

Press release

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It's All About Sustainability and functionality at Intertextile Apparel this spring

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Sustainable and athleisure products continue to dominant new trends in the fashion and apparel industry. At Intertextile Shanghai Apparel Fabrics – Spring Edition from 14 – 16 April, buyers can find the latest and most innovative products that are driving and thriving off the developments in the market. Green fabrics, fibres and solutions can be found not only in the All About Sustainability zone, but across all product group zones such as Beyond Denim, whilst high-performance fabrics for sports and outdoor wear will be on display at the Functional Lab.

According to a survey carried out by the US Cotton Trust Protocol in the UK and US among 1,000 fashion brands and retailers, 69% of participants believe that the pandemic has emphasised the importance of environmentally friendly products to customers. Meanwhile, 61% also note that there has been an increased demand for sustainable products among consumers.

This movement is echoed in China, as the government pushes to implement a sustainably-led growth model in the apparel industry, centred upon circular economy practices and innovative solutions to repurpose recycled materials. Water and pollution reduction are also a focus for developing a more green industry in the country.

In the denim market, sustainability has been at the forefront of discussions for many years and in 2021, denim brands and suppliers alike honed in on improving their processes, production and traceability. Long-term exhibitors at Intertextile apparel, **Bossa Ticaret Ve Sanayi Isletmeleri TAS** from Turkey, are among the suppliers constantly innovating to achieve a more green future. Since launching their eco-friendly RESET series in 2006, each season the collection evolves further, using organic cotton, natural chemicals & dyestuff whilst manufacturing 100% recycled denim from recycled cotton / PET.

This spring they will display their new S/S 22-23 products at the **Beyond Denim** zone, including their 'Future Healing' blend denim made from manmade cellulosic and natural fibres. High-tech materials such as hemp, soybean, Repreve, Naia, Ciclo, and Smartcell are paired with clean indigo styles that make it the perfect choice for a seasonless style. The production process retains quality whilst using less water and energy consumption, demonstrating how innovation can meet luxury, without compromise.

Messe Frankfurt (HK) Ltd
35/F, China Resources Building
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At Intertextile, the dedicated **All About Sustainability** zone focuses on green products and solutions in the industry. A returning exhibitor to the zone, **TESTEX AG** from Switzerland, is an independent, accredited and internationally recognised testing laboratory. TESTEX tests and certifies textiles and leather goods in line with stringent international regulations and standards. As a member institute of the OEKO-TEX® Association, TESTEX is its official representative on five continents. Outside the zone, other sustainable suppliers can be found, to meet the market demand. **Zhangjiangang Vcare Textile Co Ltd, China** will display their featured recycled polyester Sherpa and fur products that obtain the Global Recycled Standard 4.0 certificate. They can cater to small-batch orders and personal customisations.

Meanwhile, athleisure that enhances efficiency and utilises new technology is also making waves in the Chinese market. In particular, domestic brands have reported increased demand with sportswear retailer Li-Ning seeing a year-on-year growth of 37.7% during the busy 'singles day' shopping period. Outdoor down jacket brand Bosideng also rose sales by 53% in the same year. Consumer habits inclining towards healthier and more active lifestyles are set to continually increase the potential for functional fabrics. Some key exhibitors of the **Functional Lab** zone at Intertextile are as follows:

- **Ascend Performance Materials, USA:** they will launch their Acteev® Performance Textiles that use natural zinc ions embedded into the material, to enable it to withstand wear, wash and heavy use. And unlike antimicrobial technology that uses coatings, Acteev® requires no finishing step.
- **Henglun Textile Vietnam Co Ltd, Vietnam:** they work with partners such as Texhong, Toray, Lenzing and Hyosung to improve technological innovations. They will display a series of new, eco-friendly, comfortable and fashionable high-ends fabrics including their low-carbon & zero carbon series, anti-bacterial & anti-virus organic series, super soft series and cooling series, among others.

The International zone at the upcoming fair will be housed in hall 5.1, with exhibitors categorised by product groups. Domestic exhibitors will be allocated by product end-use in halls 1.1, 5.1, 6.1, 7.1 & 8.1, whilst the Beyond Denim Zone can be found in hall 8.1.

With years of expertise, Messe Frankfurt has been a pioneer for promoting and developing sustainable initiatives through trade fairs in the textile sector. At Intertextile, the **All About Sustainability zone** was first introduced back in 2013, whilst the eco leaf indication in the visitor guide first appeared in 2016, demonstrating the early identification of the importance of a more eco-friendly industry.

Since 2019, Messe Frankfurt has been working with the Conscious Fashion Campaign and United Nations Office for Partnerships as part of the Texpertise Network and supports the UN Sustainable Development Goals. The goals will be presented gradually at global textile events in

order to highlight the most pressing challenges facing the textile and fashion industry worldwide.

Intertextile Shanghai Apparel Fabrics – Spring Edition 2022 will be held concurrently with the Spring Edition of Intertextile Shanghai Home Textiles, Yarn Expo Spring, CHIC and PH Value from 14 – 16 April at the National Exhibition and Convention Center (Shanghai). The fair is co-organised by Messe Frankfurt (HK) Ltd; the Sub-Council of Textile Industry, CCPIT; and the China Textile Information Centre.

For more details, please visit: www.intertextileapparel.com. To find out more about all Messe Frankfurt textile fairs worldwide, please visit: www.texpertise-network.com.

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Notes to editors:

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Newsroom

Information from the international textiles sector and Messe Frankfurt's textiles fairs worldwide can be found at: www.texpertise-network.com.

Background information on Messe Frankfurt

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Group employs approximately 2,300 people at its headquarters in Frankfurt am Main and in 30 subsidiaries around the world. In 2021, the company had to contend with the challenges posed by the pandemic for the second consecutive year. Annual sales will be approximately €140* million after having been as high as €736 million in 2019 before the pandemic. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. We are expanding our digital expertise with new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent). For more information, please visit our website at: www.messefrankfurt.com

* Preliminary figures for 2021

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