

## *ALTERED STATES*

As retail faces changes and challenges in nearly every aspect of operations, executives eye innovative solutions.

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## *EUROPEAN TEXTILE PREVIEW*

An in-depth interview with Lenzing ceo Stefan Doboczky, and a look ahead at Milano Unica, Première Vision and Texworld.

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## *BRUNO MAGLI AT 80*

The venerable Italian label adjusts its fashion to the times, but remains true to its aesthetic.

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# FARM

# TO

# FASHION

*BACK-TO-NATURE  
PRETTY RESONATES  
THROUGH RESORT CHIC.*



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# Tech and Textiles

**A family of four fairs will focus on fabrics and mills utilizing advanced technologies.**

By KATYA FOREMAN

● **Navigating a choppy** trade climate, it's full steam ahead for the upcoming edition of Texworld Paris, Avantex Paris, Apparel Sourcing Paris and Shawls & Scarves Paris, the quartet of fabric and sourcing shows organized in the City of Light by Messe Frankfurt France. Despite volatility being the new normal, exhibitor numbers are still robust, organizers said, with new markets continuing to open up. The event is slated to run at the Le Bourget exhibition center from Sept. 12 to 15. "For sure, I think [Turkish exhibitors] are facing more questions than this

time last year, but it's not for that reason that the market will disappear," said Michael Scherpe, chief executive officer of Messe Frankfurt France. "We've had the problems between Europe and Russia, but if I look at our show, it hasn't really had an impact." Scherpe said it's still too early to judge the impact of Brexit. Registrations confirm a 37.5 percent spike in exhibitors at Apparel Sourcing Paris versus last September's edition to more than 550, with a strong return from countries and regions including Morocco, Hong Kong, Indonesia and India. Countries showing

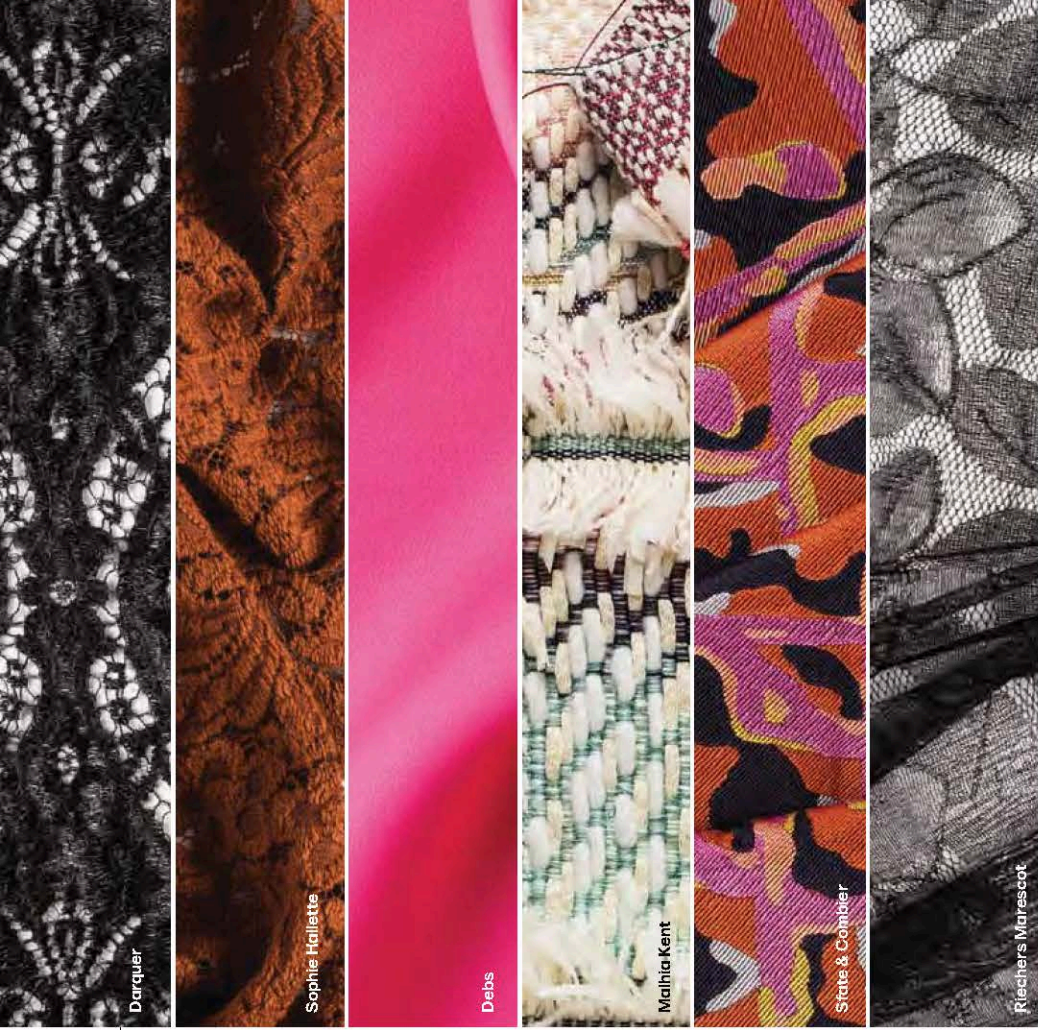
for the first time include Guatemala and the United Arab Emirates, with an influx of exhibitors from the noncoastal western regions of China, including Jiangxi, Hubei and Sichuan. For its 39th edition, Texworld Paris will host around 950 exhibitors from 24 countries, marking a 5 percent increase from the year-ago edition, with a strong return of exhibitors from the Netherlands, Thailand and the Czech Republic. A cycle of conferences will be dedicated to the sourcing market, while slowly but surely, sustainability and best practices continue to shape the

industry's future, Scherpe said, citing Africa among regions to watch. "I think we'll see a lot of developments in Africa," he said. "I'm just back from visiting some mills in Ethiopia and saw some ultra modern, top-of-the-range production sites set up by major Indian companies over there. With the mass market [sector], the changes won't happen overnight, but everyone involved in the industry is trying to analyze what they have to do in the future. They're more attentive to preparing the way." Among other countries developing their export programs, Scherpe cited Vietnam, adding that "one or two countries in the east – between Europe and China – will be interesting to watch, like Turkmenistan, which is good for cotton and denim production." Among new developments, Texworld Paris for its 39th edition will launch Elite, a new Olivier Lapidus-designed section gathering 22 mills from across seven countries geared to different sectors of the fashion market and offering a la carte sourcing. The exhibitors were

handpicked by a Messe Frankfurt France selection committee. "They can deliver in terms of volumes, they have the right infrastructure, logistics and organization, they have the right products and the right price," Scherpe said. Also targeting modernity and competitiveness, a new Korean pavilion at Texworld Paris, under the aegis of the Federation of Korean Textile Industries, will present 30 new exhibitors from South Korea. Known for technical and smart textiles, South Korea is Europe's sixth biggest supplier of textiles and is the third most represented country at Texworld Paris after China and Turkey. Avantex Paris, the fledgling show dedicated to high-tech fashion fabrics and the emerging market of connected textiles and apparel, will feature trend forums and exhibitor stands organized around a central conference space. Taiwanese exhibitor Sound Team will present a knit cap and earmuffs with built-in headphones using Bluetooth technology and cord-control wire. Avantex Paris conferences will address the challenges of technological

innovations in the various stages of the production chain. In the show's trends corner, two new exhibitions will showcase examples of how the haute couture and lingerie sectors are integrating increasingly technological textiles in their creations. On display will be dresses produced by the Fédération Française de la Création Couture Sur Mesure-Paris in collaboration with Texworld exhibitors, and lingerie designs made using high-tech materials and innovative processes by students from Paris-based fashion school Esmod. New products will include umbrellas, leather bags and bow ties. Features at Apparel Sourcing Paris will include Guatemalan pavilion under the aegis of the Centre for the Promotion of Imports from Developing Countries. Guatemala's textile industry has become a fundamental growth lever, organizers said, representing 4 percent of domestic production, with 159 apparel companies, 250 accessories and services companies, and 47 textile factories.

that will undoubtedly weigh on the competitiveness of European exports, organizers said. The U.K. accounted for 5 percent of France's textile exports in 2015 and ranks fourth in exhibitors at Première Vision Paris, with 141 mills confirmed for the show. Catering to increasingly demanding international markets and the needs of ever more transversal creative fashions, Première Vision continues to streamline its positioning as a united ensemble of six shows – spanning yarns, fabrics, leather, designs, accessories and manufacturing – featured under the Première Vision Paris banner. Aiming to consolidate its position as a leading observatory for upstream fashion businesses, Première Vision Paris, as part of the IFM-Prémère Vision Chair for "The Economics of Creative Materials for Fashion" created in January, at its September edition will present the first annual Première Vision-IFM barometer, described by Lasbordes as an index of the activity of the textiles and leather segments of the Première Vision Paris' mills. "The idea is not only to be talking about fashion and the mood of the season, but also to speak about the economy, the business of textiles," he said. "At Première Vision Paris, our DNA is the creative part of the industry and the idea of the share is to unveil an index of the activity of our industry, meaning that you can compare the activity of our mills to the general market." The fair will feature 139 new companies across various sectors. They include South Africa's Hinterveld, a boutique weaving mill with industrial capabilities specializing in premium natural fibers such as mohair, wool, silk, linen and alpaca; China's Dehong International Cashmere, a specialist in high-end cashmere worsted fabrics that are made using independent research and development from Italy and South Korea and advanced machinery from France, Italy and Germany, and America's 22 Print Studio, which will present a collection of vintage and antique garments, accessories and documents that include prints, embroideries, beadings and laces. Première Vision Paris' fashion director, Pascale Wilhelm, said the season's trends move between a pure, sober, zen, protective mood and extravagance, with "bold material mixes, shine and excessive colors." Among innovations to be presented, Debs will introduce a range of AirDye fabrics, where both sides of the fabric are dyed simultaneously, spanning lustrous interlock, heavy twills and a shape memory grosgrain. Highlights at Sate & Combiel will include a velvet-effect fil coupé on a chiffon ground and a textured cloqué and printed jacquard. Among the lace mills, Darquer's offer will include wool-coated winter laces in soot black, as well as laces printed with tartans and camouflages, floral tapestries and arabesques. Sophie Hallette's offer will range from a high-gloss angora lace with raised motifs to an elaborate hand-embroidered cotton lace in a clover motif. Lasbordes said the fair will continue its focus on "smart creation" with an area displaying products around a water theme. Novelties presented by CLASS, the Milan-based eco-smart resource hub, will include Ecotec, a smart cotton by Marchi & Fildi that transforms remnants from garment production into yarns, and Re-Verso Baby Camel, a delicate yarn made from garment scraps collected. Innovations using Cupro by Asahi Kasei include double face structures from Viscotex, opalescent jerseys with a washed silk effect by Nuovates and fancy linings created using a dyed Cupor yarn by Brunello and Pastorelli. ■



# Innovation And Focus

**Prémère Vision Paris continues to streamline its attention in the high end as an umbrella for six shows, as its exhibitors merge advanced technology with creativity in fabric production.**

By KATYA FOREMAN

It's back to basics for the upcoming edition of Première Vision Paris. In a context of political and economic instability, a contrasted global panorama for clothing consumption and the slowing of once-glittering emerging markets, PV managing director Gilles Lasbordes said a number of mills are seeking to reinforce ties with established markets. "Our mills were trying to find new markets, going to China, Russia, Brazil...With the changing situations, they are going back to developed countries like the U.S.," said Lasbordes during preparation for the show, slated to run Sept. 13 to 15 at the Parc d'Expositions in Nord Villepinte. Registrations to date show a 1.3 percent dip in exhibitor numbers versus the year-ago edition to 1,898. All things considered, the mood among exhibitors is "not so morose," Lasbordes said. "Mills that made it through the major economic crises of 2008 and 2009 have learned to adapt their

processes and collections to the market. We feel that, in our shows, Paris is doing well; it's quite strong, even with the situation with the [terrorist] attacks." Première Vision New York saw a record number of exhibitors, he confirmed, "with the euro-dollar exchange rates giving new opportunities for our companies to export in better conditions. They are more competitive." According to a report conducted by the Institut Français de la Mode for Première Vision Paris, whereas in the U.S. clothing consumption in specialized stores in the first four months of 2016 grew 1.9 percent in value, consumption is still declining in several European countries. In France, clothing consumption during the January-to-May period fell 1.6 percent in value versus the equivalent year-ago period, impacted by a tense social climate and unfavorable weather conditions for the spring deliveries. While it is too early to assess the true impact of Britain's Brexit vote, the immediate impact has been a decline in the exchange rate of the pound

that will undoubtedly weigh on the competitiveness of European exports, organizers said. The U.K. accounted for 5 percent of France's textile exports in 2015 and ranks fourth in exhibitors at Première Vision Paris, with 141 mills confirmed for the show. Catering to increasingly demanding international markets and the needs of ever more transversal creative fashions, Première Vision continues to streamline its positioning as a united ensemble of six shows – spanning yarns, fabrics, leather, designs, accessories and manufacturing – featured under the Première Vision Paris banner. Aiming to consolidate its position as a leading observatory for upstream fashion businesses, Première Vision Paris, as part of the IFM-Prémère Vision Chair for "The Economics of Creative Materials for Fashion" created in January, at its September edition will present the first annual Première Vision-IFM barometer, described by Lasbordes as an index of the activity of the textiles and leather segments of the Première Vision Paris' mills. "The idea is not only to be talking about fashion and the mood of the season, but also to speak about the economy, the business of textiles," he said. "At Première Vision Paris, our DNA is the creative part of the industry and the idea of the share is to unveil an index of the activity of our industry, meaning that you can compare the activity of our mills to the general market." The fair will feature 139 new companies across various sectors. They include South Africa's Hinterveld, a boutique weaving mill with industrial capabilities specializing in premium natural fibers such as mohair, wool, silk, linen and alpaca; China's Dehong International Cashmere, a specialist in high-end cashmere worsted fabrics that are made using independent research and development from Italy and South Korea and advanced machinery from France, Italy and Germany, and America's 22 Print Studio, which will present a collection of vintage and antique garments, accessories and documents that include prints, embroideries, beadings and laces. Première Vision Paris' fashion director, Pascale Wilhelm, said the season's trends move between a pure, sober, zen, protective mood and extravagance, with "bold material mixes, shine and excessive colors." Among innovations to be presented, Debs will introduce a range of AirDye fabrics, where both sides of the fabric are dyed simultaneously, spanning lustrous interlock, heavy twills and a shape memory grosgrain. Highlights at Sate & Combiel will include a velvet-effect fil coupé on a chiffon ground and a textured cloqué and printed jacquard. Among the lace mills, Darquer's offer will include wool-coated winter laces in soot black, as well as laces printed with tartans and camouflages, floral tapestries and arabesques. Sophie Hallette's offer will range from a high-gloss angora lace with raised motifs to an elaborate hand-embroidered cotton lace in a clover motif. Lasbordes said the fair will continue its focus on "smart creation" with an area displaying products around a water theme. Novelties presented by CLASS, the Milan-based eco-smart resource hub, will include Ecotec, a smart cotton by Marchi & Fildi that transforms remnants from garment production into yarns, and Re-Verso Baby Camel, a delicate yarn made from garment scraps collected. Innovations using Cupro by Asahi Kasei include double face structures from Viscotex, opalescent jerseys with a washed silk effect by Nuovates and fancy linings created using a dyed Cupor yarn by Brunello and Pastorelli. ■