

GlobalTex 2010

Burnout fabrics popular

GlobalTex is becoming a prominent event in the US trend show calendar and showcased some innovative developments in knitted fabrics as **Kathlyn Swantko** reports

GlobalTex is the first full-scale production and design trade show in the US, presenting the complete supply chain for fashion and offering tailored networking services, along with practical seminars that support the global fashion and design industries. This season's show featured the latest fabric, trim, yarn, textile design, garment manufacturing/private label and manufacturing technology.

"Taking cues from the leading shows in Europe, GlobalTex delivered a professional, high-end atmosphere at its Los Angeles textile industry trade show," said Cindy Morris, COO, Market Center Management Company. "The event

brought relative trend information to the trade show floor, providing attendees with the highest level of international trend intelligence and education."

Compared with the two past GlobalTex Shows, there was a definite improvement in buyer enthusiasm and the quality of attendees. The show attracted leading designers, product developers, wholesalers and retailers from around the world. Designers and major stores attending included: 7 For All Mankind, American Apparel, Bebe, Izod, Jessica McClintock, Joe's Jeans, Karen Kane, Limited Brands, The Walt Disney Company, UGG Australia and Wet Seal.

This third edition of the show, held from 2-4 March, attracted attendees from 22 countries and 28 states, including representatives from North, Central and South America, Europe, China, Japan, the Middle East and Southeast Asia. There was also increased representation from the south-east US. Robert McAuley, sales executive for Texollini, a vertical knitter based in Long Beach, California, said: "We have seen some quality customers at this show, from both the East Coast and Central America."

There may have been a reason for the increase in show attendance and interest. Although tempered by the high jobless



View of the Fabric trend area at GlobalTex



Hi-Tec Industrial Company's sheer burnout print of polyester rayon

numbers and the fact that stores are going up against abysmal February 2009 retail sales figures, there was optimism reflected on the retail side.

In the February 2010 monthly report, released by the US Commerce Department in early March, retail sales figures indicated better than expected soft goods business for the month. Limited Brands Inc, which owns Victoria Secret, had forecasted flat sales, but reported a rise in its numbers by high single- to low double-digit percentages for stores open at least a year. TJ Maxx, the largest off-price retailer of apparel and home fashions in the US, saw its sales rise by 8-9%. Kohl's also had a similarly strong report. But generally, it appears that consumers are continuing to buy more carefully.

Pat Tabassi, product development and marketing manager for Design Knit, a Los Angeles based knitter, said: "Because of the economic situation, customers are being much more frugal and selective in their purchases. They aren't buying as many pieces for an outfit, and are tending to buy layering separates that have longevity and can transition from summer into fall."

The knit fabric trends highlighted at the show included visual textures, physical/tactile textures, metallics/lurex blends, soft sheer fabrics, burnouts, meshes/open work, denim/indigo and fine gauge European knits.

Cinergy Textiles Inc, based in Los Angeles and Hi-Tec Industrial Co, based in Taiwan, specialise in a variety of knits, wovens, basic fabrics, novelties and prints. Both companies service clients in the US and internationally. The companies' fabric lines range from fabrics made of polyester, cotton and acetate based goods, to blends of polyester/rayon/spandex, wool/acrylic, cotton/spandex and nylon/spandex.

According to Vanessa Yen of Hi-Tec Industrial Co and Ramin Daneshgar of Cinergy Textiles, burnout fabrics generated the most interest at the show. Both companies offer burnout knits in a variety of print patterns in soft sheer constructions, using a variety of yarns.

April Booth, sales manager for Eclat Textile Co, Taiwan, highlighted the

importance of its newly developed tone-on-tone knitted fabrics. "The tone-on-tone looks can be achieved through either embossed printing techniques or through jacquard knitting that uses the effects of bright and dull yarns to create the patterns."

Another fabric that attracted interest at the show was Eclat's germanium alloy fabrics, that came from the active market for active-/medical-related applications. Eclat uses TaxGE, germanium alloy yarn, to provide a variety of health-giving qualities to its fabrics, said Ms Booth. "The key is that the germanium works on the body's cellular level and evidence suggests that germanium enhances the cell's ability to generate energy by raising the cell's oxygen supply."

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Design Knit saw a huge interest in a number of its new fabric trends including visual textures, physical textures, metallics/lurex, sheer/soft/flowing fabrics, mesh/fabrics with open stitches and open work, and denim/indigo.

Many of the top-weight fabrics generating interest promote a more transitional feeling. According to Ms Tabassi, some of these knits are the visual textures, which include marbled and streaky effects, space dyes and mélange heathers. The physical textures include nubs and slubs. Linen blends where the texture can actually be felt are also popular. The meshes and open work fabrics are the piques, crochets and dropped-needle effects.



Three of several denim washes available from Design Knit's indigo denim collection

Other top weight groupings were the lurex blends, sheer/soft/flowing fabrics, many of which are made using Tencel that allows for drapeable layering and also incorporates function, said Ms Tabassi. "By using blended yarns in the lurex group the knits are edgy, but in a soft way. And, by using lurex with restraint, you can achieve a subtle, muted effect."

On the bottom-weight side, a popular group was denim/indigo flat knits, made from cotton/spandex and incorporating various washing techniques to achieve interesting fabric finishes. Design Knit is also creating denim knit fabrics made from yarn that has been recycled from previously worn denim jeans.

Texollini is a spandex specialist and an expert in technical applications. It is one of the few vertical mills with dyeing, printing, and finishing capabilities remaining in the US.

Nori Hill, product development director for Texollini, highlighted several knit fabric trends. One of the most important is the company's fine gauge group, featuring Texollini's Super Fino and Ultra Fino fabrics, which are 36 to 40 gauge knits that resemble high-end European looks. In particular, Ms Hill highlighted the company's iridescent fine gauge Super Fino jacquard collection; its printed burnouts also generated a large amount of interest at the show.