

Fairs & Exhibitions

2009 China International Sewing Machinery and Accessories Show 2009

China Intl' Sewing Machinery & Accessories Show (CISMA), sponsored by CSMA, has been held regularly for the last 20 years. According to the statistics, the total number exhibitors at CISMA 2009 is close to 1000. This edition will be held from 22nd – 24th September 2009 at Shanghai, China.

The statistics of CSMA shows that, in the first half year of 2009, all kinds of development indexes of the industry decreased 20% compared with the same period of 2008. Under this circumstances, the enterprises overcome the difficulties through controlling the scale, strengthening the ability to develop, paying more attention to innovation and save power for the next new development phase.

The scale of CISMA exhibition is growing and has brought new challenges to the sponsor every time. It is the same this year, while the challenge is bigger than before, the development trend is not clear due to recession, and where the enterprises will go? In this special period, China sewing machinery association collects all kinds of information through statistics, investigation and market analysis and try to make clear the outline of development.

Reduction, economy, preference and innovation

In this time of economic crisis, the status of China as the biggest sewing machinery manufacturing and sale center has not been weakened, but strengthened. Chinese manufacturers exploited the domestic market, when they suffered setback in export and the competitiveness of international manufacturers in China market become sharper.

In China, the plan to adjust and prosper textile industry, the plan to adjust and prosper equipment manufacturing industry and the plan to adjust and prosper light industry were published one by one, and sewing machinery industry is one of the key industry. During this course, the influence of leading brands changed, whereas some brands were purchased, some disappeared, while some stood out from the crowd. CISMA 2009 is an important platform for the enterprises to show their confidence and find a turning point to realize break-through.

But, to CSMA organizers, CISMA 2009 is not just a platform for showing and communicating, they think more about

how to maximize the profit of exhibitors. some of the changes include the following.

Firstly, the scale of exhibition decreased to 7 halls from 9 halls of 2007; Secondly, the show time reduced to 3 days from 3 and a half days, from Sep.22nd to 24th. From the point view of enterprises, they should apply the booth according to their actual need, build the booth by some green and environment-friendly material. What is more, the sponsor transferred the benefit to exhibitors through all kinds of ways so the exhibitors would feel the price is more preferential than before. And the sponsor will give awards to the excellent new product to encourage the enterprises to offer innovative products.

CISMA 2009 is the hottest exhibition in 2009 and world-famous brands like Durkopp, Pfaff, Juki, Brother, Pegasus, Yamato, Gerber, Lectra, Sunstar, Tajima, Shima Seiki, Veit, Macpi, YKK, Typical, Feiyue, SGSB, Zoje, Jack, Gemsy, Protex will show up, in addition to many pavilions from Germany, South Korea, Hong Kong, Taiwan from overseas and Jiangsu, Wanning, Dongyang, Guangdong, Changli, Zhuji, Jiaojiang and Yiwu from homeland.

The show area of cutting, ironing, embroidery and hanging machinery has increased compared with last edition, so that, CSMA adjusted the allocation of the exhibits. Sewing machinery is mainly in W1-W4, spare parts, fabrics and auxiliary materials in W5. The embroidery machines are placed in E2 and cutting, ironing and hanging machinery in E1.

CSMA co-operated with the Department of Labor and Social Security, to develop training and identification system for sewing machinery maintenance workers and received good response from the industry.

CISMA will also organize national sewing machinery industry professional skill contest and the final contest will be held in CISMA 2009. There will be five preliminary contests, before the final contest which hold in Jiangsu province, Zhejiang province, Fujian province, South area of China and North area of China respectively. According to the regulation, top 5 of every preliminary contest will go to CISMA2009 to attend the final contest. The contest is one of the most important activities for sure.

Courtesy: www.cisma.com.cn

Fashion Access: Wide product range for fashion buyers



On October 6th this year Fashion Access trade show will open its doors at the Hong Kong Convention and Exhibition Centre to present quality, affordable fashion collections for the spring summer 2010 season.

In the spirit of Fashion Access' new motto "Fashion Up!" the 3-day fair aims to keep buyers on top of the trends while offering the convenience of sourcing a complete fashion accessories range under one roof.

"Whether buyers are after trendy bags from Asia, in-demand footwear styles from Brazil, or distinctive handmade lifestyle accessories from the Philippines, they will find a comprehensive selection to meet their retail needs at Fashion Access," says Perrine Ardouin, the fair's Senior Event Manger.

Asia's most international fashion accessories fair

An international exhibitor portfolio including Brazil, Korea and China, various product categories and offers in both branded and private label are reasons why Fashion Access is Asia's most global trade show for fashion accessories.

The fair is already booked at 85% percent capacity as of August 2009. Fashion Access's design-strong, branded goods area - **Fashion Avenue** - has confirmed over 40 up-and-coming brands and exhibitor space is filling up quickly.

Social Responsibility

This October expect to see new initiatives that echo the needs of ethically-conscious consumers. Fashion Access will unveil **Sustainable World**, a space dedicated to products that are socially responsible as well as aesthetically appealing.

The fair's organiser, APLF, is also launching the first-ever Sustainable Fashion Forum, an interactive half-day event that will address of-the-moment issues on ethical fashion, eco-friendly practices and other topics on sustainability that affect the fashion business.

Fashion Access - Asia's most international fair for fashion bags, footwear, travelware, small leather goods and lifestyle accessories - will take place October 6 - 8 2009 at the Hong Kong Convention and Exhibition Centre in Wanchai.



2nd knit+tex Bangladesh 2009 International Expo

A comprehensive international exhibition for the knitting industry of Bangladesh will be held from 10 to 12 December 2009 at Bangladesh – China Friendship Conference Centre, Dhaka – Bangladesh.

With the ever growing exports of knitwear from Bangladesh, the 2nd KNIT+TEX Bangladesh 2009 International Expo organized by CEMS USA, CEMS BANGLADESH and BKMEA – Bangladesh Knitwear Manufacturers & Exporters Association, is placed in a perfect timing where total investments in the sector crosses US\$ 2 billion, hence this show will be a unique opportunity to further promote textile machinery and allied services in Bangladesh.

The 2nd Knit+Tex Bangladesh 2009 is an arm of 'Textech' series of exhibition organized in Bangladesh by CEMS USA which is considered to be the largest and oldest Textile Garment Technology and Machinery exhibition of Bangladesh, which celebrates its 10th Anniversary this year (2009).

Bangladeshi knitwear is exported to over 90 countries of the world and has surpassed the US\$ 5.5 billion mark in its exports. Bangladesh is also the third largest exporter of Knitwear to the EU countries after China and Turkey and is gaining momentum due to its self-sufficiency and competitive workforce and strength in backward linkage.

intertextile
SHANGHAI home textiles

China International Trade Fair for Home Textiles and Accessories

Asia's most popular home textile trade fair, Intertextile Shanghai Home Textiles, will open on 25 – 27 August 2009 at the Shanghai New International Expo Centre. With an exhibition space of 103,500 sqm, the fair has attracted over 800 exhibitors from 24 countries including newcomers from Belarus, Malaysia and Russia. Special pavilions from Germany, Korea, Pakistan, Taiwan, Turkey and seven home textiles manufacturing bases including Nantong and Yuhang in China will be featured this year alongside home textiles mills from around the globe.

Turkey, the largest country pavilion at the show, will return this year with a 15% increase in exhibition space. "The fair attracts professional buyers from China and overseas. We are confident that the suppliers exhibiting under the Turkish pavilion will stand out at the fair," said Mr İbrahim Burkay, Chairman of the Board of Uludag Exporters' Association, organiser of the Turkish pavilion. The Turkish exhibitors will feature high quality curtains, drapery and upholstery fabrics specialised for Asian and European markets.

Special fringe programmes expand domestic and international trade opportunities

To generate new business opportunities for exhibitors and buyers, the show organizers have set up a business matching service on-site.

"The business matching service is a fast and effective means for industry players to find the right business partner on-site. I am happy to see famous retail shops and brands including **Marks & Spencer** and **Nibico** will take advantage of this service to maximize their sourcing time at the fair," said Ms Wendy Wen, director trade fairs for Messe Frankfurt (HK) Ltd.

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In addition, major buyers such as **Kmart** from Australia, **Next Sourcing** from the UK, **Auskim** from Korea and **Siony** from Russia will also attend the fair to look for the latest home textile products.

Equally important will be the open-ended forum, which will be held at the fair to give participants an insight to the business opportunities available in the local and overseas markets. To inspire fair attendees with the coming trends in home textiles design, a **Designer's Studio** and the **Metropolis Lifestyle Studio** will be set up at the international hall to reveal the latest designs and trends for S/S 2010. Home textiles labeled as Intangible Cultural Heritage and the winning entrants of three international design competitions will be displayed to encourage creativity and accommodate ambience.

Intertextile Shanghai Home Textiles 2009 is organized by Messe Frankfurt (HK) Ltd.; the Sub-Council of Textile Industry, CCPIT; and China Home Textile Association (CHTA). The show will be held concurrently with Yarn Expo Autumn 2009 at the Shanghai New International Expo Centre to give show participants exposure to a new market segment.

Exhibitors from Pakistan

In addition to the participation from the Consulate General of Pakistan Shanghai, the exhibitors from Pakistan include Gohar Textile Mills Pvt Ltd, Hussain Home Textile, Lucky Textile Mills, M. Yahya M. Yousaf Bari, MSC Textiles (Pvt) Ltd, Sapphire Textile Mills Ltd, Sweety Textiles Pvt Ltd, Trade Development Authority of Pakistan and Wizitex Time Industries Pvt. Ltd

For information: textile@hongkong.messefrankfurt.com.
For information on Messe Frankfurt home textile fairs, visit: www.heimtextil.messefrankfurt.com.

10th Coatema International Coating Symposium

The 10th International Coating Symposium of Coatema will take place in Dormagen on 30th of September and 1st of October 2009. This time the symposium will be introduced by a drinks reception on 29th of September 2009. There will be nine international lecturers from industry and research will report on the latest results and developments (subject to modifications).

- ❖ Dr. Klaus Hecker of OE-A (a working group within VDMA), Germany: Organic and printed electronics – chances and challenges.
- ❖ Frank Sarnes of Sarnes Ingenieure OHG, Germany: InertCoater – Drying and Sintering in Inert Atmosphere for Sophisticated Applications.
- ❖ Ike De Vries of TNO Holst Centre, The Netherlands: High precision lamination of flexible foils.
- ❖ Omar Cheema of C-Change LLP, United Kingdom: Solar cells 3rd Generation PV.
- ❖ Dr. Rolf-Dieter Hund of Technische Universität Dresden, Germany: Technical Textiles.
- ❖ Andrea Glawe of Coatema Coating Machinery GmbH, Germany and Dr. Roland Wilberger of B. Laufenberg GmbH, Germany: The right combination of machinery and transfer substrates for prepreg products.
- ❖ Debbie Thorp of iTi imaging Technology international, United Kingdom: Integration of inkjet technology for printed electronics and photovoltaic applications.
- ❖ Prof. Dr.-Ing. Wilhelm Schabel + Philip Scharfer of KIT Karlsruher Institut für Technologie, Germany: Frontiers in Thin Film Drying and Simulation of an industrial belt dryer with regard to the gas phase mass transport.
- ❖ Dr. Daniel Rudhardt of Bayer MaterialScience AG, Germany: Conductive films and structures.

The delivered theory will be put into practice in the company owned R&D



Click&Coat-Concept in the Coatema R&D Center.

center on a surface of 1,200 square meters. Here, plants with working widths from 250 mm up to 2000 mm are on hand: 11 pilot plants, 1 production line and Click&Coat concept.

The combination of theoretical lectures and practical coating trials will again answer a lot of questions and will give suggestions for the future.

Because of the international orientation, the conference will be held in English for the 5th time. It will be the meeting point for basic researchers, process engineers, machine builders, experts in production and product development.



Central Asian Textile Machinery Exhibition

CAITME is the industry's largest and most anticipated event, where every year leading international companies demonstrate the latest products and technological developments in textile machinery. This year, CAITME is held during 15th to 17th September 2009 alongside Textile Expo Uzbekistan, which began in 2004.

CAITME exhibition will also celebrate its 5th Anniversary. Its participants are the world's most recognized companies and brands, manufacturers and exporters of textile machinery and technologies. Bringing together all the textile market offers in one venue will allow specialists to see the full range of product sectors in the CAITME 2009 and Textile Expo Uzbekistan 2009 exhibitions.

The exhibitions are organized by the international exhibition company ITE Uzbekistan, a member of the UFI (The Global Association of the Exhibition Industry), and its partner, I.T.E. Exhibitions and Conferences Ltd (UK).

Official support is provided by Uzbekengilsanoat SJSC, Association of Fashion Designers of Uzbekistan (Ociye Ramzi), Mayor's Office of Tashkent, Chamber of Commerce and Industry of the Republic of Uzbekistan. Organizational support is provided by Uzexpocentre of the Ministry for Foreign Economic Relations, Investments and Trade of the Republic of Uzbekistan.

CAITME and Textile Expo Uzbekistan will present production lines; new raw materials processing technologies; machinery and equipment in operation; parts and components; dyes and chemi-

cal; hardware; finished textile products; and semi-finished products.

The CAITME and Textile Expo Uzbekistan exhibitions present 176 companies from 17 countries, including: Austria, Belgium, Belarus, UK, Germany, India, Italy, China, Holland, Poland, South Korea, Russia, USA, Turkey, Uzbekistan, France and Switzerland.

Traditionally, European countries are most well represented, accounting for 45% of exhibitors. The leader amongst European countries, and in terms of the number of companies present at the exhibitions, is Germany. German manufacturers have held a central position at CAITME for several years in a row. This year, the exhibitions will include 32 German companies, 18 Italian, nine Swiss, three French, three Belgian, two Austrian, two Dutch, one British and one Polish.

By their participation, South East Asian countries are demonstrating their interest in expanding cooperation with manufacturers in Uzbekistan and other Central Asian countries. Producers from three countries in this region will present exhibits: India, China and South Korea, amounting to 21% of the exhibitors. Fifteen companies will be on India's national stand, twelve on China's, and twelve on South Korea's.

Turkey will reaffirm its position as a leader in the textile machinery industry in Europe and Asia. Turkish manufacturers account for 18% of exhibitors, putting Turkey in second place in terms of the number of participating companies (30).

CIS countries make up 15% of exhibitors. They include leading manufacturers of finished textile products and semi-finished products from Belarus: Mogotex, Polese, Svetogorsk, Khimvolokno, Lenta, Kamvol and Sukno. Textile companies from these countries have shown continued interest, over many years, in Uzbekistan's market. Most of the companies listed here have taken part in Textile Expo Uzbekistan previously.

Domestic manufacturers taking part in the exhibitions include: Belting Rezina, VesChem Textile, Guner Tash, Beshariktexile, Kosonsoy Tukimachi, Oksaroy Textile, Royal Silk, Vody Ipagi, Chinaz Textile, which been presented by NBU Investment and NBU Invest Group.

Since their foundation, the CAITME and Textile Expo Uzbekistan exhibitions have stimulated business cooperation between industry specialists, attracting leading manufacturers and consumers of equipment, technologies and material for the textiles and light industry.

Courtesy: UzReport.com. ♦

2009 Intertextile Pavilion at the Shenzhen International Trade Fair for Apparel Fabrics and Accessories

It was business as usual as the Intertextile Pavilion at Shenzhen closed its doors on 11 July 2009. Despite the global economic slowdown, visitor attendance increased by nearly eight percent from the year prior, attracting 11,900 buyers from some of China's largest metropolises and garment manufacturing cities including Guangdong, Fujian, Shanghai and Zhejiang. Being looked upon as an excellent opportunity for the apparel fabrics sector to reach out to quality Chinese buyers, the atmosphere on the fair was overall optimistic.

"Now, the textile industry is experiencing a general downturn in business, however, we feel that there is a lot of potential in Southern China as there are many apparel fabric mills. We are encouraged by the outcome this year and feel that the overall increase in both exhibitor and visitor participation is evidence that China is an important player in the global textile trade," said Ms Wendy Wen, Trade Fair Director for Messe Frankfurt (HK).

Exhibitors also express their confidence. "This fair is incredibly important to us. Last year we met a customer from Nanjing at the show who eventually brought us orders valued at nearly US \$1 million," exclaimed one of many happy exhibitors,

Mr Kazuaki Kawase, Deputy General Manager of the Women's Textile Department for Takisada-Nagoya Co Ltd.

China's textile industry has developed significantly over the years and with increasing focus on quality, the apparel fabrics sector is becoming more sophisticated. Benefitting from the move of a quantity driven market to a quality conscious one, exhibitors on the fair spoke of their eagerness to increase sales in this evolving market segment.

Return exhibitor, Mr Ivan Fu, Director for Hong Kong based Yi Chang Tai Company Ltd, doubled their booth size this year and plans to expand in 2010 in response to the high brand name turnout. "We met with 100 buyers on the first day alone and nearly 80 percent of those visitors represented Chinese brand names. It just goes to show that the China market is becoming more important and we definitely want to tap into this growing sector."

Echoing Mr Fu's sentiments was Mr Kevin Kuo, a representative of Hueilong Junior Co Ltd, the sole agent for high-end Japanese fabric manufacturer, Kiryu Textile Weavers Co-operative Association in Greater China. "This fair is an effective channel for us to reach out to local brands and to meet with them face-to-face," he said.

Not only were apparel fabric manufacturers pleased with the outcome on the fair, buyers were treated to a colourful array of textiles thanks to a diverse range of international and domestic exhibitors.

Over 240 exhibitors from China, Hong Kong, Japan, Korea and Switzerland showcased their woven, cotton, linen, silk, knitted manmade and functional fabrics and accessories, among many more items on display.

One of these unique exhibitors was Austrian transfer printing specialists, Franz Barta GmbH, who were represented by their Far East office. According to Mr Howard Chan from the Hong Kong office "the fair has been an excellent first experience. We're very pleased we participated as we met potential clients who were interested in our products."

"I attend this show all of the time," said visitor, Ms Fen Ming from Shenzhen Zhennuo Garment Decoration Co Ltd. She continued to comment, "it's reliable as I am able to find exactly what I am looking for. In fact I have already found some silk fabrics that suit my needs."

Purchasing Manager for Juan Poveda Asia Co Ltd, Ms Li Man Wah was equally impressed with the vast showcase of products on hand. "I have been able to find some cotton, linen and fur which are all useful for the shoe and handbag products that we design," explained Ms Li.

Another feature of the fair was the benefit from the crossover of suppliers and the vast range of products on display with two concurrent industry events. These included the China (Shenzhen) International Brand Clothing & Accessories Fair and the 2009 Shenzhen International Maternity and Clothing Expo.

For fair photos please email: textile@hongkong.messefrankfurt.com or download from http://www.messefrankfurt.com.hk/fair_photogallery.aspx?fair_id=4&exhibition_id=4. The next edition of the Intertextile Pavilion at Shenzhen is scheduled to take place in July 2010, exact dates to be confirmed. For information on all Messe Frankfurt apparel textile fairs around the world, visit <http://interstoff.messefrankfurt.com>.



SPESA Expo: Made in USA supply chain pavilion by SEAMS

SPESA EXPO is destined to be the largest and most important gathering of sewn products professionals in the Americas for 2010. SPESA EXPO will offer exhibitors a diverse audience of buyers by showcasing a greatly expanded set of solutions that cover the entire concept-to-delivery sewn products lifecycle and supply chain, including: fabrics and materials, trims and components, equipment and machinery, IT and software solutions, logistics and distribution, supplies and services. More than one dozen prominent fashion, textile, sewn products, and related supplier groups have endorsed SPESA EXPO 2010. The list of endorsers thus far for the May 2010 event in Atlanta includes global and regional groups in China, Columbia, Europe, Guatemala, Mexico, and the United States.

SPESA EXPO is slated for May 18-20, 2010 at the Georgia World Congress Center in Atlanta, Georgia (USA). SPESA EXPO will co-locate with Techtextil North America and ATME-I/Megatex to form the first-ever "Textile and Sewn Products Industry Week" in Atlanta. SEAMS, the national association for the sewn products industry, will present a new "Made in USA Supply Chain" pavilion at SPESA EXPO 2010.

The pavilion will showcase a wide range of products produced by SEAMS member companies, as well as individual exhibits of US-based companies that offer manufacturing and other capabilities and services for every link of the softgoods supply chain.

"The Made in USA Supply Chain pavilion will provide a unique opportunity for US-based companies to show the world what we can do," stated Sarah Friedman, SEAMS Executive Director.

Expected to occupy more than 2,000 square feet (185 square meters), the "Made in USA Supply Chain" pavilion will join several other special focus areas planned for the May 18-20, 2010 event; including the "Cool Zone" featuring hot technologies transforming the industry, "IT Showcase" displaying the latest in enterprise and industry-specific software solutions, "Supply Chain of the Americas" highlighting opportunities and resources in the Western Hemisphere, and various other country and industry association displays.



Yarn Expo Autumn: China International Trade Fair for Fibres and Yarns

The fifth edition of Yarn Expo opens Tuesday at the Shanghai New International Expo Centre and will run until 27 August 2009. The show features nearly 90 exhibitors from 8 countries and regions, including China, Hong Kong, India, Pakistan, Singapore, Taiwan, Turkey and Vietnam. The increased participation on the exhibitor side supports the show concept and timing, and proves Yarn Expo is considered a valuable platform for fibre and yarn suppliers to promote their products in China.

The timing of the fair has now been changed to run parallel to Intertextile Shanghai Home Textiles and the China Knitting International Fair. Visitors will find a variety of textile related products and be able to source a wide range of fibres and yarn including compact combed cotton yarns and twisted yarns, chemical fibres, speciality fibres, functional fibres, eco-friendly fibres, blended yarns and fibres plus much more.

Another key feature is the chance to get up-to-date information on the latest technology in China. Mr Ye Jian Chun, Vice Secretary of China Cotton Textile Association, will moderate the product presentations planned for the afternoon of Tuesday 25 August 2009. Among the confirmed brands to speak are:

1:30 – 1:45 Huafu Group Co Ltd: New-type yarns help promote innovation in fashion design

1:45 – 2:00 Dezhou Huayuan Eco-Technology Co Ltd: Shaping fashion with textile fibre

2:00 – 2:15 Texhong (China) Investment Co Ltd: Texhong fibres: elastic fibre cores

2:15 – 2:30 Anhui Fuyang World Best Textile Co Ltd: Experiences in the development of new products

2:30 – 2:45 Shandong Weiqiao Pioneering Group Co Ltd: Innovative fashion trends: sustainability achieved through environmental protection

2:45 – 3:00 China Resources Textiles (Holdings) Co Ltd: Introducing the world's first and only two-way temperature-regulating fibre: OUTLAST

3:00 – 3:15 Shan Dong Ruyi Technology Group: The development of new yarns and fibres by enterprises

3:15 – 3:30 Zhe Jiang Chun Jiang Light & Textile Industry Group Co Ltd: Promote sustainable development of enterprises by emphasizing product innovation

A special trend forecasting forum "Fabrics China Trend – Knits and Yarns" will highlight A/W 10/11 trends, further showcasing exhibitors yarns and fibre products.

For further information please email textile@hongkong.messefrankfurt.com or visit www.yarn-expo-shanghai.com.

interstoff.
ASIA essential

Interstoff Asia Essential: The Home of Cutting-Edge Textiles

- ❖ Interstoff Asia Essential offers buyers a series of innovative products and services.
- ❖ Fair continues to endorse eco theme and gains strong industry support from Hong Kong and abroad.

Promoting eco-friendly textiles and design talent continues to be the central theme of Interstoff Asia Essential Autumn. Now more than ever, fashion sector professionals are turning their attention to unique and distinctive textiles and garments that have been developed with sophisticated design and an environmentally friendly element. Taking place from 7 to 9 October 2009 at the Hong Kong Convention & Exhibition Centre, Interstoff Asia Essential will present a series of innovative products and services promoting both local and international fashion designs and apparel fabrics.

This season, 200 exhibitors are anticipated to participate in Hong Kong's most dynamic and creative apparel fabrics trade event. Among the confirmed exhibitors are: Everest Textile, Ishinco Ltd, Lenzing AG, Moizasia Group, Mozartex Co Ltd, Premiere Fashion, Toray Industries, Trich Textile, SFT Inc, Yagi & Co plus many more.

Fashion professionals know that in an increasingly competitive marketplace, originality and fresh concepts have become more relevant. Texprint Futures, in cooperation with a host of leading fashion houses including Burberry, Diane von Furstenberg, Jaeger and many more, are responsible for discovering some of the fashion industry's great textile designers, such as Zandra Rhodes and Alice Temperley. Six of the most celebrated and best graduating talent from the UK will once again return to Interstoff Asia Essential Autumn to present their latest work.

This year's show will also debut two eco-focused initiatives that will feature creative fashion designs from young and emerging talent.

Several fashion pieces from RE: BORN, a fashion show exhibition organized by designer and founder of nin jewellery (a socially and environmentally responsible jewellery brand set up in London 2005), Ms Jeanine Hsu and supported by an impressive host of well-known fashion brands including Shanghai Tang, Levi Signature and Lane Crawford, will be showcased at the fair. All garments created used donated fabrics and/or existing clothes, which were then designed by students attending the HKSC Lee Shau Kee School of Creativity.

"Interstoff Asia Essential is a fantastic platform for young fashion talent to showcase their work and give them great exposure," commented Ms Hsu. "Not only does it promote and encourage young designers and talent but it has the ideals and focus of environmental concerns. The fair's eco fabric section is a growing interest both locally and internationally and what better way than to combine efforts together with the RE:BORN project to further promote this important issue."

Continuing on the eco theme will be an exhibit featuring four winners from the UK's Ethical Fashion Forum (EFF) Innovation competition. This group aims at supporting emerging designers and businesses in the ethical fashion arena.

Winners will have the opportunity to showcase their work at Pure London SS10 and Estethica, a show part of London fashion week, before unveiling their designs at Interstoff Asia Essential Autumn.

Equally as important and innovative will be the design and consultant services from Hong Kong's leading fashion designers at the Designer's Corner. Hot designers such as Barney Cheng, Bonita Cheung, among many others will present one of their latest designs plus provide exclusive trend broads featuring a number of different exhibitors' fabrics in line with the Interstoff Directions A/W 10/11 trend forecast.

Buyers at Interstoff Asia Essential will be able to make contacts with some of the industry's hottest textile and fashion design talent from around the world while sourcing the latest apparel fabrics.

For information on Interstoff Asia Essential, see www.interstoff-asia.com or email textile@hongkong.messefrankfurt.com. For information on all Messe Frankfurt apparel textile fairs around the world, please visit <http://www.interstoff.com>. ♦