Mammut is in, according to Schurmann, is the green trend. The company has set the goal of focusing its long-term business activity on the principles of sustainability. "It is natural for us to care very much about innovative material that is recycled or eco-friendly, because the consumers who purchase and use Mammut products enjoy going to the outdoors and exploring nature," says Schurmann. "To these consumers, and to us, if we don't protect our natural environment, there wouldn't be any great outdoors or beautiful nature to explore anymore."



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Patagonia, An Inspiration to Eco-conscious Business

The leading company in outdoor apparels comes to TITAS once more

Patagonia was started as a climbing tool company in California in the 1950. When the Patagonia brand was first established in California, outdoor enthusiasts didn't have much choice in active wear at all.



Half a century later, 2010, Tetsuya O'Hara, Director of Advanced Research and Development for Patagonia comes to Taiwan to visit TITAS for the second year in a row. One of the first things O'Hara told me during our meeting was Patagonia's mission statement: Build the best product, cause no unnecessary harm, use business to inspire and implement solutions to the environmental crisis. Patagonia has been known in the US as an environmentally friendly company. The company and its staff donate their time, services and at least 1% of their sales to help grassroots environmental groups around the world.

O'Hara was the keynote speaker here at TITAS last year. This year he comes back to look for new materials for Patagonia's spring 2012 and 2013 line. He said that besides the core value of sustainability, Patagonia believes in simplicity. Their competitors might have ten product lines for one function; Patagonia would only have one. Instead, Patagonia would focus on the quality, durability and functionality of their product.

O'Hara thinks TITAS is a great trade show because he can find good quality material that fits the eco-friendly core value of Patagonia. He enjoys working with Taiwanese suppliers and thinks the three strengths of the Taiwanese industry are: technology, competitive price, and transparency. Would he come back to TITAS next year? Mr. O'Hara smiled and gave a definitive yes.

ICEBUG, Fine Footwear From Sweden

Steadying the footsteps of the people in snowy countries

Independent outdoor products company Icebug hails from snowy Sweden. The company specializes in functional footwear for snowy and icy conditions. Right now, Icebug is made in China, but the research and development still takes place in Sweden.



Karin Lundqvist, Icebug's Director of Design and Development, told us that in northern European countries, when winter comes, lots of people get hurt from slipping on the snowy or icy ground, which in turn prevents a lot of people from going outdoors. The goal for Icebug is to protect the consumers and keep them safe from slipping during winter outdoor excursions. Even though Icebug is a pretty young outdoor brand, but since the product strategies are clear and it fulfills a need in the market, Icebug has been quite popular with the northern European consumers since the beginning.

Further, Icebug also manufactures professional and competition footwear products. Icebug offers products suitable for sporting events such as extreme snow sports and orienteering. Erik Öhlund, product development specialist for Icebug, showed us a pair of shoes from their competition line, each shoe weighs just over 200 grams yet they have all the functionality you'd expect from outdoor active sports footwear. Lundqvist and Öhlund have come to TITAS looking for lighter and stronger material for their extensive product line.

Stylesight Spring / Summer 2012 Activewear

Valerie Wilson Trower presents an in-depth look at the essential S/S12 design directives for active wear, addressing outdoor, fitness, and action sports categories. Including key themes, silhouettes, materials and technical developments of the season, this presentation is a must-see.



Analogue: Channeling simple sensibility with deep roots in the ballpark and on the tennis court, Analogue features classic silhouettes and retro accents.

Manifesto: Manifesto gives a fresh and flirty does of fun to golf and studio culture. Golf awakens from its traditional slumber with daring hues while studio sports take on a playful disco attitude.

Soul: African and Caribbean cultures infuse color, eclecticism and tropical flavor into football and surf. Radiant folkloric hues and ethnic graphics add to the utilitarian meets tribal aesthetic of Soul.

Rebels: A daring spirit and bad boy attitude lend an edgy update to moto-culture & swim in Rebels. Tattoo culture, mineral metallics & lingerie influences abound.

WGSN Global Trend Analysis AW 11/12 and beyond



WGSN's trend directions for spring/summer 2011 offer creative ideas and research influences to inspire buyers and designers by product development and collection creation. These are divided into three Macrotrends for the season: TIMELINES, SENSORY, FAIR&SQUARE.

Outdoor Leisure Brand PLATSHIRSH from Germany

Looking forward to high-tech, natural and innovative new material

Founded in 2006, German outdoor leisure brand Platshirsh is a young successful company in its market sector. The main product line focuses on active sportswear for the snowy climate. Not only are their products comfortable to wear, they are also fashionable and possess strong functionality. The company has designed and made skiwear for world class athletes, supplying their products to Olympic gold medalists and world championship winners.



Carlo Jägersberger, their Director at the European Head Office said that Platshirsh's market base is in the German, Austrian and Swiss region. The company's design headquarter is currently located in Switzerland. The products are made in China. And their supply and purchasing hub is based out of Hong Kong. Jägersberger also pointed out that over 90% of Platshirsh's product material comes from Taiwan.

First time visiting TITAS, Jägersberger wants to find materials with the memory function. He also would like to meet with companies that have the capability of color printing and dying on cotton materials. He is very curious and excited to see the future development of the textile industry. Besides the recycled material that everyone seems to be developing right now, he is looking forward to the emergence of innovative high-tech and natural materials on the market.

KAILAS from Guangzhou, China

Outdoor sports jacket maker needs lots of material

Guangzhou's Maya Travel Gear Co., Ltd. makes outdoor sportswear for their KAILAS brand. Established in 2003, Maya Travel Gear, in seven short years, This outdoor products company in China is very famous.



KAILAS' General Manager Baggio Zhong said that KAILAS has a very extensive product line. Their climbing and mountaineering equipments are very popular and consistently win high praises from mountain climbers. According to his estimates, KAILAS' professional products line is growing at the whopping rate of 50% per year.

This is the second time Zhong has brought his team to participate at TITAS. Last year, he successfully found a Taiwanese manufacturer that supplies his company with high quality material. This year, he is hoping to find such a gem as well. Zhong said that this year his focus lies upon quick drying functional fabrics. Further, KAILAS will need more than 1.4 million yards of functional material for sports jackets for next year, he is hoping to find suitable Taiwanese suppliers here at TITAS. For the future, Zhong said that he is not ruling out the possibility of making 20 to 30% of the material purchases for the KAILAS brand from Taiwanese companies.



PINEWOOD

Family-owned Swedish company expands to Asia and comes to TITAS in search of new fabrics

Pinewood Collection is an outdoor clothing brand from Sweden. When the company first started in the 1990, the product line consisted of one shirt in four different colors. Today, the company has distribution across Europe, but still prides itself as a small, family-owned and quality oriented company.



Li Zhi is the president of Beijing Pinewood Trading Co., Ltd., Pinewood's partner in China. He comes to TITAS for the first time, representing the firm. He said Pinewood has worked with many Taiwanese suppliers before and thinks that the Taiwanese manufacturers' product quality is more stable and consistent, which is a strength Taiwanese industry has. He has come to TITAS to look for new fabrics for the Pinewood clothing line. Because of the nature of the product line, which is geared towards activities such as fishing and hunting, the company needs quite a few different types of material and fabrics.

Li said that the outdoor apparel market in China is growing extremely quickly. Li said, from his understanding, the market is growing at the rate of 50% annually. This is not all, according to Li, the 50% annual growth rate seems astounding, but if you consider the fact that the great majority of the Chinese population hasn't even accepted the notion that outdoor activity would mean purchasing outdoor apparels, then you'd realize that the outdoor apparel market in China is pretty much untapped.

Korea's Black Yak Looks

for More Environmental Friendly Textile

Under the parent company Dongjin Leisure Group, Black Yak is an established brand name in the outdoor and mountaineering sector in Korea. Founded in 1973, the brand has more than 400 retail locations. It is a leader in Korea's outdoor sports products market.



Company representative Cho, Doo Yeon said that facing the growing trend of Korea's outdoor products' market, Dongjin Group has expanded and spiced the products into three different brands. Black Yak is the premium brand in the group and commands the highest price point. Its target is the Korean and Chinese outdoor products market. According to Cho's estimates, Black Yak's sales volume is growing in the speed of 30% per year.

Cho said this is the first time Black Yak has come to participate at TITAS. Before, they didn't have enough understanding of the Taiwanese materials. Through the show, he gets to see first hand how dynamic the Taiwanese industry's product range is and he is thoroughly impressed. Further, through the trade talks, he has gained an understanding of the pricing of the Taiwanese companies and thinks that they are very competitive. Cho hopes that, through TITAS, he may be able to find companies that specialize in environmentally friendly textiles to partner with in the future.

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