

Article reference: [http://www.messefrankfurt.com.hk/fair\\_npr.aspx?fair\\_id=6&npr\\_id=1008](http://www.messefrankfurt.com.hk/fair_npr.aspx?fair_id=6&npr_id=1008)  
October 2012

## FINAL REPORT

Interstoff Asia Essential Autumn  
The home of cutting-edge textiles  
Hong Kong, 3 – 5 October 2012  
Hong Kong Convention & Exhibition Centre

### **Trends for eco fashion enhanced by special display zone and in-depth seminars Partnership with Sustainable Textile Conference created successful synergies Popular local designers transformed exhibitors' fabrics to runway fashion**

The autumn edition of the 2012 Interstoff Asia Essential concluded on a high note on 5th October at the Hong Kong Convention & Exhibition Centre, welcoming 178 exhibitors and 6,527 visitors worldwide. The three-day fair featured the latest fabric trends, the unlimited possibilities of sustainable fabrics as well as a wide assortment of functional fabrics, bringing together the industry's finest professionals from trading, buying, sourcing and branding sectors.

Wendy Wen, Director for Trade Fairs, Messe Frankfurt (HK) Ltd was satisfied with the results of the fair, she noted: "As one of Asia's longest standing textile fairs, Interstoff Asia Essential continues to serve as a key platform for networking and knowledge exchange for the industry. Visitors and exhibitors are especially impressed by the focus on sustainability, design originality and the quality of the fair."

### **Trends for eco fashion enhanced by special display zone and in-depth seminars**

Working with official eco partners, Global Organic Textile Standard (GOTS), and eco certifiers including Control Union Certification, Control, IMO and SGS, the concept of sustainability was further enhanced with the specially designed area "Eco-Zone", showcasing environmentally conscious products of a high standard. A comprehensive and environmentally friendly labeling system also allowed visitors to understand the eco-credentials of each fabric and easily locate the exhibitors manufacturing the products.

"I didn't know about the labeling system before coming to the fair and I think it's huge," said Ms Bahar Shahpar, Sustainability Consultant and Brand Manager of GUILDED, also a speaker at the seminar "Sustainable Fashion Design: Values & Trend". She added: "When we've attended shows in the west, we haven't seen anything like it before. So we have to ask each and every supplier. I'd certainly like to see this labeling system more broadly used."

Audience members like Andrea Einhellung, Director of Sue Vet, appreciated the in-depth discussion. "I loved the seminar because it has such interesting topics. I always recommend this fair to young designers because they can learn a lot here."

Reflecting on Messe Frankfurt's value of originality, two eco fashion designers were sponsored to attend the fair and showcase their creations at the Designers' Studio. Sean Watson from Pure Pod Design believed that the trip extended his business network with sustainable fabric suppliers. Tarra Shaylor, designer of T Shay agreed and believed that China could play an important role in pushing sustainable fashion. "China is a big fabric producer. If they are leading the way to sustainable fabrics, then the rest of the world would have to follow the trend."

A special Research and Education Zone was also set up to educate visitors and industry leaders on environmental impacts throughout the textile supply chain with contributions, including the Hong

Kong Research Institute of Textiles and Apparels (HKRITA), China Water Risk, Greenpeace, Reset Carbon and Redress.

Roy Man, the representative from HKRITA praised the arrangement of the specially designed zone. “It is great to have a designated display zone to promote HKRITA. The open area is more eye-catching, inviting, attractive and well decorated. Visitors are more readily to come into the area to touch and feel the fabrics, as well as ask questions and pick up leaflets, generating more interest and achieving the educational purpose.”

### **Partnership with Sustainable Textile Conference created successful synergies**

For the first time, Messe Frankfurt collaborated with Textile Exchange and Ecotextile News, both highly regarded sustainable textile institutions, in organising the Sustainable Textiles Conference. Held concurrently with the fair, the conference brought together international buyers and professionals to Hong Kong, who gave positive feedback on having the conference and the fair take place at the same time.

“Excellent arrangement, no doubt,” said Annie Ip, Fabrics & Trim Development Manager of Quiksilver Asia Sourcing Ltd., who participated in both the conference and the fair. “This is the first time that the conference is happening in the Far East. It can definitely attract more international professionals to Interstoff Asia Essential. I hope that this collaboration will continue in the future.” Conference audiences from abroad were eager to find out what the Asian fair could offer and agreed that the collaboration created strong synergies with the fair. Susanna Perez, Director of Marketing South Europe of Lenzing, who travelled all the way from Spain, commented: “The conference created an opportunity for the growth of ideas with the industry’s professionals. It’s an ideal networking occasion, so it’s definitely a good idea to have both events together. The exchange brings key brands and retailers, who will also visit the fair.”

### **Fair connects the dots for international buyers and exhibitors**

Representatives of major fashion labels and high-street retailers visiting the fair included Abercrombie & Fitch, adidas, American Eagle Outfitters, Banana Blue, Benetton, Bershka, Burberry, Coach, Columbia Sportswear, Donna Karan, Giorgio Armani, H&M, K-Boxing Men's wear, New Balance, Nike, Puma, Quiksilver, Ralph Lauren, Stella McCartney, The North Face and Victoria's Secret. Wang Xuan, Vice General Manager of Finity Fashion (Shenzhen) Co Ltd, believed that the fair provided an ideal sourcing platform. “Our brands sell tailor-made mature ladies wear and we were able to find 5 to 6 potential suppliers from South Korea and Taiwan on this trip. I will definitely bring along designers and merchandisers next year.”

Olive Kim, President of CLO Cielo Sereno, a first-time Korean exhibitor hailed the outcome of the fair. “Visitor quality seems to be quite impressive at the fair, especially those clients arranged through business matching services. I think this service helps both exhibitors and visitors a lot.”

Impressed with the arrangement and business potential of the fair, many exhibitors returned to the fair this season. Alice Chen from Learned Winner Enterprises Co Ltd, a veteran Interstoff Asia Essential exhibitor from Taiwan, commented: “The fair offers much better quality in terms of visitors for the Chinese market. We met representatives coming from the buying offices of BCBG, a swimsuit brand from Australia and international brands such as Armani for menswear, H&M and Chico’s for ladies wear. They are interested in our functional fabrics, sports knit, animal print and triple pattern jacquard.”

Top visiting countries and regions of the autumn edition were China, Germany, Hong Kong, India, Japan, Korea, Taiwan, Turkey, the UK and the US, with a significant increase from the US and Germany.

### **Popular local designers transform exhibitors’ fabrics to runway fashion**

One of the fair’s highlights was a series of fashion shows incorporating local creativity with exhibitors’ fabrics. Popular designers, such as Arthur Lam and Ranee K were invited to create runway fashion using fabrics submitted by exhibitors.

Matha Ngai of San Shing Cotton Weaving (H.K.), which supplied denim to the designers, was amazed by the transformation. "It's a nice surprise to see our fabrics on the runway. As a denim fabric manufacturer, most of our customers only associate the fabrics with jeans and jackets. Yet the designers managed to incorporate the materials in high-end fashion. This will surprise and inspire our customers."

Also supplying fabrics to the runway show was Japanese exhibitor, Uni Textile Co Ltd. Its manager Masahiro Nishimura said that it led more attention to his fabrics. "We are glad to be a fabric sponsor. There are so many visitors at the fashion show. They came to our booth to look for the fabric afterwards."

For photos on these events at Interstoff Asia Essential, visit [www.interstoff-asia.com](http://www.interstoff-asia.com) or email [textile@hongkong.messefrankfurt.com](mailto:textile@hongkong.messefrankfurt.com).

For information on all Messe Frankfurt apparel textile fairs around the world, please visit <http://www.interstoff.com>

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

Messe Frankfurt is Germany's leading trade fair organiser, with 467.5 million euros in sales and 1,725 active employees worldwide. The Messe Frankfurt Group has a global network of 28 subsidiaries and approx. 50 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 2011, Messe Frankfurt organised 100 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)

### **Media Contact**

Karen Au

Tel +852 2238 9961

Fax +852 2519 8632

[karen.au@hongkong.messefrankfurt.com](mailto:karen.au@hongkong.messefrankfurt.com)

[www.messefrankfurt.com.hk](http://www.messefrankfurt.com.hk)

[www.interstoff-asia.com](http://www.interstoff-asia.com)

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