



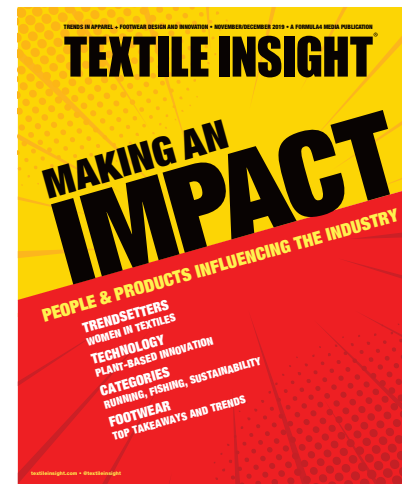
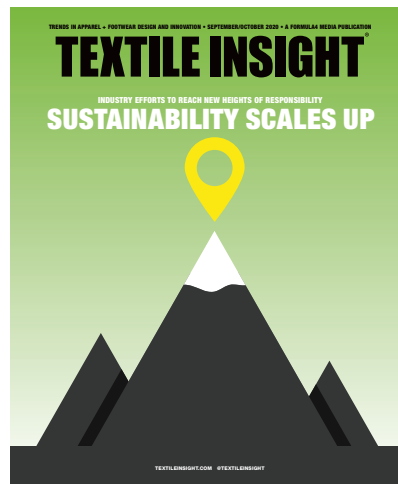
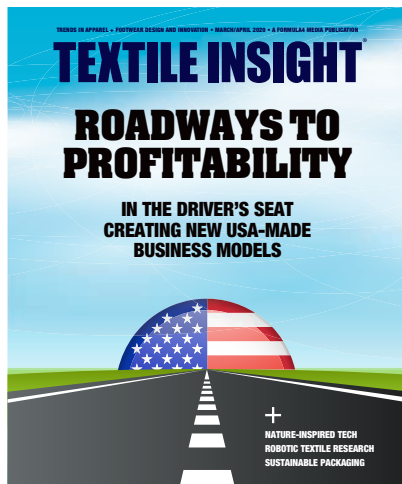
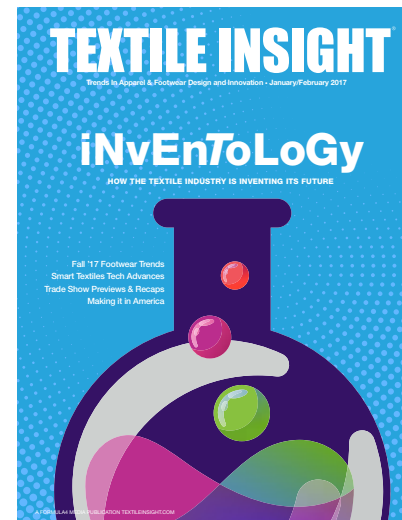
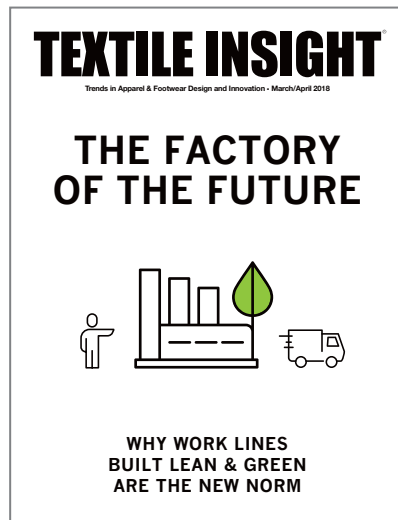
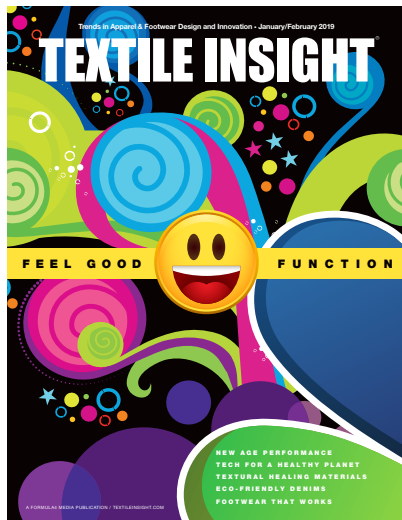
**MEDIA PLANNER 2021**

# **TEXTILE INSIGHT<sup>®</sup>**

**TRENDS IN APPAREL + FOOTWEAR DESIGN AND INNOVATION**

***Formula4Media<sup>®</sup>***

Textile Insight is a Formula4Media publication designed to serve members of the performance textile industry throughout the entire supply chain. With an eye on innovation, and focus on active apparel and footwear, our skilled editorial team provides corporate executives, material developers and designers information and expert commentary needed to succeed in today's competitive textile business.



- In Every Issue:**
- In The Market
  - Eco-Update
  - Made In America
  - Technology
  - Footwear
  - In the Studio
  - Supply Chain
  - Trendsetters
  - Strategies
  - Education
  - Out of Context



# Features



IN THE STUDIO | FABRICATIONS

Last-but comfort is the word for Fall '19, with soft, snuggly looks proliferating. Vintage collaborations, in particular denim, corduroy and tweed, are re-emerging in a variety of looks slated for the season ahead.

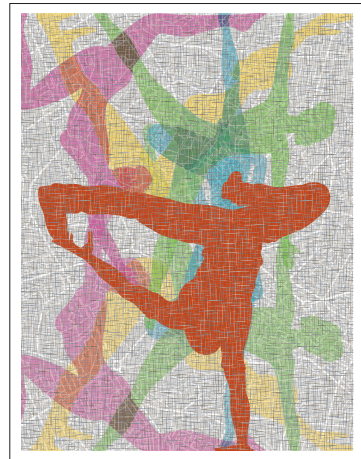
## Cozy Comebacks

Cozy is the word for Fall '19, with soft, snuggly looks proliferating. Vintage collaborations, in particular denim, corduroy and tweed, are re-emerging in a variety of looks slated for the season ahead.

**C**orduroy is the fabric of the moment. It's a classic, textured fabric that's been around for centuries, but it's making a major comeback in the fashion world. Designers are using it for everything from jackets to dresses, and it's a favorite among consumers for its cozy, textured feel.

**Denim** is another fabric that's making a comeback. Designers are using it for everything from jackets to dresses, and it's a favorite among consumers for its classic, versatile feel.

**Tweed** is a classic fabric that's been around for centuries, but it's making a major comeback in the fashion world. Designers are using it for everything from jackets to dresses, and it's a favorite among consumers for its classic, textured feel.



## A HEALTHY PERSPECTIVE

### A NEW OUTLOOK ON FUNCTIONALITY IS FRAMED FOR WELLBEING BENEFITS

BY EMILY WALZER

**T**he world of performance is shifting, as consumers are looking for more than just athletic performance. They want products that support their overall health and wellbeing. This is leading to a new focus on functionality in apparel, with brands like Decoy and Lululemon leading the way.

Decoy's CEO, David Huxford, says, "We're seeing a shift in consumer behavior. People are looking for products that can help them feel better, not just look better. They want products that can support their overall health and wellbeing." Lululemon's CEO, Kalan Guthrie, says, "We're seeing a shift in consumer behavior. People are looking for products that can help them feel better, not just look better. They want products that can support their overall health and wellbeing."

IN THE MARKET | VOICES

By Courtney Proulx & Nancy for Feature Looking from the Inside Out, by Emily Walzer

## A System Built on Sustainability

**J**ust as the world of performance is shifting, so is the world of sustainability. Consumers are looking for products that are not only functional but also sustainable. This is leading to a new focus on sustainability in apparel, with brands like Patagonia and Allbirds leading the way.

Patagonia's CEO, Ryan Reynolds, says, "We're seeing a shift in consumer behavior. People are looking for products that can help them feel better, not just look better. They want products that can support their overall health and wellbeing." Allbirds' CEO, Tim Lutzky, says, "We're seeing a shift in consumer behavior. People are looking for products that can help them feel better, not just look better. They want products that can support their overall health and wellbeing."

In The Studio

Tech

Voices



STRATEGIES | SWIMWEAR

## SUITING UP

Swimwear is a hot category in the fashion world, and it's no exception in the sustainable fashion world. Designers are using sustainable materials and processes to create swimwear that is both functional and eco-friendly.

Patagonia's CEO, Ryan Reynolds, says, "We're seeing a shift in consumer behavior. People are looking for products that can help them feel better, not just look better. They want products that can support their overall health and wellbeing." Allbirds' CEO, Tim Lutzky, says, "We're seeing a shift in consumer behavior. People are looking for products that can help them feel better, not just look better. They want products that can support their overall health and wellbeing."

SUPPLY CHAIN | EMERGING MODELS

Local for Local Manufacturing Coming to a Market Near You

## Made Today, Delivered Tomorrow

**A** local supply chain is a key component of sustainable fashion. Designers are using local materials and processes to create products that are both functional and eco-friendly.

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EDUCATION | UNIVERSITY OF CALIFORNIA BERKELEY

Unleash Research's Power to an Education's Power to Change the World, by Courtney Proulx

## Seeking a Natural Solution

**S**ustainability is a key component of the fashion world, and it's no exception in the education world. Designers are using sustainable materials and processes to create products that are both functional and eco-friendly.

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OUT OF CONTEXT

## Sip and Shop Retail

by Kurt Gray

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Strategies

Supply Chain

Education

Out of Context

# Footwear Design and Innovation

**FOOTWEAR | INNOVATION**  
The Hottest Looks Have Performance to Spare — and Performance Of The Task. By Jennifer Ernst Beauty

## Material Stories




The design is made about better, lighter, more durable, more comfortable or just plain more sustainable. The material stories are the good, the bad and the ugly, where you'll find the latest in footwear technology. It's technology that other brands are looking at — or are even using — that can make you a better performer. But there's one catch: The performance of the material is not the only factor in the design. It's also about how the material is used. For example, a material that's great for a shoe's upper may not be the best for its sole. Or a material that's great for a shoe's sole may not be the best for its upper. It's about how the material is used in the shoe.

**Spotlight**  
The biggest reimagining opportunity of 2021 has been a simple yet powerful footwear concept: the sneaker. It's a concept that's been around for decades, but it's one that's been reimagined in a way that's never been seen before. The sneaker is a shoe that's designed to be worn in a variety of settings, from the gym to the office to the street. It's a shoe that's designed to be worn in a way that's never been seen before. The sneaker is a shoe that's designed to be worn in a way that's never been seen before.

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**FOOTWEAR | OUTDOOR SPECIALTY**  
Retailers Sound Off on What Tech Outdoor Shoppers Really Want in Their Footwear. By Jennifer Ernst Beauty

## Feet First




The outdoor market has been hot, and it's expected to continue to grow. Retailers are looking for ways to differentiate themselves in a crowded market. One way to do this is by offering footwear that's designed for outdoor activities. This type of footwear is designed to be worn in a variety of settings, from the gym to the office to the street. It's a shoe that's designed to be worn in a way that's never been seen before.

**Water-Friendly Means Vacation-Friendly**  
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**FOOTWEAR | VEGAN MATERIALS**  
Brands Bet on Materials to Advance Sustainability in Athletic-Fine Styles. By Jennifer Ernst Beauty

## The New Vegan Footwear




Brands cite both consumer demand for and their own internal goals for sustainable production as the motivation for changes. The growth of the vegan footwear market is expected to continue to grow. Retailers are looking for ways to differentiate themselves in a crowded market. One way to do this is by offering footwear that's designed for outdoor activities. This type of footwear is designed to be worn in a variety of settings, from the gym to the office to the street. It's a shoe that's designed to be worn in a way that's never been seen before.

**Big Big in Vegan Foot**  
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**FOOTWEAR | ATHLEISURE**  
A Performance Package that Delivers Style & Comfort via Engineered Materials. By Jennifer Ernst Beauty

## The Athleisure Equation



Brands looking to target the customer are exploring their methods, offering their best and bringing their A-game to the marketplace. The athleisure market is expected to continue to grow. Retailers are looking for ways to differentiate themselves in a crowded market. One way to do this is by offering footwear that's designed for outdoor activities. This type of footwear is designed to be worn in a variety of settings, from the gym to the office to the street. It's a shoe that's designed to be worn in a way that's never been seen before.

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**FOOTWEAR | FALL '18 OUTLOOK**  
Compiling Material Breakthroughs for the Year to Come. By Jennifer Ernst Beauty

## Footwear Gets Futuristic



New year, new innovation — footwear firms are making new breakthroughs in the construction of 2018 products. From new outlasting breakthroughs to sophisticated sensors to a new waterproof wool, athletic shoes and outdoor boots have performance stories to tell.

**Going Under**  
The waterproof wool is a new material that's designed to be worn in a variety of settings, from the gym to the office to the street. It's a shoe that's designed to be worn in a way that's never been seen before.

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22 • Textile Insight | January/February 2018 | [textileinsight.com](#)

**FOOTWEAR | UPpers**  
Brands List Reasons Why the Modern Look Has Gaining Power. By Cara Griffin

## Knit Benefits






"You can also offer some pretty cool graphic and texture elements in knit uppers to enhance the aesthetics." Knit footwear is expected to continue to grow. Retailers are looking for ways to differentiate themselves in a crowded market. One way to do this is by offering footwear that's designed for outdoor activities. This type of footwear is designed to be worn in a variety of settings, from the gym to the office to the street. It's a shoe that's designed to be worn in a way that's never been seen before.

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# Trade Show and Conference Coverage

We attend and report on 30+ trade events annually.

**FUNCTIONAL FABRIC FAIR**  
PERFORMANCE DAYS

## Where Function Meets Fashion

Functional Fabric Fair New York  
Powered by Performance Days  
July 22-23, 2019

Functional fabric is the new normal. It's the fabric of the future, and it's here now. From smart fabrics to performance fabrics, functional fabric is revolutionizing the way we think about clothing. It's not just about looking good, it's about feeling good. It's about being able to do more, to move more, to live more. It's about being able to take on the world, one stitch at a time.

The Functional Fabric Fair is the premier event for functional fabric. It's where the industry comes together to showcase the latest in functional fabric technology. It's where you can see, touch, and feel the difference that functional fabric makes. It's where you can learn from the experts and get the inside scoop on the latest trends. It's where you can network with the industry and find new opportunities. It's where you can have fun, too. It's where you can be inspired and motivated to take your business to the next level.

Join us for the Functional Fabric Fair New York, powered by Performance Days. It's the event you don't want to miss. It's the event that will change the way you think about fabric. It's the event that will inspire you to do more, to move more, to live more. It's the event that will take your business to the next level. It's the event that will change the world, one stitch at a time.

IN THE MARKET | TECHTEXTIL + TEXPROCESS  
From Design to Delivery with Speed, Precision & Personalization. By Emily Weaver

## Sew Modern

Textile innovation continues to have a profound impact on the way we think about fabric. It's not just about looking good, it's about feeling good. It's about being able to do more, to move more, to live more. It's about being able to take on the world, one stitch at a time.

The Sew Modern event is the premier event for textile innovation. It's where the industry comes together to showcase the latest in textile technology. It's where you can see, touch, and feel the difference that textile innovation makes. It's where you can learn from the experts and get the inside scoop on the latest trends. It's where you can network with the industry and find new opportunities. It's where you can have fun, too. It's where you can be inspired and motivated to take your business to the next level.

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IN THE MARKET | PERFORMANCE DAYS  
Textile Innovation on Show - There's a lot of industry innovation.

## Resource Management

Performance Days has highlighted every season for the past 10 years.

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Join us for the Performance Days event. It's the event you don't want to miss. It's the event that will change the way you think about fabric. It's the event that will inspire you to do more, to move more, to live more. It's the event that will take your business to the next level. It's the event that will change the world, one stitch at a time.

IN THE MARKET | OUTDOOR RETAILER SUMMER MARKET  
Text and Trends: Retailer Industry Commitment to Responsible Sourcing. By Emily Weaver

## A Strong Showing

The outdoor retailer industry has shown a strong commitment to responsible sourcing. It's not just about looking good, it's about feeling good. It's about being able to do more, to move more, to live more. It's about being able to take on the world, one stitch at a time.

The Outdoor Retailer Summer Market is the premier event for the outdoor retailer industry. It's where the industry comes together to showcase the latest in outdoor retail technology. It's where you can see, touch, and feel the difference that outdoor retail technology makes. It's where you can learn from the experts and get the inside scoop on the latest trends. It's where you can network with the industry and find new opportunities. It's where you can have fun, too. It's where you can be inspired and motivated to take your business to the next level.

Join us for the Outdoor Retailer Summer Market event. It's the event you don't want to miss. It's the event that will change the way you think about fabric. It's the event that will inspire you to do more, to move more, to live more. It's the event that will take your business to the next level. It's the event that will change the world, one stitch at a time.

IN THE MARKET | OR + SNOW SHOW  
One Down, Two to Go in Outdoor Retailer 2019 Show Schedule. By Emily Weaver

## What's New, What's Next

Outdoor Retailer 2019 is the premier event for the outdoor retailer industry. It's where the industry comes together to showcase the latest in outdoor retail technology. It's where you can see, touch, and feel the difference that outdoor retail technology makes. It's where you can learn from the experts and get the inside scoop on the latest trends. It's where you can network with the industry and find new opportunities. It's where you can have fun, too. It's where you can be inspired and motivated to take your business to the next level.

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IN THE MARKET | SOURCING AT MAGIC  
Clothing & Footwear: Getting Closer to a Fully Customized Fashion. By Emily Weaver

## Production On-Demand

Production on-demand is revolutionizing the way we think about clothing. It's not just about looking good, it's about feeling good. It's about being able to do more, to move more, to live more. It's about being able to take on the world, one stitch at a time.

The Sourcing at Magic event is the premier event for production on-demand. It's where the industry comes together to showcase the latest in production on-demand technology. It's where you can see, touch, and feel the difference that production on-demand technology makes. It's where you can learn from the experts and get the inside scoop on the latest trends. It's where you can network with the industry and find new opportunities. It's where you can have fun, too. It's where you can be inspired and motivated to take your business to the next level.

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IN THE MARKET | EURO REPORT ISPO  
Clothing & Footwear: Getting Closer to a Fully Customized Fashion. By Emily Weaver

## A Distinctive Generation

The ISPO event is the premier event for the outdoor retailer industry. It's where the industry comes together to showcase the latest in outdoor retail technology. It's where you can see, touch, and feel the difference that outdoor retail technology makes. It's where you can learn from the experts and get the inside scoop on the latest trends. It's where you can network with the industry and find new opportunities. It's where you can have fun, too. It's where you can be inspired and motivated to take your business to the next level.

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IN THE MARKET | REMODE  
The Fashion Industry Debates Where to Invest in Retailers. By Emily Weaver

## A Call to Action

The Remode event is the premier event for the outdoor retailer industry. It's where the industry comes together to showcase the latest in outdoor retail technology. It's where you can see, touch, and feel the difference that outdoor retail technology makes. It's where you can learn from the experts and get the inside scoop on the latest trends. It's where you can network with the industry and find new opportunities. It's where you can have fun, too. It's where you can be inspired and motivated to take your business to the next level.

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- Performance Days Fair - Munich
- techtexsil, NA
- Functional Fabric Fair - New York
- Functional Fabric Fair - Portland
- ISPO Munich
- Outdoor Retailer Summer Market
- Outdoor Retailer + Snow Show
- Sourcing at MAGIC
- Kingpins Transformers
- Smart Fabrics Summit
- AAFA Conference
- FDRA Summit
- Synthetic Yarn & Fiber Association Conference
- Planet Textiles Summit
- Remode
- WEAR Conference

# The Make

Manufacturing tailored of the factories of the future. Meeting market expectations with speed, flexibility and on-the-mark innovation.

**TEXTILE INSIGHT**  
Trends in Apparel & Footwear Design and Innovation | March/April 2018

## THE FACTORY OF THE FUTURE

**WHY WORK LINES BUILT LEAN & GREEN ARE THE NEW NORM**

A FORMULA MEDIA PUBLICATION

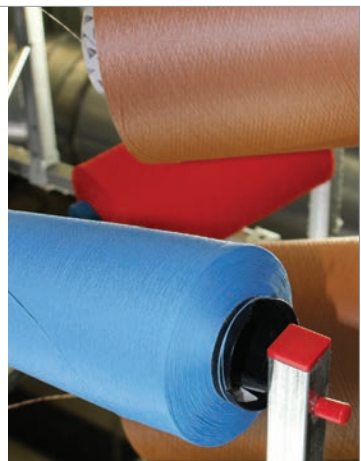
**MADE IN AMERICA**

## A MODERN MANUFACTURING MINDSET

How Thinking Like a Start Up is Repurposing Established Production Methods

**N**ew York City is a hotbed of innovation, and the fashion industry is no exception. In the heart of the city, a new breed of manufacturer is emerging. These are not the old-fashioned, brick-and-mortar factories of the past. These are modern, lean, and green. They are built with a modern manufacturing mindset, one that is focused on efficiency, speed, and flexibility. They are the factories of the future.

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**MADE IN AMERICA | FALL RIVER, MA**  
Talk to a New Era in a City with a Long Textile History. By Emily Wheeler

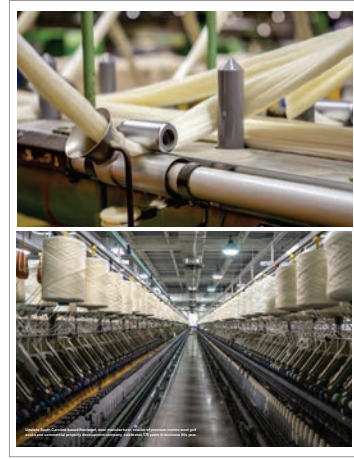
## Fall River Rising

**W**hen it comes to innovation, Fall River is a city that is truly a pioneer. The city has a long history of textile manufacturing, and it is now leading the way in modern manufacturing. The city is home to a number of innovative companies, and it is attracting a new breed of talent. The city is rising, and it is doing so in a way that is truly inspiring.

**“There is a foundation here for textiles; a base that companies could launch from.”**  
Shawn Hennessey, Mayor of Fall River

**“There is a lot of talent in Fall River and a strong work ethic. It's a great place to work.”**  
Kathryn Hildebrand, CEO of Gildan

**“Fall River is rooted in textiles, and the industry now is that Fall River could do it again.”**  
Sasha Moraski, CEO of Gildan



**MADE IN USA | PALMETTO STATE**  
Kentwood Celebrates Business Milestones & Looks Ahead. By Emily Wheeler

## South Carolina Strong

**F**or a state with a rich textile heritage, South Carolina is a state that is truly a pioneer. The state is home to a number of innovative companies, and it is attracting a new breed of talent. The state is strong, and it is doing so in a way that is truly inspiring.

**KENTWOOD HISTORY**

**Local Impact**

**Business Milestones**

**Looking Ahead**

**COVER STORY | REGIONAL HUBS**

## 10 Emerging Design and Production Centers for Domestic Apparel, Footwear & Accessories.

# HOTSPOTS

**1. BAY AREA, CALIFORNIA**

**2. NEW YORK CITY**

**3. LOS ANGELES**

**4. CHICAGO**

**5. PHOENIX**

**6. HOUSTON**

**7. DALLAS**

**8. SAN ANTONIO**

**9. SEATTLE**

**10. DENVER**



# Trendsetters: Industry Influencers

Talented individuals are the force behind what's new and exciting in today's marketplace.



TRENDSETTER | AUTHOR ELIZABETH CLINE

## GARMENTS FOR GOOD

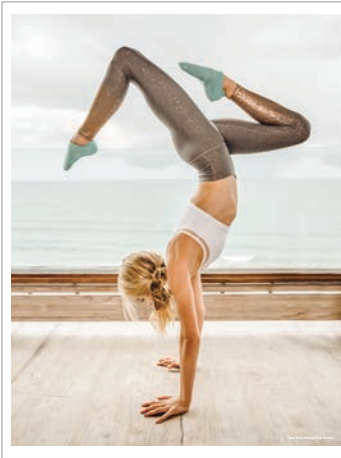
A New Book Explores Ways to Create Meaningful Wardrobes. By Suzanne Decker

WREN ELIZABETH CLINE'S BOOK "OVER-DRESSED: THE SUSTAINABLE FASHION REVOLUTION" IS AN INSPIRING AND PRACTICAL GUIDE TO HOW TO LIVE MORE SUSTAINABLY THROUGH YOUR CLOSET. THE BOOK IS A MUST-READ FOR ANYONE WHO CARES ABOUT THE ENVIRONMENT AND WANTS TO MAKE A POSITIVE IMPACT ON THE WORLD. CLINE'S BOOK IS A MUST-READ FOR ANYONE WHO CARES ABOUT THE ENVIRONMENT AND WANTS TO MAKE A POSITIVE IMPACT ON THE WORLD.

**What inspired you to write this book?**  
 "I've always been interested in sustainability and ethical fashion. I wanted to write a book that was both practical and inspiring, and that would help people make better choices about what they buy and how they care for their clothes."

**How do you think about the fashion industry's impact on the environment?**  
 "The fashion industry is one of the most polluting industries in the world. It's responsible for a significant portion of the world's carbon footprint, and it's also a major source of water pollution and landfills. We need to do better, and we need to do it now."

**What changes do you think we need to see in the fashion industry?**  
 "We need to see a shift towards more sustainable and ethical practices. We need to see brands that are transparent about their supply chains and that are committed to reducing their environmental impact. We need to see a focus on quality over quantity, and on creating clothes that are designed to last."



TRENDSETTER | THIRTY THREE THREADS

Sticks Salts for the Skins that Raise the Bar on Performance. By Suzanne Decker

## POSE HOZE

STICKS SALTS FOR THE SKINS THAT RAISE THE BAR ON PERFORMANCE. THE COMPANY HAS DEVELOPED A LINE OF PERFORMANCE-FOCUSED CLOTHING THAT IS BOTH FUNCTIONAL AND STYLISH. THE COMPANY HAS DEVELOPED A LINE OF PERFORMANCE-FOCUSED CLOTHING THAT IS BOTH FUNCTIONAL AND STYLISH.

**What inspired you to start this brand?**  
 "I was looking for a way to stay active and healthy, and I wanted to create a brand that was both functional and stylish. I wanted to create a brand that was both functional and stylish."

**How do you think about the fitness industry's impact on the environment?**  
 "The fitness industry is growing rapidly, and it's also becoming more sustainable. We need to see brands that are committed to reducing their environmental impact and that are using sustainable materials in their products."

**What changes do you think we need to see in the fitness industry?**  
 "We need to see a focus on quality over quantity, and on creating clothes that are designed to last. We need to see brands that are transparent about their supply chains and that are committed to reducing their environmental impact."



TRENDSETTER | HELPSY

Partnering with Retailers to Give Stained Shirts and Straggled Bodice New Life. By Suzanne Decker

## Recycling Reinvented

HELPSY IS A COMPANY THAT IS CHANGING THE WAY WE THINK ABOUT RECYCLING. THE COMPANY IS PARTNERING WITH RETAILERS TO GIVE STAINED SHIRTS AND STRAGGLED BODICES NEW LIFE. THE COMPANY IS PARTNERING WITH RETAILERS TO GIVE STAINED SHIRTS AND STRAGGLED BODICES NEW LIFE.

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TRENDSETTER | APPAREL

Hidden Shifts: Its Outdoor Offering to Less Active. More All of the Time. By Suzanne Decker

## Moving Mountains

HIDDEN SHIFTS IS A COMPANY THAT IS CHANGING THE WAY WE THINK ABOUT OUTDOOR APPAREL. THE COMPANY IS OFFERING A LINE OF OUTDOOR APPAREL THAT IS BOTH FUNCTIONAL AND STYLISH. THE COMPANY IS OFFERING A LINE OF OUTDOOR APPAREL THAT IS BOTH FUNCTIONAL AND STYLISH.

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 "The outdoor industry is growing rapidly, and it's also becoming more sustainable. We need to see brands that are committed to reducing their environmental impact and that are using sustainable materials in their products."

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 "We need to see a focus on quality over quantity, and on creating clothes that are designed to last. We need to see brands that are transparent about their supply chains and that are committed to reducing their environmental impact."

# Sustainability + Eco Update

Environmental responsibility is driving positive change all along the textile supply chain. Investment in new eco-efficient technologies is a high priority within the industry, and corporate cultures are dedicating more time and energy to broadening, diversifying and strengthening a commitment to sustainable practices.



**TECH | OCEAN PLASTICS**  
An Industry-Wide Search for Solutions to the Problem of Microfiber Shedding. By Debra Cobb

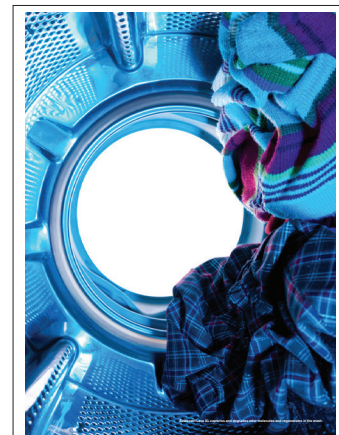
## CLOSING THE LOOP ON OCEAN WASTE

Plastic pollution in our oceans has become the hot topic in sustainability circles, and the textile industry is just beginning to realize that we own a portion of the blame. The stats are mind-boggling: **The Great Pacific Garbage Patch**, off the coast of California, is estimated to be a 700,000 sq. kilometer mass. But while natural materials decompose, plastics — synthetic materials — break down into smaller and smaller pieces that sink into the ocean depths.

**Microfiber Shedding** is a Spanish concept created by scientists who were investigating the effects of clothing on the environment. It was first identified in 2012 when researchers found that 1,900 fibers were shed from a single t-shirt in a 30-day period. This is a significant amount of plastic, as it is estimated that 100,000 microfibers are shed from a single t-shirt every year. This is a significant amount of plastic, as it is estimated that 100,000 microfibers are shed from a single t-shirt every year. This is a significant amount of plastic, as it is estimated that 100,000 microfibers are shed from a single t-shirt every year.

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**TECHNOLOGY | INNOVATION**

## Planet-Saving Solutions

How Sustainability is Driving Today's Disruptive Textile Technologies. By Debra Cobb

**F**iber is everywhere. It's in our clothes, our homes, our cars, and even in the air we breathe. But what if we could make it more sustainable? What if we could make it more eco-friendly? What if we could make it more planet-saving? This is the challenge that today's textile innovators are facing. They are looking for ways to reduce the environmental impact of their products, from the way they are made to the way they are used. They are looking for ways to reduce the environmental impact of their products, from the way they are made to the way they are used.

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Taking Eco Performance & Technologies to the Next Level

## A Deeper Shade of Green

By Emily Wainor

Sustainability has a new meaning. It's about expanding eco in its fabric use, and seeing sustainability through a wider, more diverse lens. Central to this emerging story is today's also change in eco performance, and how suppliers are making significant efforts to advance environmentally responsible fabrics with a focus on green chemistry, resource efficient manufacturing and an increasingly transparent supply chain.

**Eco-Performance** is a new concept that is being developed by the textile industry. It is a way to measure the environmental impact of a fabric, from the way it is made to the way it is used. It is a way to measure the environmental impact of a fabric, from the way it is made to the way it is used.

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EXCITS SEE BIG IMPACTS ON THE HORIZON

## A NEW DAY FOR SUSTAINABILITY

By Emily Wainor

When a headline in USA Today proclaims, "This back-to-school season it's cool to be eco-conscious," you know that sustainability has reached a new tipping point.

**Sustainability** is a new concept that is being developed by the textile industry. It is a way to measure the environmental impact of a fabric, from the way it is made to the way it is used. It is a way to measure the environmental impact of a fabric, from the way it is made to the way it is used.

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INSIGHT ON SUSTAINABILITY

Participating companies will be featured in two-page advertorial spreads that will be edited with you, detailing your company's new products, key partnerships, and eco marketing strategies. Advertisers will have final approval on advertorial spread. Rate includes all copy, layout and space. Any corporate graphics, logos or pictures need to be supplied. **September/October Issue.**

**INSIGHT ON SUSTAINABILITY**

## Reaching a New Level of Sustainability



**Burlington**

**RestOra**  
By #Burlington

What goes around, comes around.

**Who We Are**

Burlington® has been trusted to protect for over 50 years. Today, we continue our commitment to quality advanced performance fabrics to the apparel, military, automotive, marine and contract markets across the world.

Burlington parent company International Textile Group, Inc. (ITG) has worldwide operations in the United States, Mexico, and China. ITG's systems also include Burlington, Crest Green, Safety Components, and Crestek Packaging. The firm has over 4,000 employees globally.

ITG operates its business in a manner that protects the environment, respects the integrity of our resources, and promotes responsible stewardship of natural resources.

**To Learn More:**

Corporate Headquarters  
304 Green Valley Pk. Greensboro, NC  
326.374.0200  
burlingtonfabrics.com

**Here is a rundown of our sustainable offerings:**

**Eco Circle™:** Jersey Eco Circle (powered by Tenix) uses a closed loop recycling system to give our life to polypropylene garments. Through a recycler's process where additives and solvents are chemical recycled, polyester is purified and returns to its original quality and function.

**Sagaal™:** Using 100% post-consumer plastic bottles and plastic waste reclaimed from the Mediterranean Sea, yarns are created which contain 95% to 100% recycled PET and 5% to 7% man-made plastics. For every kilogram of Sagaal™ yarn produced, 1kg of waste has been removed from the ocean.

**REPREVE™:** REPREVE™ transforms pre-consumer fiber waste and post-consumer plastics into polypropylene yarns. When compared to making virgin fiber, making this fiber offsets using new petroleum, emits fewer greenhouse gases and conserves water and energy. REPREVE™ provides a sustainable component for many ITG fabrics from denim to performance synthetics to durable contract fabrics.

**THREAD™:** Thread International uses recycled plastic bottles to produce sustainable fibers that are not only good for the environment, but also provide income opportunities for us. THREAD™ has recycled over 1.8M lbs. of material into textiles, creating income opportunities for 3,500+ people in Haiti, Honduras, and Taiwan.

**Company-Wide Eco Commitment**

Burlington operates as part of the International Textile Group, Inc. (ITG), which is a diverse, resource provider of global textile solutions and distributional fabric brands for the automotive, apparel, marine, furnishings and industrial markets worldwide.

The Ultra-Filtration (UF) Reverse Osmosis (RO) system at ITG's Zhejiang Burlington Textile Facility (ZBT) is the first of its kind in the Zhejiang province and allows wastewater to be recycled for the manufacturing process. 30%-40% of ZBT's water demand is recycled. ZBT has been designated as a model facility by the Jiangsu Eco-Economic Development Zone and awarded the first Star Enterprise in Jiangsu for both environmental responsibility and hygiene performance. ITG's Castinville Barbecue and Cooks Dinner facilities in Nicaragua, Mexico utilize systems to collect rain water for manufacturing, which means demand on local water treatment and reduces the carbon footprint. ITG is committed to only using clean chemistry in the manufacturing process and has pledged to multiple sustainable solutions and certifications including BlueSign, ZONE, Color One, and Higg Index.

**System Partner**

**MAKING BURL**

**Textile Insight - September/October 2021**

**INSIGHT ON SUSTAINABILITY**

## CHROMUCH: Designer-Friendly Fibers with an Eye on Sustainability

**CHROMUCH**

**Vibrant Color Meets Conscious Design**

To live more sustainably is a challenge we all face everyday. We try our best to recycle more, to be less wasteful than that store we visit mindfully in an effort to purchase goods from companies that share our values.

Product developers also strive to achieve sustainability goals in their work to create exciting product collections. However, that is easier said than done. Problems often arise finding the ideal eco-conscious material to match their design vision coupled with difficulty overcoming barriers related to minimum order quantities and price.

CHROMUCH brings a fresh, designer-friendly approach. Advanced, new technology balances aesthetics and performance in yarns that are eye-catching as they are functional. The company's recycled solution dyed polyester offers vibrant, long-lasting color that is responsibly made, on trend, and accessible to the design community. In other words, Chromuch solves the eco-conscious and design dilemma long associated with solution-dye fibers.

The company's patented ChromShield™ technology levels up the solution-dye process, providing vibrant color with superior fade resistance from the chromes like UV, machine-washing and general wear and tear. ChromShield™ sheath and core structure enables exceptionally lively colors on solution-dye fibers. The sheath layer provides additional color enhancement as well as colorfast protection to the pigment core.

Traditional solution-dye fibers only have the exposed pigment outer core. They're vibrant colors with durable colorfastness are not usually achieved with solution-dye fibers," states Mike Shah of Chromuch. "Under the same color shade, ChromShield™ allows better colorfastness performance."

**Who We Are**

CHROMUCH, under the New York Plastic Core, is one of the largest producers of virgin and recycled fibers in Asia. The company is also a world leader in solution-dyeing with its new-to-been weaving and coating capabilities. The experience and scale of the Taiwanese corporation makes it one of the few manufacturers in the world to produce recycled versions of solution-dyed fibers.

The New York Plastic Core is a multi-faceted, ISO 9001 and ISO 14001 certified, making CHROMUCH one of the most conscious and forward-thinking material solutions on the market. Chromuch also looks to be thoughtfully recognized by sustainability in 2021, and is currently undergoing a first-time ESG certification. Preliminary assessment indicates one of the highest ESG scores thanks to the company's "New York Plastic Core" status.

**To Learn More**

www.Chromuch.com  
info@chromuch.com

**Performance On Demand**

By choosing CHROMUCH, each color and functionality are inherent to the yarn, innovating the entire design process. ChromShield™ technology allows a variety of sustainable functional options for product developers. Whether the design demands quick-dry, antimicrobial, UV blocking or heat retention properties, Chromuch can deliver superior textile performance sustainably.

"With ChromShield™ the outer sheath layer allows functional chemistry to be added to the yarn," explains Shah. "This is not a typical finish that can wear off; the performance is embedded as part of the yarn."

**Certified Eco**

CHROMUCH is advancing water-free dyeing with the creation of premium, eco-certified recycled fabrications. Chromuch solution-dye fibers are not only water free, they are made of recycled PET bottles and are GRS 4.0 certified. For every kilogram of Chromuch fiber, 77 plastic bottles are removed from landfills. Chromuch solution dyeing saves three gallons of water per yard, and savings of 900 liters of water per average dyed lot.

By innovating color at the fiber level, CHROMUCH sets a new standard in eco-conscious solution-dye fabric that helps to conserve natural resources.

**CHROMUCH Now: Tailor Made For Designers**

These days, more and more brands are looking to design with earth-friendly fibers that provide performance benefits. While solution-dye has been considered a good option, historically designers found it difficult to overcome factors associated with the process, specifically higher MOQs (often 30,000 yards/color), long lead-times, and price.

Chromuch has introduced a new program that puts developer needs first aiming to make solution-dye fiber adoption more attainable than ever before. CHROMUCH New removes conventional barriers to solution-dye by offering seasonal and trend-right colors with competitively priced fabrics that are easy to stock with low minimum order quantity.

"In the past, solution-dyed producers didn't offer colors on stock due to the nature of the material," Shah states. "Even if they did, the color selection was limited. This is the first time a solution-dye fiber manufacturer offers in stock colors selected by a color consulting company."

CHROMUCH, in partnership with Paris-based Promostyl, has introduced an exceptional 2021 Color Guide. The color selection consists of five collections featuring with directional shades for the upcoming 2021 seasons. Each range is supported by color harmonies and design decision-making. The central color guide offers additional information on key colors for women, men and core palette.

With the CHROMUCH New program, a designer no longer needs to compromise their creative vision or their concern for the planet to achieve textile excellence. ■

**"This is the first-time a solution dye fiber manufacturer offers in stock colors selected by a color consulting company."**

**Textile Insight - September/October 2021**

A Special Advertising Section

**INSIGHT ON SUSTAINABILITY**

**Formu4Media**



# Consumer Surveys

**Trend Insight:** A snapshot of what's resonating with consumers to help make smarter business decisions, inspire creative solutions, and generate original ideas.



Seize the Trend

**TRENDINSIGHT** We surveyed 228 consumers. Here is what they told us.

## How Tech & Fashion Impact Fabric Choices

Consumers want active lifestyle items that perform well and look good. To keep pace with that demand, two important trends are currently driving product innovation: Wearable "smart" fabrications that offer added functionality are a key driver, and so, too, is the development of materials that enhance comfort and aesthetic qualities of athleisure style. The charts shown here shine a light on how tech and fashion impact consumers shopping behavior.

For example 74 percent of respondents report that interest in smart fabrics over the past year increased, and — not surprisingly — 83 percent of respondents currently own a smart watch or fitness tracking device. Yet, 63 percent of those surveyed report that fabric performance such as wicking is still considered a higher priority than smart fabric tech. That belief may be due to some confusion and misunderstanding of what makes something a "smart" textile." Direct quotes from survey respondents on the topic illuminate need for clarity on this emerging category.

When it comes to the role of fashion in shopping decision-making, 62 percent of respondents report that it is somewhat important that the performance product align with fashion trends. Indeed a smaller than expected percentage of survey participants own wardrobes with a large selection of athleisure wear. While respondents report to be generally in favor of the comfort and versatility that athleisure looks afford, sentiment exists that these casual, stylish looks lack fitness authenticity. For example, when asked to define athleisure one survey participant responded, "You looked like you just worked out, but did you?" See page 30 for more respondent quotes.

The panel consisted of 228 Textiles. Ages: 18-60  
Gender: Male and Female  
Brief: Seeking active athletic adults who participate in both indoor and outdoor sports and activities multiple times per week, i.e. Running, Hiking Cycling, Triathlon, Cross-training etc.

**TRENDS AND LOYALTY**

**What percentage of your current workout wardrobe transitions easily from sport to street wear?**

Less than 10%	18%
10-25%	36%
25-50%	28%
Greater than 50%	18%

**How important is it to you that performance product align with current fashion trends?**

Not Important	21%
Somewhat Important	62%
Very Important	17%

**Have you become brand loyal to certain fabric or fabrics based on a company's social media?**

Yes	19%
No	81%

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**TRENDINSIGHT** We surveyed 106 active/outdoor consumers. Here is what they told us.

## Consumers Weigh in on Sustainability

**Is sustainability/eco-friendliness an important factor for you when selecting apparel, footwear or gear to purchase?**

Not Important	10%
Somewhat important	62%
Very Important	27%

"Yes, I consider this when comparing items, but it needs to be obvious on the tag or marketing that these products are eco/sustainable, otherwise it is difficult to differentiate between competitors." **MALE 30**

"It's not important to me because I need quality, and sustainability is not often known for quality." **FEMALE 45**

"Eco-friendly is second on my list of important things to think of when making a purchase. Comfort is the most important thing." **FEMALE 32**

"I'm not convinced that all sustainable products are 'greener.'" **MALE 42**

"To be completely honest I buy clothing based on the way it looks. If I see something that catches my eye, environmentally friendly or not, I'll purchase it." **FEMALE 29**

"It is becoming increasingly important. I currently feel like many things are called eco-friendly as a selling point, but I suspect the sourcing is insignificantly more sustainable and that they will behave insignificantly differently in the landfill. If I had actual reason to believe that something is truly sustainable/eco-friendly, then yes. But I am highly skeptical of most that make this claim, as I suspect it is largely a marketing ploy to appeal to people who want this." **FEMALE 38**

"Like it, but the product has to be appealing without it." **FEMALE 33**

**SUSTAINABLE AND ECO-FRIENDLY PRODUCTS** are a major talking point for outdoor brands at the moment — with good reason. In our exclusive research on these pages, we surveyed more than 100 active/outdoor consumers about their thoughts on sustainable products, the marketing of these products, and about their own role in the sustainability discussion. Ninety-five percent of consumers told us that brands that are working to be sustainable should advertise it. Seventy-seven percent told us they would be willing to pay more for an eco-friendly product. Yet 44 percent said they place "very little" consideration on the eco impact of the packaging and shipping of products they buy online. Consumers also weighed in on the retailer's role in the sustainability equation. See our back page for those interesting replies.

The survey, conducted by MESH01, included 106 active/outdoor sports participants, men and women, aged 18 to 65.

**Are you willing to pay more for a sustainable/eco-friendly product?**

No	23%
Yes	77%

**How much more would you be willing to pay for a sustainable/eco-friendly product?**

Not willing to pay more	20%
\$5-\$10	26%
\$10-\$15	26%
\$15-\$20	16%
More than \$20	11%

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**TRENDINSIGHT** We surveyed 152 consumers. Here is what they told us.

## How (and where) Goods Are Made

Consumers are increasingly aware that the jacket they wear for outdoor adventures may have a direct impact on the future of that environment. The contemporary "think before you buy" attitude is reflected in our survey. When asked "has your interest in knowing where a product is made increased in the past year," 58 percent of respondents answered "yes." Brands are driving this trend of conscious consumption: Over 70 percent of the survey panelists confirmed that a brand's social and/or environmental policies sway a purchasing decision. In other words, corporate values are a major influencer in today's shopping experience, with social media and brand websites playing a major role in communicating a company's point of view on current affairs. Based on these survey results, label reading and reacting to "buy responsible" brand messaging both look likely to gain consumer interest at retail, not only in apparel but also carrying over to the footwear category, too, in the year ahead. The panel consisted of 152 active, athletic men and women who live in the U.S. with an average age of 37.

**BRAND'S POLICY**

**Does a brand's social and/or environmental policies sway your purchasing decision?**

Yes	73%
No	27%

**If you answered yes to a brand's policies swaying your decisions, how important are a brand's values to what you choose to buy?**

Very Important	34%
Somewhat Important	41%

**If you answered yes to a brand's policies swaying your decisions, would you pay more for that brand?**

Yes	63%
No	10%

**Where do you learn about the brand's social or environmental policies?**

Social Media	30%
Brand's Website	27%
News / Magazines / Magazine	19%
Labels / Hang Tags	12%
Retail Sales Associate	7%
Not Relevant to My Purchase	5%

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style INSIGHT™ SPONSORED CONTENT

Textile Insight offers sponsored content in other Formula4 Media publications. Knowing the textile and footwear trends will simplify talking to customers about the season's innovations and how the latest textiles enhance today's active lifestyle. Style Insight appears in *Outdoor Insight*, *Footwear Insight*, and *sportstyle* magazine, taking your message straight the retail selling floor.

**OUTDOOR INSIGHT**  
Spotlighting the coolest gear, footwear, apparel & accessories for Fall '20 and Spring '21.

**BEST & BRIGHTEST**

The Jeans Business is Worth Watching

By Emily Walter

**+ OUTDOOR GEAR GUIDE**

**style INSIGHT**

**What You Need to Know About Denim**

The Jeans Business is Worth Watching

By Emily Walter

**Denim Footwear: Yes, It's a Thing.**

Denim and sneakers have become a popular combination in the fashion world. From casual to athletic, denim footwear is a versatile and stylish choice. This trend is expected to continue into the next season, with brands like Levi's and Wrangler leading the way. The combination of denim and sneakers offers a unique look that is both comfortable and fashionable. It's a perfect choice for those who want to stay on-trend while also prioritizing comfort. The denim and sneaker combination is a great way to mix and match your wardrobe, creating a look that is both classic and contemporary. This trend is also a reflection of the growing interest in sustainable and ethical fashion, as denim is a durable and long-lasting fabric. The combination of denim and sneakers is a perfect choice for those who want to stay on-trend while also prioritizing comfort. It's a perfect choice for those who want to stay on-trend while also prioritizing comfort.

**style INSIGHT**

**PERFORMANCE FROM THE INSIDE OUT**

5 TEXTILE TRENDS

Performance fabrics are making a name for themselves in the fashion world. From athletic to casual, these fabrics offer a range of benefits that are making them a popular choice. The five trends highlighted in this article are: 1. Moisture-wicking, 2. Breathable, 3. Stretchable, 4. Durable, and 5. Sustainable. These fabrics are designed to provide comfort and support during physical activity, while also being easy to care for and environmentally friendly. The use of performance fabrics is a reflection of the growing interest in health and wellness, as well as the desire for more functional and practical clothing. These fabrics are a great choice for those who want to stay on-trend while also prioritizing performance and sustainability.

**style INSIGHT**

**TALKING TEXTILES**

IN TERMS OF INNOVATION

Textiles are at the forefront of innovation in the fashion industry. From new materials to advanced manufacturing techniques, the textile industry is constantly evolving. This article explores five key trends in textile innovation: 1. Smart textiles, 2. Bio-based materials, 3. Recycled fibers, 4. 3D printing, and 5. Digital printing. These innovations are driving the industry forward and creating new opportunities for designers and manufacturers. The use of innovative textiles is a reflection of the industry's commitment to sustainability and progress. These materials are not only more functional and durable, but they also offer a wider range of aesthetic options. The textile industry is embracing these innovations to create a more sustainable and forward-thinking future.

**FOOTWEAR INSIGHT**

CASUAL COOL

Inside This Issue:  
Market Report: The Characteristics of Fashion  
How to Sell Better  
The Trends of Quality Retail  
The Market of Sneakers  
Risk Market Report

**5 FOOTWEAR MATERIALS**

Trends That Make You Say "Wow"

1. **Microfibers**  
Microfibers are a type of synthetic fiber that is incredibly soft and comfortable. They are often used in athletic footwear for their moisture-wicking and breathability properties. This material is a game-changer for those who want a shoe that feels like a cloud.

2. **Clear Sole Units**  
Clear sole units are a popular trend in casual footwear. They offer a unique aesthetic that is both modern and nostalgic. This material is perfect for those who want to make a statement with their footwear.

3. **Recycled Materials**  
Recycled materials are becoming a more common sight in footwear. Brands are using recycled plastics, rubbers, and other materials to create shoes that are both eco-friendly and stylish. This is a great choice for those who care about the environment.

**style INSIGHT**

**A Good Yarn**

The Latest Fabric Developments Have Performance Stories to Tell.

Yarn is the foundation of many fabrics, and recent developments in yarn technology are leading to more functional and durable textiles. These new yarns are designed to provide better support, breathability, and moisture management. They are a great choice for those who want a fabric that can keep up with their active lifestyle. The use of advanced yarns is a reflection of the industry's commitment to innovation and performance. These materials are not only more functional, but they also offer a wider range of aesthetic options. The textile industry is embracing these innovations to create a more sustainable and forward-thinking future.

**style INSIGHT**

**Today's Active Aesthetic**

Multi-Use Designs for On the Go, On the Road or On the Couch Days

**Negrata: Wool Activewear for Women**

Negrata is a brand that specializes in wool activewear for women. Their clothing is designed to be both functional and stylish, offering a range of options for different activities. The use of wool in activewear is a great choice for those who want a natural and sustainable fabric. Negrata's activewear is perfect for those who want to stay on-trend while also prioritizing performance and sustainability.

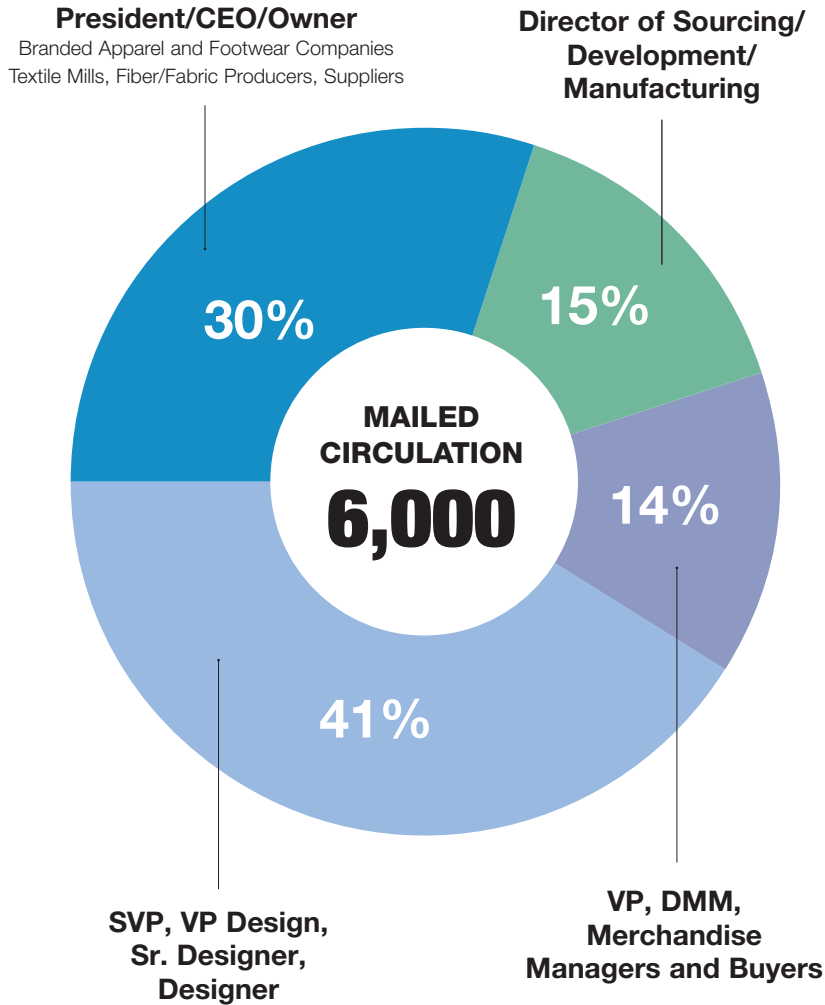
**Vestri: Puff for Men**

Vestri is a brand that specializes in puff jackets for men. Their jackets are designed to be both warm and stylish, offering a range of options for different climates. The use of puff jackets is a great choice for those who want a classic and timeless piece of clothing. Vestri's puff jackets are perfect for those who want to stay on-trend while also prioritizing comfort and style.

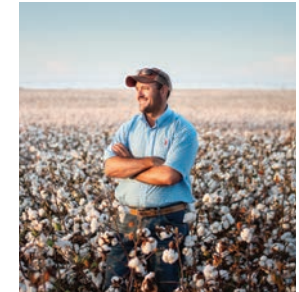
## 2021 Editorial Calendar

Issue	Cover Story	Show Calendar	Close	Materials
Jan/Feb	<p><b>Winter Report: New Year, New Outlook</b>                      Advancing performance technologies, defining eco trends and exploring the latest material developments as the boundaries of active/outdoor expand.</p>		01/04/20	01/08/21
Mar/Apr	<p><b>The Make</b>                      Sourcing structures and supply chain efficiencies critical to success in today's marketplace, with an eye on modern manufacturing across the Made in American landscape.</p>	<p><b>Performance Days – Munich</b>  <b>Functional Fabric Fair – Portland</b>  <i>Powered by Performance Days</i></p>	03/08/21	03/15/21
May/Jun	<p><b>Summer Report: Mid-Year Review</b>                      Central factors driving growth in apparel and footwear: from powerful brand partnerships and unique consumer facing platforms to category disruptors.</p>	<p><b>Outdoor Retailer Summer Market</b>  <b>techtexsil, NA - Raleigh</b></p>	05/10/21	05/17/21
Jul/Aug	<p><b>Sport &amp; Style</b>                      The future of lifestyle performance: How the casualization of wardrobes effects performance textile innovation as comfort rules the day and street fashion is a stronger focus.</p>	<p><b>Functional Fabric Fair – New York</b>  <i>Powered by Performance Days</i></p>	06/25/21	07/01/21
Sep/Oct	<p><b>The Environment</b>                      Business in the age of climate consciousness! Execs weigh in on new standards, the latest research and increased commitments to meet 2030 sustainability goals.  <b>Special Advertising Section: Insight on Sustainability</b></p>		09/01/21	09/15/21
Nov/Dec	<p><b>Trendsetting Solutions</b>                      Game-changing product design, new supply chain models, and creative collaborations that are directional for 2022.</p>	<p><b>Functional Fabric Fair – Portland</b>  <i>Powered by Performance Days</i>  <b>Performance Days – Munich</b></p>	10/29/21	11/05/21

## Circulation and Rates



Textile Insight is distributed at major industry trade shows.



### Advertising Rates

Ad Size	1x	3x	6x
Full Page	\$4,950	\$4,500	\$3,995
1/2 Page	\$3,460	\$3,150	\$2,850
1/3 Page	\$2,675	\$2,435	\$2,195
1/4 Page	\$2,335	\$2,125	\$1,925

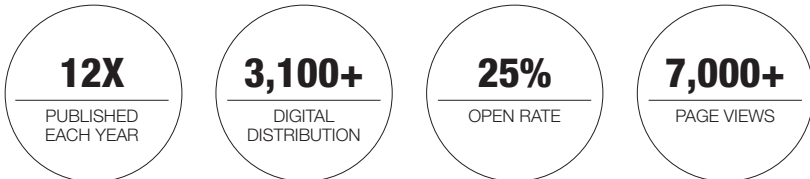
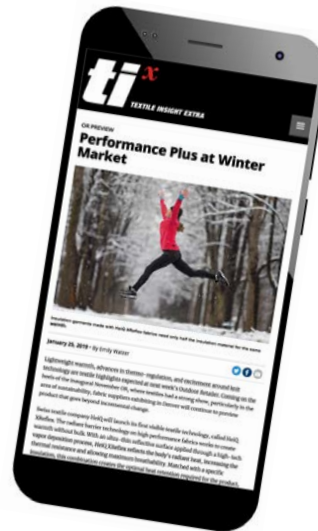
### Sep/Oct Special Advertising Section: Insight On Sustainability

Participating companies will be featured in two-page advertorial spreads that will be edited with you, detailing your company's new products, key partnerships, and eco marketing strategies. Advertisers will have final approval on advertorial spread. Rate includes all copy, layout and space. Any corporate graphics, logos or pictures need to be supplied. **Advertorial Spread: \$6,750 net**





News, analysis, opinion. Published monthly.



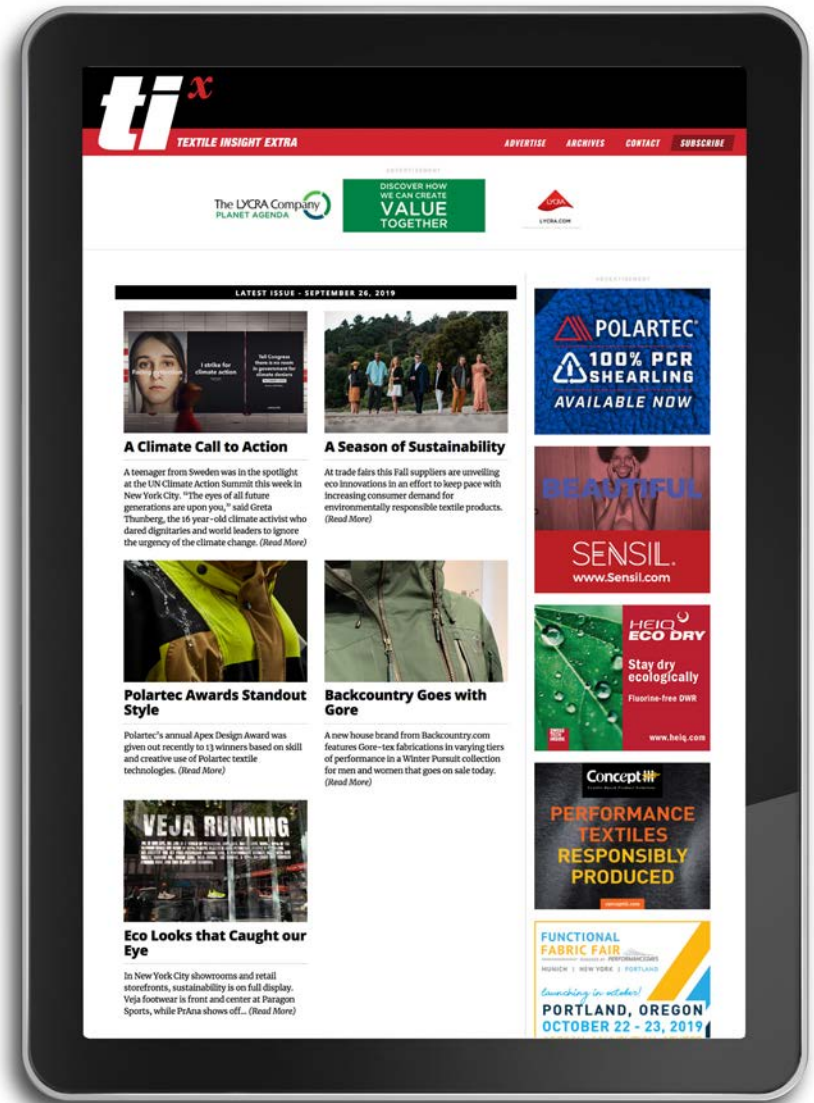
Advertising Rates

Ad Size	Top Banner	Side Box
3 Months	\$2,500	\$2,000
6 Months	\$4,000	\$3,200
12 Months	\$7,000	\$5,600

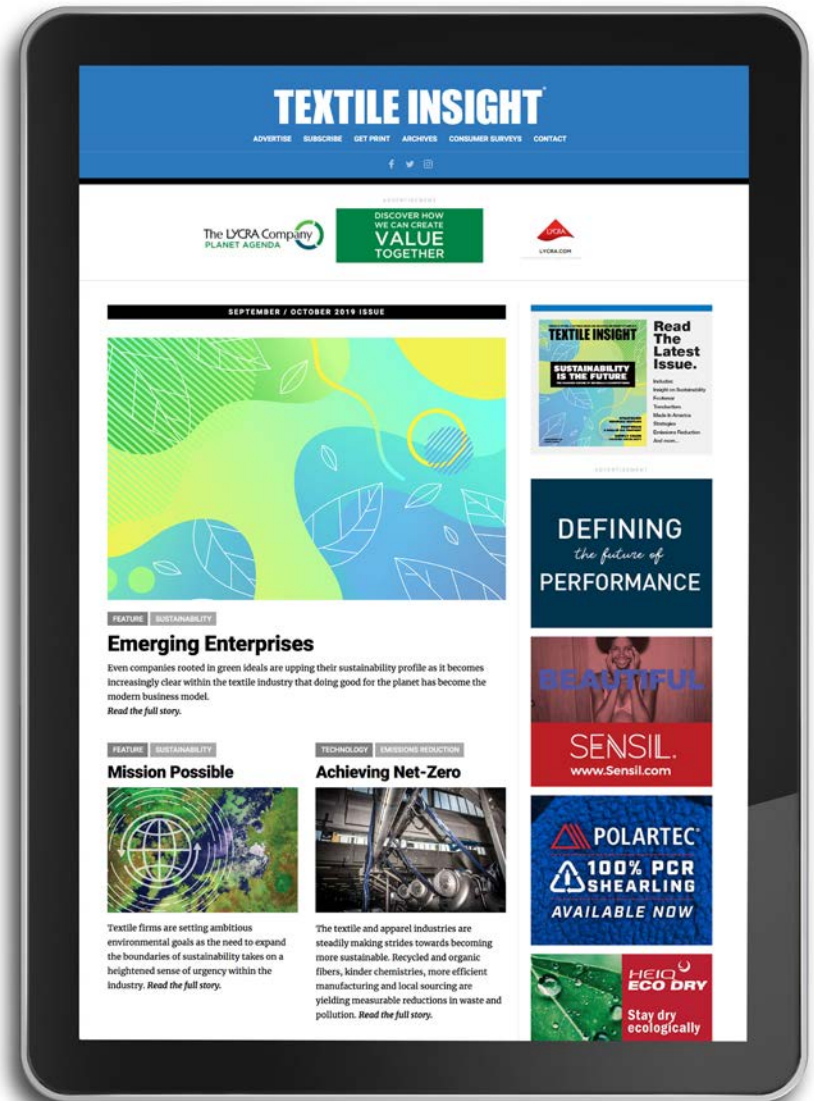
Sponsored Content Block

Package	1x Rate
Email Blast	\$1,000
Email Blast + Advertorial + Web Ad	\$2,500

Statistics source: Google Analytics October, 2019 - October, 2020



# Textile Insight Magazine Web Site textileinsight.com



### Web Site Advertising Rates

Ad Size	Top Banner	Side Box
3 Months	\$1,500	\$1,000
6 Months	\$2,750	\$2,000
12 Months	\$5,000	\$4,000

**15,200+**  
PAGE VIEWS

### Issue Delivery Email Blast Rates (6x per year)

Ad Size	Per Issue
Side Box	\$350
Banner	\$500

**3,100+**  
DIGITAL  
DISTRIBUTION

### Sponsored Content Block

Package	1x Rate
Email Blast	\$1,000
Email Blast + Advertorial + Web Ad	\$2,500

Statistics source: Google Analytics October, 2019 - October, 2020



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