

# Final report

March 2010

Texworld  
Worldwide Textile Rendez-vous  
Paris Le Bourget, 8-11 February 2010

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## Positive results overall for 26<sup>th</sup> Texworld

### Increase in visitor traffic and the 642 exhibitors from 28 countries very pleased with business

14,038 visitors during the 4 days of Texworld marking – as compared to the show in February 2009 – a rise of 6% in terms of real visitors and 2.2% in terms of visitor traffic. This show saw a strong comeback by the Americans (+ 24%) who had been conspicuously absent from the Paris shows in recent times; similarly, good progress with the Australians (+ 29%) and Asians (+ 9%). Where Europeans are concerned, there was an abundance of visitors from Scandinavian countries, but there was less evidence of the Germans, Spanish and Greek (the absence of both the latter can be explained by the difficulties of their national economies). Texworld is experiencing sound growth in the numbers of French visitors (+6%), which are increasing with each show.

The décor and the new visual identity of the exhibition have been much appreciated by exhibitors and visitors, who found the surroundings pleasant, getting around easier and the services offered at the exhibition (like: i-tex, wifi, information tools, shuttle buses...) highly efficient.

### Overall exhibitor satisfaction

Despite an international economic situation that is still weak the overall atmosphere was encouraging for business. Many stands were never empty and plenty of business was concluded at the exhibition. *“This has been our best show since first taking part in Texworld,”* said Vivek Sood, Textile Manager at **Apacinti**, with satisfaction. *“Between the firm orders taken and the contacts we established we are very content with the exhibition. We will definitely be attending in September”.*

Messe Frankfurt France S.A.S.  
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And the overall satisfaction of exhibitors testifies to the importance of the show on the European market. There have been improvements in the quality offered by exhibitors that is now more in line with western fashion, and buyers have been attracted by the unrivalled value and creativity for the price and the upmarket products that are increasingly presented.

With Texworld's tradition of being an exhibition where the range on offer corresponds exactly with demand, the products presented by exhibitors have been adapted to the European markets and to the changes in them. Evidence of this lies in the numerous companies that have a research & development department in order to "*respond to special requirements, different to our textile traditions. Always challenging ourselves to better satisfy our customers' demands, and sometimes even to anticipate their wishes*" says Ayush Murarka, chairman and managing director of **Ventures**, an Indian silk producer specialising in the high-end market.

The exhibition has always been successful for accessory manufacturers whose stands welcomed a great many visitors during the entire exhibition. Petr Bartusek, one of the partners in **Styl VD**, a Czech company specialising in fancy, high quality buttons for the last 60 years, states that "*this was our best show since our first attendance in 2002. We were able to meet up with our regular customers but we were also able to forge new and important ties for development of our activities on an international level*".

Several countries grouped a number of their exhibitors with features in common under one pavilion: like the HKTDC - the **Hong Kong Trade Development Council** - combining 8 exhibitors, to include 2 **Aadmix** and **Apro International** with a strongly ecological orientation, who claimed to be "*very satisfied with their participation and the orders placed, especially in regards to clothing production or manufacture with recycled materials*" remarked Jessica Lee, Marketing Manager at HKTDC

At the **Mauritian Pavilion** buyers were particularly on the look-out for denim, knits and fair trade cotton "*Laura Ashley, among others*" to quote **Rt Knits**.

The FCK – **Fashion Center Korea** – on the occasion of its initial attendance allowed western fashion to discover traditional Korean patterns that had been given a fresh interpretation.

The ***Fabrics China Creation Pavilion***, which assembled 12 complementary companies with regard to their products, aimed to promote the development of its exhibitors that specialise in offering upmarket lines, in terms of both creativity and quality. All these firms are equipped with research & development departments and they do not hesitate to call on European designers in order to better respond to the expectations of a discerning western customer base, which is always on the look-out for innovative, sophisticated and easy-to-wear fashion. *“Our attendance at Texworld is dictated by a wish to open up European markets to our members, to prevent their business becoming totally dependent on the American market and its uncertainties”*, explains Gérard Plutta, a consultant for the association.

Among the international exhibitors we noted the presence of some Europeans whose stands were always well visited. Thus, for Jacques Lefebvre, Export Manager at the Dutch company **Nooteboom Textiel**, the exhibition was *“very good. We also have a policy of selling by the metre which allows us to meet requirements that at times other companies do not satisfy”*.

### **International buyers make the right connections**

Buyers from trading groups like Carrefour, La Redoute, Marks & Spencers, Célio or Decathlon came looking for *“Indian, Chinese and Turkish manufacturers for fabrics who provide better value for money for our collections”*, said **Gilles Clarisse, stylist for 3 Suisses** menswear lines. Just like research & development staff from the Italian label **Stefanel** who came *“to meet Chinese suppliers who are offering value for money that is still unrivalled today”*.

As far as buyers are concerned, there were also those who came on the look-out for the high-quality fabrics presented by numerous exhibitors. **Stéphane Bianca**, creator of the haute couture label of the same name, said he had *“discovered the exhibition and was very pleasantly surprised by the diversity and complementary nature of the ranges presented and by the excellent quality of the fabrics on offer. I have already bought silk, lace and embroidery”*, he said, delightedly

handling the silk from the Lebanese manufacturer Kaskas, a supplier to major national haute couture fashion houses, was offering new fabric made up of sequins attached directly together. Other buyers also came to search for traditional skills with outstanding quality but often little known: one such person is **Lydia Maurer, a buyer from Givenchy**, who came to Bharat Silk, an Indian silk specialist, to pick out the fabrics she will use in the summer 2011 collection for the Redux range by the Paris fashion house.

Functional textiles were also in great demand: **Michele Marchetto from Geox** was on the look-out for new technical textiles *"in the production of which the Koreans are particularly skilled. It is even more interesting as we are trying to bring our suppliers closer to our production factories"*. Or **Diane Hodnett** for instance, **Materials Developer at Reebok**, who came to locate companies which produce functional textiles that she hopes to recommend to designers from the label's Sports division.

Texworld has been banking on clothing production in welcoming around forty very different exhibitors from this sector. A challenge that has been met, considering the numbers of buyers who came to look for finished products, according to Marco Giroto, Product Manager at Gas. Michael Scherpe, President of Messe Frankfurt France agrees, *"It is a sector with a sound future at our show, considering that more and more brands are endeavouring to verticalise their production chains, we will continue to develop this range for the exhibitions to come"*, he continues.

### **The forums**

Well attended by buyers, the general forum presented the main trends for summer 2011. Hence it was possible to get a taste of the acidic, flashy colours much in evidence for the season, printed silk with a crinkle look (**Fair Lady Exports**), functional textiles that keep getting more and more attractive (**Bitsal Mooni**), ethnic patterns (**Texville**), knitwear enhanced with lace (**Chanitex**), embroidered prints embellished with sequins (**C&Boko**), cut-out effects (**Indmoda Exports**), silk blended with metallic fibres (**Huzhou Tianchang**), different layer dyes to obtain varying patterns (**Silk Appeal**), or even sequins sewn on silk, with a vintage look, for exceptional, flowing lines.

There has been a tremendous response to the forum « **Eco-textiles: Fabrics that Care** » that has become – together with the circuit identifying the producers of sustainable fabrics – a valuable tool for trade buyers. Ludmilla Silva, a buyer for Textil Farbe who works for countless fashion companies in Brazil, came “*on the look-out for “green” fabrics – organic cotton or recycled polyester – as this market is really new in Brazil but expanding fast. More and more labels are asking us for ecological fabrics, and we are suggesting that others introduce organic products to help boost their turnover*”.

With over 7000 searches made, the **i-tex** search engine has been able to win over the Texworld buyers. Straightforward and easy to use, it represents an excellent complement to the forums. From now on buyers will, for the first time, be able to find all the information relating to exhibitors and their products on the site [www.productpilot.com](http://www.productpilot.com). This search engine, which presently incorporates i-tex and its contents, allows you to list all the details on manufacturers to further build on the links that producers and buyers have established at the show.

There were excellent ranges of **silks, lace and embroidery** on offer, which allowed visitors to lose themselves for a moment in the land of a thousand and one nights where riches and exquisite delights adorned the garments of the maharajahs. Among the most spectacular were those by the Indians **Shagun International** and **Navpad**, the Taiwanese **Gay chun** and **Season Embroidery** and those by **Asia Embroidery** from the Philippines or the Japanese **Nishimura**.

#### “**Eco-friendly**”: a growing sector

More and more exhibitors are presenting *eco-friendly* textiles in their collections, thus testifying to the success of these products. **Hemp Fortex** one of the rare businesses that is 100% eco-friendly, was founded 11 years ago by Hongliang Ding. From the start his company has left a “green” footprint. Today, it counts Timberland, Patagonia, Columbia and Lafuma among its customers. A real craze for ecological textiles and the increasing importance that labels give to them have been evident in the past few years. Mr Ding is also a firm believer in sustainable trade and fair production. He produces organic cotton, fabric based on yak wool (yak wool from the Himalayan

regions feels similar to cashmere) and presents products made of 100% hemp (very much in demand for their natural anti-bacterial properties). *“Fashion and respect for the environment have no need to compromise!”* as Hongliang Ding is fond of declaring.

**Raymond Uco**, a denim manufacturer, presents jeans made of 100% organic cotton. The company has also perfected a process for manufacturing jeans that allows significant amounts of water to be saved when compared with conventional methods of manufacture.

The second participation of the French **Fairtrade Max Havelaar** organisation was once again a success. Many labels were either interested in supporting fairly manufactured products or wanted to develop lines exclusively in line with this policy and obtain the necessary certification.

One of the major producers of fair trade textiles, **Alok Industries** has *“subscribed to fair trade mainly to support our social environment, one of the poorest in India. Our strength has been not to have passed on this increase in prices to our production. Today we supply fair trade cotton to Victoria’s Secret, Marks & Spencers.”* Yogesh Kalia, Export Manager announced with pride.

### **A vision for the future - industry meets creativity**

#### **The AICP – Académie Internationale de Coupe de Paris**

For the third time, teachers and students of the AICP academy gave live pattern-making demonstrations for menswear and womenswear using its own geometric design system. Offers of work placements for AICP students came from exhibitors and designers, as well as teaching requests from visitors for their own employees, *“The many requests for training will allow us to build up our contacts”* said Marie-Claire Moorogan contentedly, education officer at the Academy.

#### **University of Applied Sciences and Arts of Hanover**

Successful for the second time at the rendez-vous for the students of Tuula Salo, a teacher of fashion design, *“it was a question of taking the first step into the world of industry and clothing. Meeting buyers, facing up to problems relating to our collections...this allowed us to take the first step into the world which one day will be ours”* the students said in unison with satisfaction, full of enthusiasm for their

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attendance at Texworld, *“the more so as some of us will be able to take up work placements at companies we met at the show”*.

### **Designers & Fashion**

Many offers and suggestions of collaboration were made for the designers who were showing their collections at the Designers & Fashion area. *“Wishing to help the creativity of young designers come into contact with clothing manufacturers, that is the aim of this initiative that is intended to increase in scale in coming exhibitions”*, explains Michael Scherpe. Among the designers, Adrien Auffret and Laetitia Cornettini say they are *“delighted with this opportunity afforded them by Texworld, allowing them to demonstrate their skills in international surroundings and to professionals who come from all over the world”*.

The initial impression left by the duo of Artistic Directors, **Louis Gérin** and **Grégory Lamaud**, has been noticed and appreciated at the show's relaxation area, with an installation of 5 textile-related themes. Their vision of fashion will become more and more evident in the overall environment of the next Texworld shows.

**The next Texworld show will be held at the Paris le Bourget exhibition centre from the 13th to the 16th September 2010.**

### **Background information on Messe Frankfurt**

Messe Frankfurt is Germany's leading trade fair organiser, with 424 million Euros in sales in 2009\* and more than 1,500 employees worldwide. The Messe Frankfurt Group has a global network of 28 subsidiaries, five branch offices and 52 international Sales Partners, giving it a presence for its customers in more than 150 countries. Events “made by Messe Frankfurt” take place at more than 30 locations around the globe. In 2009\*, Messe Frankfurt organised more than 90 trade fairs, of which more than half took place outside Germany. Messe Frankfurt's exhibition grounds, featuring 578,000 square metres, are currently home to ten exhibition halls and an adjacent Congress Center. The company is publicly owned, with the City of Frankfurt holding 60 percent and the State of Hesse 40 percent. For more information, please visit our website at: [www.messefrankfurt.com](http://www.messefrankfurt.com)

\*preliminary numbers (2009)