

MATERIAL WORLD: KEY FABRICS FOR THE UPCOMING SEASONS

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WeAr HAS ASKED THE WORLD'S LEADING FABRIC MANUFACTURERS
WHAT THEIR BESTSELLERS WOULD BE FOR THE NEXT SEASON
AND FOUND FOUR COMMON THEMES

EASY, EASY

"The fashion industry has become more open to the notion of being at ease with ourselves. It's not only about being thin and fit anymore," says a representative of **Calik Denim**. Embracing the concept of curves as opposed to thinness, the label's '**Smart Stretch**' was developed both for comfort and style, suiting all body shapes including plus sizes. Using new technologies to increase its holding power and help it keep shape, 'Smart Stretch' works to enhance both slim and curvaceous figures without compressing the waist and knee areas.

Comfort is expected not only in fabrics that are usually seen as 'casual', but also in noble traditional fabrics such as wool. This is where fibers such as **DuPont's Sorona** come in handy. "We've seen some beautiful examples of Sorona and wool," says Renee Henze, Global Marketing Director for DuPont Biomaterials. "Because of the softness, stretch & recovery that Sorona imparts to wool blends, this combination is being used across outdoor wear (base layers) as well as in high-end men's and women's suiting."

COMFORT MEETS AUTHENTICITY

However important, comfort should not come at the expense of authentic feel – especially in denim. "There is a yearning for authenticity with a more nuanced spectrum of stretch. More than ever, people are searching for ways to get in touch with all things real – for jeans, this means embracing a contemporary update of vintage with hidden elasticity that enables this structured adjustment," says **Orta** in a statement. The brand expects its line, appropriately called '**Hidden**', to perform best in the A/W 19-20 sales campaign.

At **Isko**, the '**Straight Stretch**' group has the look of authentic denim but offers comfort and flexibility. It is projected to be among the top performers in the season.

The demand for authenticity paired with stretch is the reason why **Advance Denim** has nominated its '**FreeCross**' fabric as the potential bestseller for the upcoming season. "The regular 4-way stretch denim may be too gummy – it can feel like it's lost the denim character. 'FreeCross' is our new technology to make 4-way stretch denim that remains true to the authentic feel of regular denim. It has a super soft touch, low shrinkage and good recovery compared to regular 4-way stretch," a brand representative told **WeAr**.

For the same reason, **Calik** expects its '**D'enovated**' line to sell especially well. "[These] fabrics have an authentic look with distinctive twill lines combined with the advantages of today's technologies and upgraded to create a 3D effect every time they're washed," a spokesperson says.

Meanwhile, at **Evlox**, formerly known as **Tavex**, the '**Raw Roots**' story proposes untreated fabrics that retain their dark indigo color and an original vintage aspect inspired by the traditional crafted process.

