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Intertextile Shanghai Japan Pavilion 2025 Spring Edition



<Photo: August 2024>

Record-High 29 Companies Exhibiting at the Spring Show

The <Intertextile Shanghai Apparel Fabrics 2025 Spring Edition> will be held over three days from March 11 at the National Exhibition and Convention Center in Shanghai, China. On this occasion, the <Japan Pavilion>, organised by the Japan Fashion Week Organization (JFW), will feature 29 companies (including five new exhibitors) in a 693-square-meter space. This marks the largest-ever scale for a spring edition. Following the successful business negotiations at last year's Autumn edition, high expectations are anticipated for the innovative materials offered by Japanese companies. We are pleased to highlight selected Japanese exhibitors, focusing on those participating for the first time.

- **ACT AS SECOND CO., LTD.** / Presenting a casual jeaning collection

ACT AS SECOND CO., LTD., a first-time exhibitor, has been developing materials in the Okayama and Hiroshima regions for many years, offering an integrated production system from material development to garment production in Japan and China. While the company has already been promoting denim casualwear through its Chinese agent, it aims to further expand its reach.

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Company's cotton-silk nep denim features an 8-count slub yarn rope-dyed for the warp, paired with 100% silk nep yarn for the weft. This combination results in a material that retains the unique softness of silk while showcasing a rustic texture created by the nep yarn.

Their 4oz Super Zero denim employs a special twisting technique using water-soluble yarn. The innovative new material, Super Zero, creates yarns that capture ample air between fibres, resulting in a soft, voluminous, and comfortable stretch fabric. The 12oz natural indigo blue denim is dyed with natural indigo. By intentionally keeping the dye concentration light, the fabric achieves a natural indigo appearance reminiscent of vintage Levi's jeans.



● **SVC CORPORATION** / Specialising in compound fabrics made from natural fibre related materials

SVC CORPORATION, another new exhibitor, specialises in composite materials combining natural fibres with acetate, cupro, and other fibers. This time, the company is presenting its triacetate leno weave fabric. This material uses cationic polyester and triacetate in a dye-separation process, resulting in vibrant colours and a natural texture. The leno weave creates a refined impression, offering transparency, lightness, and a refreshing quality. The fabric is dry to the touch, moderately breathable, and exudes a luxurious feel.

Their triacetate matelassé jacquard with small patterns features quilted-style matelassé jacquard. The warp uses a fine 20-denier polyester yarn dyed in advance, while the weft combines lustrous polyester yarn and shrinkage yarn, which undergo high-temperature setting.

Additionally, their wool "Manerd" yarn-dyed material is made with a blend of short and long fibres, resulting in less fluff and higher yarn strength compared to regular wool. This fabric skillfully balances the fullness of wool, creating a harmonious blend of coolness and drapability of triacetate.

● **ANTS JAPAN CO., LTD** / Showcasing products centred around LUNACEL

ANTS JAPAN CO., LTD is making its first appearance, aiming to expand its business in the Chinese market, enhance its industry standing, and contribute to a sustainable future. The company will showcase woven, circular knit, and flat knit fabrics made with LUNACEL, highlighting its expertise in crafting high-quality products for the Japanese market. Their strong supply chain and rigorous quality control system are their key strengths.

LUNACEL is an innovative fibre distinct from plant-based fibres like cotton or animal-based fibres such as wool or silk. It is a next-generation hybrid rayon that combines the advantages of collagen (animal protein) and cellulose (plant-based fibre). The soft texture of cellulose is enhanced by the

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smoothness of collagen, providing an exceptionally pleasant feel on the skin.

LUNACEL also offers odor-neutralizing properties, targeting the three main causes of sweat odours: acetic acid, ammonia, and isovaleric acid. It boasts features such as moisture absorption and release, a cool-to-the-touch sensation, heat retention upon moisture absorption, and anti-static properties. This makes it a comfortable material that stays cool in summer and warm in winter.



● **VERYTEX CO., LTD.** / Dedicated and committed to twisting yarns

VERYTEX CO., LTD. presents its latest innovation, "PIN KARI", a proprietary false-twist processing technology that uses a component called a pin. This traditional technique has been practiced in the yarn processing factory in Hokuriku region in Japan for over 50 years and can only be executed with specialised machinery, making it an exceptionally rare processing method.

The process involves wrapping polyester raw yarn around a sapphire glass rotor, applying heat, and twisting it while stretching. This imparts stretchability and a voluminous texture to the yarn. The result is an extraordinarily light, airy, and delicate yarn compared to conventional types.

Additionally, the company introduces its recycled lamé yarn, "CHOKI". This yarn is made with GRS-certified sustainable materials, reducing environmental impact. VERYTEX collaborates with Japan's historically significant factories to develop unique materials, utilising recycled and traditional Japanese resources. They are committed to innovating yarn twisting methods, creating one-of-a-kind materials with a fresh appeal.

● **TAKEMI CLOTH CO., LTD** / Highlighting sun-dried linen fabrics

TAKEMI CLOTH CO., LTD. specialises in manufacturing and selling fabrics made primarily from linen and other natural fibres. The company emphasises handcrafted production to enhance the natural richness of these materials, focusing on small-batch manufacturing. Their unique dyeing process takes more time than conventional machine dyeing, leveraging the strong winds and abundant sunlight of Hamamatsu in the Enshu region for sun-drying techniques.

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One of the featured items is 100% linen, finished using the Enshu region's distinctive sun-drying method under strong winds and ample sunshine. This process results in fabrics with unique coloration, a soft wrinkled texture, and a profound, natural linen feel.

The collection also includes the region's specialty corduroy fabric (55% cotton, 45% linen), which achieves an exceptional softness and pronounced ridges/ribs that other production areas cannot replicate. For their 100% linen fabrics, surface fuzz is removed to achieve an extraordinarily soft finish, enhancing the natural texture of the fibres.



● **YAGI & CO., LTD.** / Actual colour variations available in stock

YAGI & CO., LTD. operates a local subsidiary, PROGRESS (Shanghai) Co., Ltd. (谱洛革时(上海) 贸易有限公司), in China. On this occasion, the company will showcase its sheer lamé fabric, which combines cotton and ultra-fine lamé fibres. This fabric has a smooth, non-itchy texture and features delicate shimmer, offering a unique charm. The products will be available in 8 actual colour variations.

The company will also present OPTIMACOOOL seersucker fabric, which integrates moisture-wicking OPTIMACOOOL technology knitted with the highly breathable and moisture-absorbing LYCRA T400 fiber. This high-gauge knit fabric has a textured surface, providing excellent ventilation and heat resistance, ensuring long-lasting comfort. They stock this collection in 17 actual colour variations.

Additionally, YAGI & CO. will showcase strong-twisted slub yarn SZ jersey in 16 colours. This fabric is knitted with thin, strong-twisted yarns in both S and Z twists, resulting in a lightweight, smooth fabric with a rich texture. The fabric resists skewing and twisting, maintaining its shape and durability.

● **KUWAMURA CO., LTD** / Yarn-dyed fabrics – ample stock available

KUWAMURA CO., LTD. operates a local subsidiary, Shanghai Kuwamura Co., Ltd., in China and

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has been actively exporting to the country. The company expressed its optimism about the Chinese market, stating, "Last year, we achieved our highest-ever export results, and we believe that China still holds immense potential. We are exhibiting at Intertextile Shanghai to actively promote and sell our stock items."

Founded in 1928 in the Banshu region, KUWAMURA is a company with a long history in woven fabric production. The company is committed to environmentally conscious manufacturing, focusing on protecting the natural environment and considering environmental impacts throughout the process, from raw materials to weaving, dyeing, and finishing. KUWAMURA's strength lies in the wide range of stock products available for seasonless and versatile items.



On this occasion, the company will present its 30-ply yarn mélange TOP shaggy fleece fabric. This fabric, with its timeless colour ranges and patterns, offers a soft texture and long, evenly trimmed fleece suitable for a wide variety of items. Additionally, KUWAMURA will showcase a material using 60 single organic cotton yarn, which features a delicate wrinkle finish and a natural texture that highlights its environmentally friendly properties.

■JFW Textile View (Japan textile trends)

◇ 2026S/S Overview : < Global Conditions with Reassurance >

As our world grows ever more complex, certain places feel close yet distant and vice-versa. Our present-day domicile has morphed into a strange and incomprehensible world, perhaps influenced by some sort of spatial and temporal distortion. In truth, we have no idea what is underway. But even if unknowing, we still want to understand each other. And top of what we need is a sense of security and relief. We need to ensure consideration and caring kindness penetrate to everyone, to nature and love to all worldwide.

◆ Overall colour trends

The palette for the upcoming season evokes inner and bold strength, enveloped in subtle sensibility. An enchanting gamut of lightness, freshness, comfort and sophistication. Fortitude alongside understated modesty, where boldness and refinement coexist in a vibrant and unique array of hues.

◆ 2026 Spring/Summer (Themes) :

- ◇ Sounds of Winds & Water -
- ◇ Dating
- ◇ Yin-Yang
- ◇ Otaku Culture

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[Contact for inquiries]

Japan Fashion Week Organization (JFW) / Textile Division E-mail: jp@japancreation.com