



Messe München

Connecting Global Competence

ISPO TEXTILE TRENDS SPRING/SUMMER 2018





Textile Trends Spring/Summer 2018

Visions for the Textile Industry

One goal of ISPO SHANGHAI is to be a gateway for future trends. In cooperation with a trend expert ISPO SHANGHAI studied various global trends with influence on the textile industry and its products. In combination with the defined trend colors and five more detailed textile trends, these mega trends provide a good vision where the future of textiles will take us.

ISPO SHANGHAI is very pleased to have the opportunity to share these visions for Spring/Summer 2018 with the textile industry and to use these trends as a basic guideline for ISPO TEXTRENDS SUMMER 2016 . The mega trends show visions that are not specific to one particular area but will influence the entire textile chain right down to the consumer.

The color cards and the textile trends result from a range of influences, from consumer behavior to the global economy. Film, music, social media, art and many other activities are reflected in these trends. They form a basic guideline how new developments and innovations of ingredient products will be shown, presented and highlighted at ISPO TEXTRENDS SUMMER 2016.



VISION FOR Spring/Summer 2018

Making the most of what you have is the key to this season's ISPO TEXTRENDS delivery as we encourage and push the host of high-functioning ingredients available in the activewear sector to new levels and encourage a new lease of life.

Creativity is key in compiling new offerings, moving away from the basics and injecting a sense of rejuvenation. This doesn't mean we are void of new and energetic developments, innovations that are set to feature at the higher end of the market. ISPO TEXTRENDS preview of the season should stimulate the senses and deliver fresh and exciting products. Let's get working!



Megatrends

NEW HORIZONS

The season sees a host of opportunities in delivering new developments through to new target markets for all sectors of the activewear industry. Don't be blinkered in your vision, the mood is changing as we all start to share and embrace new ideas and ideologies. Technology transforms the sector, allowing a forward thinking to basic bestsellers alongside delivering a newness. What can we do to take a step forward and revive traditional products and produce enticing products that will appeal to the consumer?

With this in mind, we need to look at what we have and readdress the appeal of a product, enhancing the final look through content, finish and touch through to final application. We need to take the familiar and create the unfamiliar, without neglecting traditional aspects but also not avoiding the new generation developments coming through. It is time to play around, mix and match and create topnotch unique aspects that will drive sales.

ANIMATED

A force of well-being and upbeat positivity surges through. Today's world is a chaotic place from the doom and gloom of global news to the frenzy of our hyperconnected society. Downtime is precious and we need to make the most of it. Consumers are looking for added value combined with the need to enjoy life. Life is for living and we must all come together in creating a harmonious front. Wellbeing and nourishment push the health-wear aspect of the season, not just from the functional products on offer but through the activities that will be pursued by the end consumer, from light to high level performance.

This is going to be evident in the products coming through as multi functional fabrics and just the simple aspect of vibrant and happy colors through to prints and sumptuous surfaces and touch. The result is a well-earned reassurance that we can enjoy ourselves, pursue our leisure activities without guilt. It is time to be free, and this applies to the constraints of both industry providers and the consumer.

BONA FIDE

Truth, transparency and honor all feature as we strive in continuing to develop a stronger sustainable society ranging from ingredients to ethics. Belief in the ingredient products from the brands is passed on to the consumer, allowing for a cleaner, greener and fairer world. New sustainable fibers through to water and energy reduced processes within the traditional textile chain come through. This viable mega trend ensures that this moral movement still delivers the high level performance the consumer expects.

Nature plays a key role, with natural fibers and nano-technology ensuring an authentic offering. Synthetics follow suit, updating their processes and delivering stronger sustainable solution. What is crucial is that we must all band together, and this will also be seen through a synergetic and harmonious approach from all sectors for the season.



Color Card

A meeting of minds defines the Spring/Summer 2018 trend directions as we look to re-engineering existing ingredients and implementing new discoveries. There is an overall mood of euphoria, a frisson of excitement from fabrics, trims through to colors and the final exhilaration of the intended activities. From updated basics to invigorating next generation products, now is the time to push the boundaries, eliminate a solitary approach and explore and deliver the unique and new qualities that are set to be winners for the season.

The Spring/Summer season is all about exploring new directions that will enhance the consumers' performance base and lifestyles, as we make the most of our leisure time as well as pursuing and attaining our goals. The message is clear, it is time to OWN IT! Take control of our lives, our health and our precious spare time in pursuing our sporting objectives. Live free, laugh and enjoy every day!

Axis- Color Palettes Spring/Summer 2018

| | | | | |
|---|---|---|--|---|
|  |  |  |  |  |
| BLACK | 18-3945 TPX | WHITE | 13-0915 TPX | 17-1664 TPX |
|  |  |  |  |  |
| 18-0515 TPX | 16-0840 TPX | 18-6030 TPX | 15-1150 TPX | 19-4021 TPX |

The core palette for the season is a harmonious mix of reassuring brights and traditional neutrals in delivering a perfect pole position that will appeal across the board. Black features as an accent, counterbalanced with intense summer sky blue and sunshine yellow. New takes on indigo blue also appeal and become an integral part of the season.



Satellite - Color Palettes Spring/Summer 2018

Festival



Inspired by the summer festivals, the initial bright hues turns take a misty twist in creating an innovative new direction for pastels in powdery form. This palette is perfect for achieving the look through dye techniques, but also can be achieved through the combination of black yarns blended with brighter tones to get a grungy look.

Desert Dream



A natural based palette that gives depth to the colors on offer. From cactus green to sunset orange, there is a true relaxed mood to this palette and a strong unisex appeal. Work the tones from matte surfaces to semi-bright in delivering an innate sense of the great outdoors.

Schocktactic



An energetic color direction that can be worked from intense matte bases through to illuminate shine in a bold approach. Appealing to both the natural and the synthetic sectors, this palette is meant to be seen and approached in a brazen way. Work it in solids or make it flashy as colors collide in fabric construction through to prints.

Miami Vice



An Art Deco approach uplifts tones from super soft hues to soothing colorations in both matte and metallic applications. Nebulous and mysterious tones are highlighted by sun kissed vintage accents that can lead to a more dominant delivery from transparent coatings.



Textile Trend 1

SUAVE

Sophisticated in its intelligent aspect, SUAVE pulls from the pleasure of nature through touch and optical appeal with discreet added performance. Moisture management, anti-bacterial, cool touch and UV protection are just some of the added ingredients that take classic natural products to a new level. Don't keep it plain, forget the pure cotton aspects and look to hybrid blends that mimic the authentic look and touch but deliver just that little bit more.

Fabrics are becoming incredibly lightweight yet retain durability. One key aspect of this trend is its direction to a more decorative demeanor as we expect to see fancier openwork and solid constructions come through. Solid base layer fabrics are complimented by lively textured fabrics or through optically raised relief detail through yarn combinations. For pattern and print inspiration look to an edgier organic inspiration in taking this calming, yet high performance mood, to a new level. Basics continue, with traditional melange and power stretch solids featuring in matte and bright finishes.

Flexibility is key in these fabrics, as new developments focus on stretch aspects from comfort to power in protecting the wearer. But it is sustainability that is the 'tour de force' throughout the industry. In this particular trend it takes pole position in marrying natural and synthetic yarns, eco friendly finishes and chemicals alongside a much stronger development in the overall textile process, eliminating waste and reducing water and energy use.

Fibers & Finishes

- BCI cotton - not just in pure but in new and intelligent hybrid combinations
- Merino wool - thermal regulating qualities for all seasons and updated through hybrid blends with high performance synthetics
- Alternative natural-based fibers including lyocell, spider silk, milk, nettles, cork, kapok and seaweed
- Bio mimicry - fibers, fabrics and finishes that mimic nature
- Polypropylene for the lightest featherweight knits with performance
- Low heat settable spandex/elastane - reducing energy
- Bio degradable synthetics and recycled synthetics for sustainable performance
- Bio-based spandex/elastane and eco friendly spandex/elastane
- Embedded silver and zinc for wellbeing and performance
- Mineral embedded yarns - cooling through to energizing
- Recycled synthetic yarns are pushing forward on the functional phase



- Texturized synthetic yarns with a cotton touch and built in performance
- Lightweight double sided fabrics with contrasting color and texture
- Melange and striated space dyed yarns and innovative one-dye batch colorations - water saving
- Permanent performance yarns - moisture management, UV protection, anti bacterial, cooling
- Reduced water and energy consumption for a sustainable approach in finishing
- Prints - digital and sublimation feature on compact surfaces
- Papery touch recycled nylon rip stop - membrane finished for added protection

Fabrics & Surfaces

- Brushed single jersey for smooth touch against the skin
- Micro French terry toweling and micro soft lightweight fleece
- Micro touch fleece - sumptuous touch but incredibly lighter in weight
- Multi functional performance features in all sectors - moisture management, quick dry, UV protection and anti-bacterial
- Mock breathable mesh and true mesh for ventilation inserts
- Micro pique knits with moisture management and a dry hand
- Clean cut spacer fabrics
- Bi-stretch compact warp knits with the capability of clean cut finish, bonding and laser cut details
- Super light but put powerful warp knits with a cooling experience
- Clean cut warp knits - opportunity for compact knits to be laser cut for added decorative detail
- Fabrics are natural to touch but incredibly light due to the cotton-touch synthetics
- Functional soft touch power mesh for inserts
- Fabrics take on a natural sheen to compliment the matte and textured aspects
- Hosiery-inspired circular knits for bra and top liners or vapory send layers
- 360° stretch in warp knits and lightweight woven
- Knitted and woven flexible denim with four way stretch - jog jeans
- Light to medium control in stretch in knits and wovens
- Nano finishes for DWR - apply to interlock and single jersey
- Stretch membranes - apply to second layers for lightweight activities
- Jacquardtronic with organic inspired relief for a more feminine directions
- Trims look to matte appearance with a stronger influence from recycled materials

Sectors

- Base layers - super important that fabrics are extremely soft against the skin whether streamlined or loose
- Classic second layers - lightweight
- Functional second layers with membrane finishing eliminating the need for an outer layer
- Seamless garments and socks for zoned performance
- Recycled components for footwear and backpacks

Target Markets

- Yoga/pilates
- Barre ballet classes
- Low impact cardio classes including body blade
- Tennis
- Golf
- Lifestyle
- Athleisure
- Soft equipment

Imagine

- WELLBEING
- NATURAL TOUCH
- ORGANIC STRUCTURES
- DECORATIVE
- BIO TECH



Textile Trend 2 **ACCELERATE**

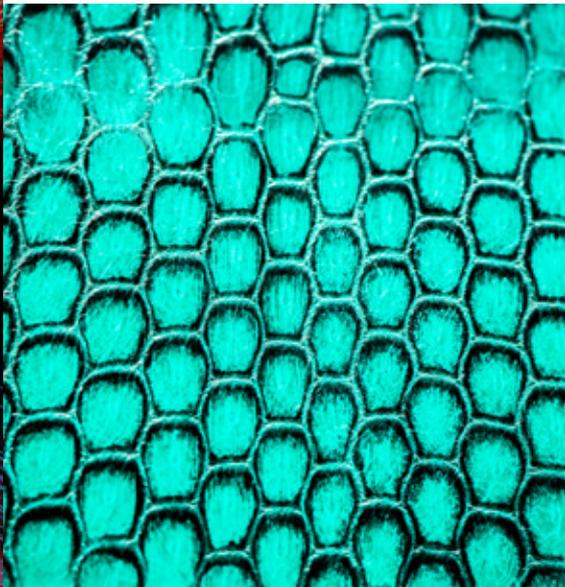
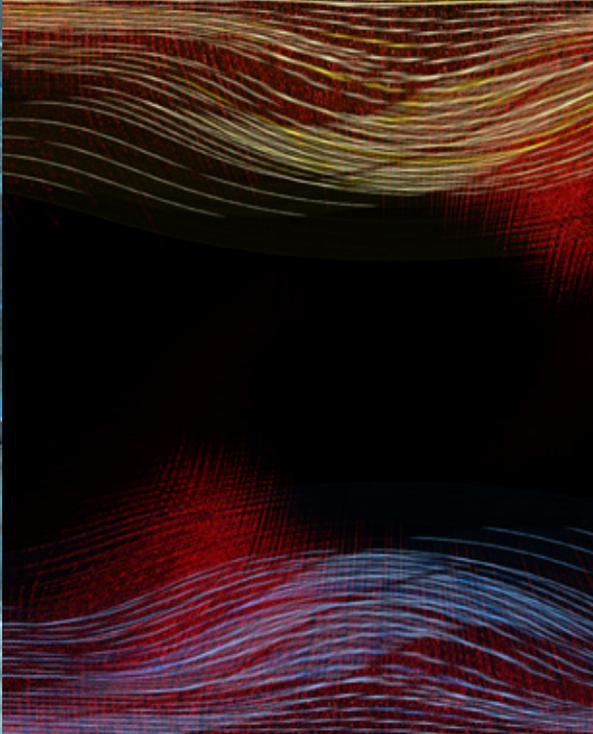
A turbocharged feel features as fabrics and trims in this sector are outstanding in delivering enhanced performance, exceptional protection and premium function. High compression fabrics, feature in four-way stretch, taking on a biomimetic approach to the muscular structure of the body. Zoned compression fabrics in various power/weight ratio protect and embrace the muscular structures of the wearer. Reflective fabrics and trims feature in featherlight weights alongside high-tenacity fabrics using micro fine steel-strength aramid fibers. In the past the technology has been focused solely on the function, but for the Spring/Summer 18 season we need to look to lighter variations and more detailed surface effects that don't deny the true benefit.

Performance boosting, there is a renewed modernity to this trend, it takes on a robot-inspired appearance in terms of the product structure, whether it be fabrics or trims zoned and inserted in the final garment. It is very precise and compact, protective and most importantly appealing, with a much softer and more comfortable wearability than before.

Intelligent interfaces on the technical or face of fabric improve performance from swim, running and triathlons, offering cool touch effects, water repellency, UV protection and quick dry. The fabrics are super modern and super sophisticated. These aren't for the fainthearted, these are for athletes that want the best from their sports gear on terra firma or the high seas. With ACCELERATE they are set to have their wishes answered and receive that added physical and mental determination to reach the winning line and achieve their personal best.

Fibers & Finishes

- Aramid fibers in soft blends for tough and anti rip lightweight fabrics
- Breathable, UV protection, quick dry and moisture management all feature for exertive activities
- FIR yarns for enhanced energetic properties and wellbeing
- Recycled synthetics made from plastic bottles and waste retrieved from the ocean
- High performance nylon with built in function including moisture management, cool touch, quick dry and UV protection
- Core compression and anatomical zoning in base layers through high powered spandex/elastane
- Performance finishes - quick dry, UV protection, moisture management



- Bright tri-lobal nylon yarns
- Full dull nylon for matte bases perfect for applying bright and iridescent transfers and coatings for contrast
- Reflective yarns, prints and transfers
- Chlorine resistant spandex/elastane - reduced degradation and longer lasting apparel
- Matte laminates to offer a delustered effect on bright synthetic bases
- Polypropylene for lightweight applications - especially involved in sea sports
- DWR membranes

Fabrics & Surfaces

- Compact and perfect surfaces feature in warp and circular knits
- High power compression fabrics for base layers and anatomical support
- Lighter weight performance fabrics that enhance the pursuance of a sport as well as offering high level protection
- Soft touch neoprene - jazz surfaces up for a new direction including prints and transfers
- Lighter weight neoprene with full level performance
- Trims take on a bonded approach for a locked-in finish
- Waterproof seamless transfers for added details
- Impact protective lightweight waterproof foam
- Apply hydrophobic finishes to warp and circular knits inspired by nano technology in creating dry swimsuits
- Super compact structures for pro swimwear to reduce drag and enhance performance
- Chlorine resistant mesh for inserts
- Soft touch, power stretch micro mesh
- Micro fine nylon rip stop that can be advanced in performance through membrane technology
- Lightweight woven for bottoms - hybrid blends for anti-rip
- Quick dry nylon/spandex and polyester with UV protection for rash guard
- Power stretch rib knits
- Thermal regulation fabrics and finishes - cooling and warming during the high level of exercise to the cool down recovery period
- Magnetic clasps
- New generation waterproof zippers, incredibly light and bondable
- Molded resin clasps - safe and secure
- Molded spacer fabrics for aqua fitness
- Stretch hyper realistic prints and transfers
- Thermochromic waterproof stretch transfers

Sectors

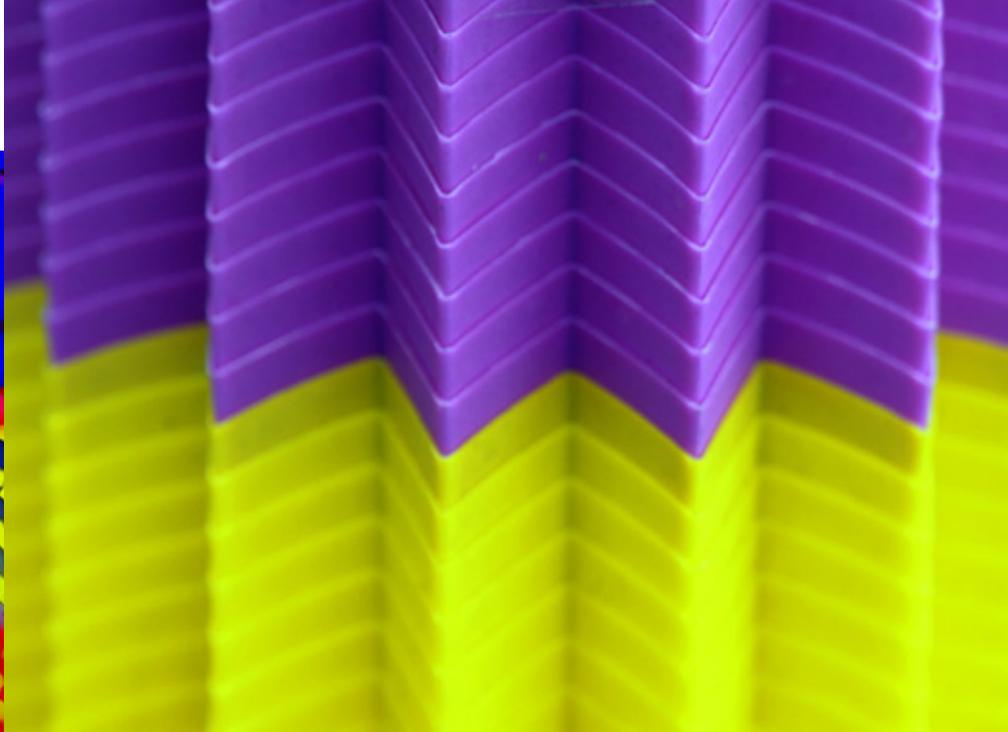
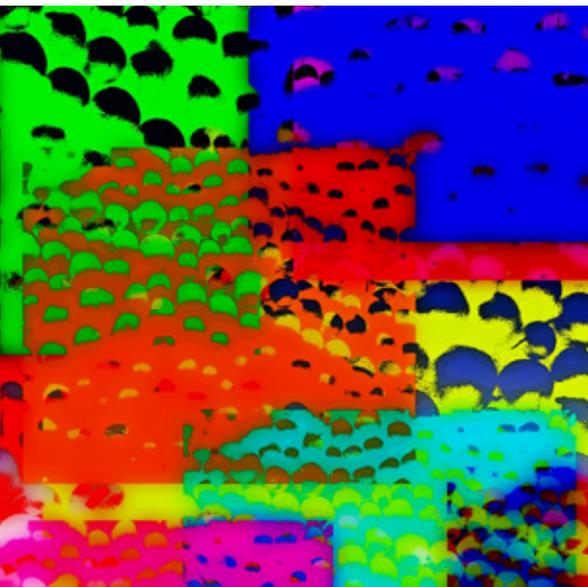
- Base layers from swimwear to running tights and tops
- Second layers including performance fleeces and wetsuits
- Outer layers - super lightweight shells
- Backpacks and tents
- Footwear

Target Markets

- Water sports from fun fitness level to extreme - surfing, kite surfing, kayaking, fly boarding and windsurfing
- Diving and wild swimming
- Pro swimming - for swimwear that needs anti-drag for enhanced performance plus longevity
- Running - from fitness to pro
- Triathlon
- Road cycling
- Cross training and warrior workouts
- Iron man

Imagine

- HONOR
- TRUTHFULNESS
- REVERENCE
- COACTION
- NATURAL ZEAL



Textile Trend 3 **VIGOR**

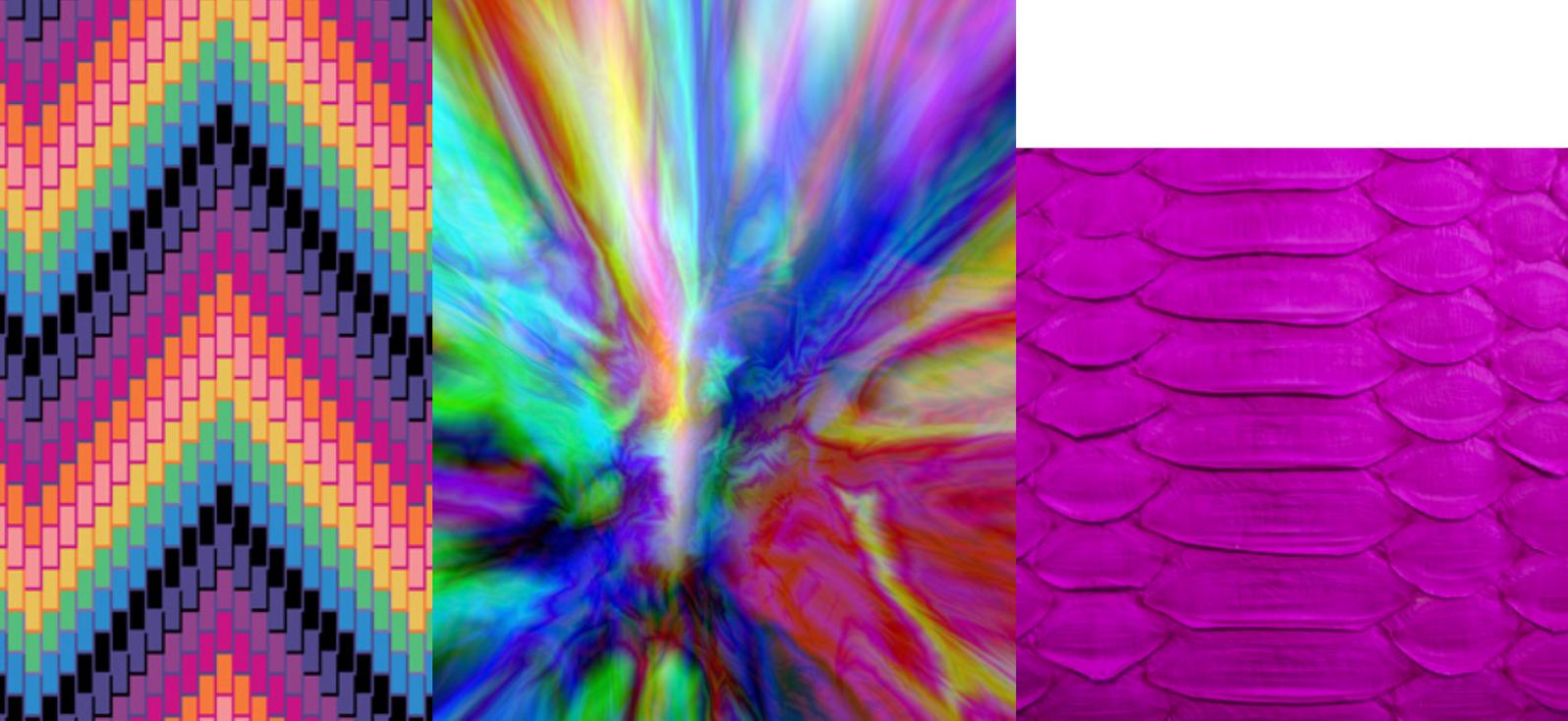
Come on, let's do it! VIGOR is set to put the vitality, vivacity, vibrancy and all round punch back into the sportswear sector. Let's roll with it, get energized and excited from colorations through to textures without neglecting the performance aspects. Fabrics and accessories in this sector need a zany makeover. This is about being seen and making a statement and leaving the traditional tones behind.

Forget the previous geometric and optical prints, lets go a bit off road and get abstract and kooky. This about savoring that exhilarating feeling and adrenaline rush when reaching our goals. Geared towards the fitness sector, synthetic bases continue to rule. The favored lightweight fabrics with various levels of performance from UV protection to moisture management and quick dry need to set up a notch, it's a competitive world and the energy this trend brings through in pure color use and graphics is set to take it to a new level.

Color is key, but playing with the levels of luster of fabric from semi-bright through to mega bright offers the opportunity to create new direction on the design front. An optimistic trend, it isn't without a cheeky curveball appeal, with fabrics, trims and accessories offering not just function but an element of surprise.

Fibers & Finishes

- High power spandex/elastane for core stability
- High color longevity and brilliance in synthetic and spandex yarns
- Chlorine resistance spandex for fitness swimwear
- Multi functional performance synthetics in high gloss through to matte applications
- Lightweight, UV protection, moisture management, anti-bacterial, quick dry feature as the key functions from fiber to finish
- Bright to mega bright brilliant tri-lobal nylon
- Stretch metallic and luminous coatings
- Glow in the dark yarns and finishes
- Fluorescent and phosphorescent yarns and finishes
- Digital prints update the lightweight but dense aspects of the core stability base layer
- Iridescent yarns



Fabrics & Surfaces

- Erratic and drop stick mesh structures in rigid or stretch qualities for inserts
- Textured surfaces from structure through to gum/silicone prints
- Cool touch technology is a key aspect of this trend teamed with moisture management
- Thermal regulation fibers and finishes
- Sublimation and digital prints
- Core power fabrics and engineered compression in anatomical styling
- Reflective trims and print for outer shells and running tights
- Bi-stretch jacquard effects
- Irregular raised surface performance jacquards
- Erratic and drop stitch mesh structures in rigid or stretch qualities for inserts
- Power mesh structures with a super soft touch
- Micro rip stops - lightweight outer shells with added detail to the chaotic appeal this trend brings
- Moldable spacer fabrics for sports bra cups
- Compact warp knits and neoprene that can be laser cut for added decorative detail
- Crossover appeal from dry workout gear for the studio to the pool - multi functional performance and added value to the consumer

Sectors

- Base layers - compression workout through to swim fabrics
- Fitted and loose fit fabrics for second layers
- Second layer outer shells
- Microlight outer layers
- Soft equipment - footwear and backpacks

Target Markets

- Cardio funk and Zumba step and exhilarating hybrid fusion dance classes including capoeira
- Cardio fusion classes
- Aerobic classes - dry or aqua
- Spin classes - Soul Cycle and Flywheel
- Fitness swimming and aqua Zumba, aqua fitness, aqua spin
- Fitness techno gym and full body cardio workouts
- Funky athleisure
- Soft equipment

Imagine

- NATURAL HIGH
- BLAZING
- WHOOPEE
- CARDIO
- INTOXICATING
- VERVE



Textile Trend 4 **LUCID**

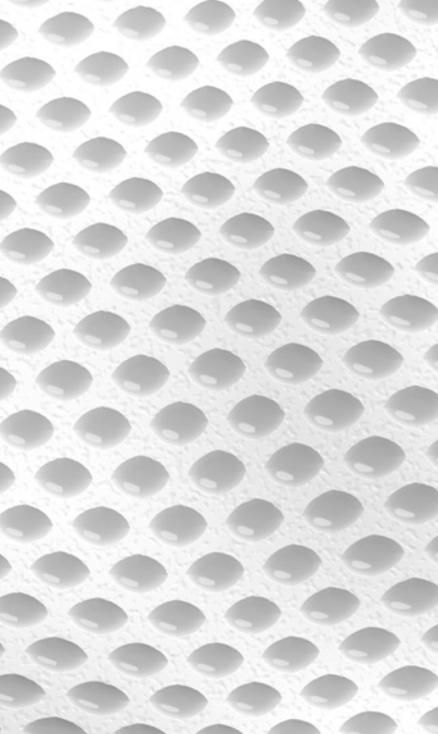
Opposites attract and with LUCID dazzling aspects vie against perfectly porous and powdery structures, this trend sees compact versus openwork in nano structure detail. This super light generation of fabric is deceptive in its appearance as its light approach actually delivers high level performance. From micro spacer fabrics to neoprene-inspired mesh, it is very uniformed and geometric, precise and punctual in all end products.

Hosiery-inspired knits influence vapory circular knits, with structures almost invisible to the eye, they deliver a strong opacity and fit. There is a vapory and eye-catching aspect, as super light weight surfaces are delicately changeable in tone to the eye.

Flexibility and iridescent yarns feature with colored reflective aspects through to the glistening of fish scales. Cooling technology is key through to innovative prismatic tones derived from synthetic yarns through to digital printing, A crystal clear message comes through, lighter than light fabrics with an abundance of performance and a visual appeal from summer white through to whitened bold and neon tones. This is the ultimate in technology with an elite edge and acute in its direction

Fibers & Finishes

- Polypropylene for super lightweight performance
- Moiré and iridescent decorative membranes for shells
- Tri-lobal synthetics
- Mineral embedded yarns for cooling performance
- Opaque white yarns
- Full dull nylon yarns for contrast against bright tri-lobal yarns
- Subtle space dyed yarns
- Faint rainbow melange yarns
- Micro fine denier synthetic yarns in nylon and polyester - with UV protection, intense moisture management, cool touch and quick dry as permanent function
- Cationic dyed yarns for two-toned effect
- Cooling finishes
- Anti-bacterial yarns and finishes
- FIR yarns for renewed energy and wellbeing



Fabrics & Surfaces

- Featherlight circular knits - hosiery inspired
- Subtle metallic prints
- Micro neoprene for shells
- Compression fabrics
- Silicon protection - encased between two fabrics
- Zoned compression
- Clean-cut fabrics
- Soft functional polyester knits with a powdery touch
- Paper touch lightweight wovens with functional membrane finishing
- Laser cut technology on compact warp knits and spacer fabrics
- Trims and tapes with an iridescent appeal - heat bonded for a seamless look
- Lustrous surfaces from yarns or finishes
- Silky touch featherweight knits - gossamer in style
- Opalescent finishes
- Optical texture through yarn use but knits and woven fabrics are incredibly compact and flat
- DWR finishes
- Light, multi composite fabrics - multi layered performance
- Spacer fabrics with contrasting bright/matte combinations through yarn use or printing
- Gloss and iridescent prints though to pearly finishes for subtle changing reflectivity
- Holographic prints and transfer
- Perfect bright gloss to matte coatings-shell-like and protective in appearance
- Crisp and modern rip stops with multi performance
- Sleek and seamless garments
- Iridescent and changeant plastic trims
- Gleaming platinum metal trims
- Play with transparency in clear or colored plastic accessories
- Colored metal trims, snappers and eyelets
- High tenacity anti-abrasive wovens and knits
- Erratic prints for outer layers
- Low scrunch noise on 3-layer shell fabrics with high performance for skiing

Sectors

- Active intimate apparel
- Compression base layers
- Seamless garments and socks with or without compression
- Streamlined base layers
- Compression recovery second layers
- Performance second layers for shells
- Micro light outer shells

Target Markets

- Track cycling
- Running
- Marathon
- Athletics
- Volleyball base layers and second layers
- Tennis base layers
- Soccer base layers
- Gymnastics
- Soft equipment - tents, back packs, shoes

Imagine

- ETHEREAL
- PERFECTION
- EVOLUTION
- ACUTE
- OPALESCENT
- POLYCHROMATIC



Textile Trend 5 **FREEDOM**

The outdoors is there for a reason, to enjoy it! Through this trend we run from the gentle leisurely pursuit Mother Nature allows us, to a higher level of performance. The concept of this trend is that we are free to enjoy life and make the most of it, and for Spring/Summer 2018 there should be no stopping us.

There is a respectful awareness to the inspiration from sustainable aspects to being inspired by a relaxed vibe of the past and respect through to interpreting different traditions. A strong emphasis is placed on sustainable processes throughout the textile chain, from fiber to finish. The liberty of life also influences the fabrics, lightweight, comfortable and most of all new-generation flexibility and stretch, combined with the added ability to protect.

Natural and man-made fibers' performance collide, we want the best experience, but in this trend they take a laid back attitude in terms of appearance, as dry and matte through to aged surfaces feature. From natural touch to beat-up basics, this is a slightly iconic direction when it comes to prints with artisan and retro aspects featuring. Enjoyment is the buzz word, whether it is a walk in the countryside or sitting around a beach fire on a balmy night. Make the most of what we have and be content. Like life, nothing is perfect, and this is reflected throughout the optical and textural aspects of the products on offer, as a rebellious streak features offering the consumer a relaxed reassurance.

Fibers & Finishes

- BCI cotton, recycled and organic
- Lyocell, modal and cooper
- Natural touch air textured synthetic yarns
- Recycled polyester and nylon with added performance
- UV protection is a key component in yarn or finish for this outdoor trend
- Chlorine resistant spandex/elastane - withstands chlorine, salt water and suntan lotions
- Eco-friendly chemical finishes
- Textured yarns for grainy touch
- Aramid fibers for extra tenacity to lightweight fabrics
- Textile processes that reduce water and energy
- Performance chenille yarns for rebellious surfaces
- Cut eyelash yarns and macro boucle yarns for erratic textures
- Powdery and distressed placement prints and transfers



Fabrics & Surfaces

- Performance denim - jog jeans with 360° degree stretch in knits or woven applications - enhanced stretched recovery plus moisture management
- Tough anti-abrasive denim blended with aramid yarns - urban sports
- Mono and bit stretch woven with performance membranes - fabrics are crisp and lightweight
- Cotton and cellulose for super soft natural touch
- Flexible stretch fabrics - technical or spandex/elastane blends
- UV protection - essential for the outdoor features of this trend
- Lightweight compact gabardine, rigid or stretch for shorts and pants - keep solid or update with print placement
- Lightweight jersey with a natural touch
- Velour structures in matte rigid or stretch fabrics - bond onto single jersey for a contrasting detail
- Functional chambray - natural gleam
- Brushed surfaces for a sueded finish on the technical and face
- Blistered and irregular surfaces for a rebellious streak - break the mold and let fabrics be free
- Warp knits for beach swimwear with high performance spandex/elastane that protects against the salt water, sun lotion and sand
- Coordinated swimwear prints on UV fabrics for beachwear application
- Micro light fleece
- Retro French terry in hybrid blends - cotton/synthetics with a matte appearance and dry touch
- Lightweight interlock - update by applying a functional membrane allowing a second layer to be the outer layer
- Functional stretch membranes feature on second layers for those summer showers
- Moisture management and anti-bacterial are key performance factors
- Prints from sublimation to digital feature - go wacky
- Matte rip stops - super light weight, anti-abrasive and anti-rip
- Trims and accessories take on a beat-up appearance incorporating recycled materials
- Aged and distressed finishings
- Crosshatch woven nylon with a natural touch with aramid fibers for backpacks and footwear

Sectors

- Soft touch base layers
- Woven and knit second layers
- Fashion/functional streetwear with a performance feature
- Durable outer layers

Target Markets

- Athleisure
- Hiking
- Beach sports apparel and swimwear - surfers style
- Leisurely outdoor activities
- Street sports

Imagine

- RESPECT
- FREEDOM
- CARTE BLANCHE
- ESCAPISM
- TRIBUTE
- REBELLIOUS