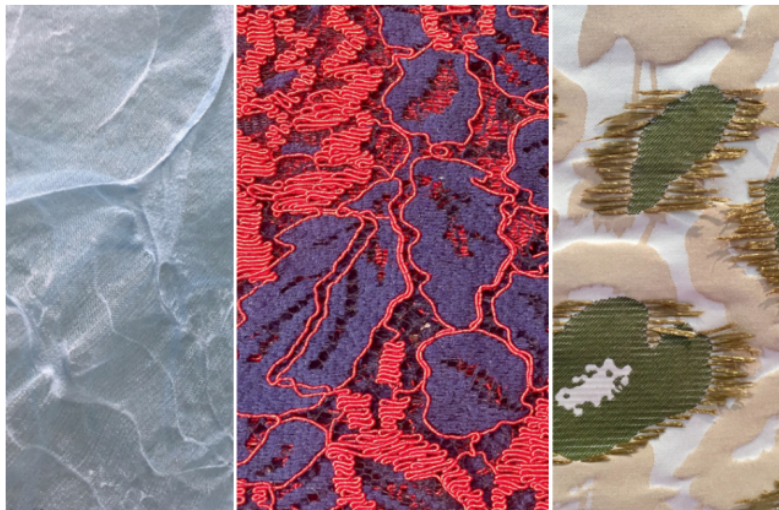


# WWD

## Gone Green: Fabrics Pivot Toward Sustainable, Responsible Fashion

Trends presented at Première Vision, Texworld and JETRO's Textile Salon signaled a sunny spell ahead.

By **Tracey Greenstein** on January 31, 2018



Fabrics are flush with sparkle, sheen and mesmerizing detail for spring 2019, a season defined by delicate, ethereal buoyancy. The soft hues of ballet pink, champagne and twinkling iridescent swathes presented at Première Vision, Texworld and JETRO's Textile Salon collectively signaled a sunny spell ahead.

Embroidery is spring's leitmotif, realized across sheer fabrics, denims and cut jacquards. And, overarching industry trends of sustainability and technology were on full display at each show. Première Vision's selection of sustainable fabrics was introduced in its Smart Creation Square, a new space that spotlighted 55 ecological materials from exhibitors, underscoring responsibly dyed fabrics, ethically manufactured materials and recycled fibers, either natural or synthetic. Organizers of the show said sustainability was at the core its winter edition.

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As sustainability is more central than ever before in **textiles**, naturally too is ethics, its ideological counterpart. Jyoti Jaiswal, cofounder of OMSutra, a fabric supplier to both independent and large-scale designers in the marketplace, told WWD, “People are going more and more for social enterprise. They want product that has a purpose behind it and that is made more ethically and sustainably.” She added, “Even the big giants are looking for companies that are doing sustainable sourcing. Everybody wants to make an impact to make things more peaceful. Peace is the ultimate thing that we’re looking for.”

And the uptick in consumer demand for technical fabrics saw a special exhibit from the Brooklyn Fashion + Design Accelerator at Texworld, which featured a 3-D knit structure fabric and patterned textile embedded with thermoforming yarn, while JETRO’s Textile Salon spotlighted breathable, wind protected and water-repellent materials, as well as synthetics and Coolmax fabrics.

Rachel Tobias, business development and community director at the BF+DA, told WWD, “There’s obviously high consumer demand — these products are really cool. But we’re also interested in getting into the space to address health-care needs and safety needs. We’re actually more interested in those kinds of things than necessarily making just cool, gimmicky [products], which, [can be] nice, but they’re not necessarily serving a need or sustainable.”