High-quality international offer at ApparelSourcing Paris

CTAF increases product variety for the European market

The 162 exhibitors from Europe, Asia, the United States and Mauritius make ApparelSourcing Paris a major rendezvous for sourcing for the European market. The wide range of products for men, women, children and accessories offered include the entire price spectrum. We noticed an increase in the diversity of products.

Despite a railway strike on the first day that impacted visitor arrivals, Apparel Sourcing and Texworld welcomed 14,400 visitors from 104 countries over four days (-6% compared to the September 2011 show), reflecting the global market climate and the situation in Europe.

Good attendance by the British (+3.33%) and renewed interest from Eastern Europe was duly noted. Brazil stood out from other American countries with a plus of 20%. A noticeable increase of visitors from Saudi Arabia (+22%) and UAE (+11%) brought strong buying power to the floor.

The collections of leather and imitation leather jackets edged with natural or fake fur from Saki from Sweden caught buyers’ attention in the wide choice of womenswear collections. Based in Malmö, the company is developing several lines for its collections: bikers’ jackets for the rock look, leather blazers for the more formal collection and sheepskin with feminine cuts for casual wear.

High-end knitwear in 100% cashmere from Dongguang Dongsheng Cashmere, China, is firmly in line with European trends. The company offers pullovers in very feminine, vibrant colours.

Riding the great wave of popularity for scarves and shawls, Bright Star from India is showcasing its collection in wool/silk or 100% wool with hand-embroidered paisley patterns. Their collections are perfectly attuned to the trends and balance quality and price.

When it comes to denim, models with imaginative details are selling well at Artistic Apparel from Pakistan. “Customers have appreciated our creative range” says Husainan Lalani, designer for the firm. Denims are very much in evidence with two firms to watch out for: Remar from Turkey and TFApparel from Pakistan. The former, which is very fashionable, targets the mid to high-end market with a cleverly developed collection for women including dresses, denims and tops. Printed and leather-look denims are the most in
The latter concentrates on a more casual collection at competitive prices for menswear, womenswear and children’s wear.

Women’s denim in bright colours (red, garnet-coloured and parrot green) are among the season’s best-sellers. In menswear, European buyers are tending towards definite stone-washed designs, termed “natural wash streaking”.

When it comes to shirting, Nomura Trading from Japan offers shirts with very clever cuts and details that combine the functional with style for men and women in breathable and anti-odour technical textiles. The fabrics are manufactured in Japan and assembly is carried out in Vietnam.

When it comes to long-sleeved outerwear, Faric and Beyond Garments from China offer some lovely jackets and parkas for men in high-quality materials.

CTAF increases its variety of products for the European market

This 8th session of CTAF, organised by CCPIT-Tex, a partner of Messe Frankfurt, included 90 exhibitors.

CTAF confirms its dynamic growth and demonstrates its desire to capture the European market with a variety of high-quality lines for men, women, children and accessories. Two new Chinese regions, Fujian and Guangdong have come to show their products alongside those exhibitors who have already attended the last few sessions of ApparelSourcing Paris.

The majority of manufacturers offer mid-range to high-end products. Wang Tiankai, the President of CCPIT-Tex and CNTAC, came to visit the exhibition on Monday afternoon and declared himself content with the products offered on the European market for sourcing in China.

The next Apparel Sourcing will be held in parallel to Texworld at the Paris le Bourget Exhibition Centre/ Hall 2, from Tuesday, 12th to Friday, 15th 2012. www.apparelsourcing.messefrankfurt.com

For information about Messe Frankfurt’s apparel textile fairs around the world, please visit www.texpertise-network.com.

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Background information on Messe Frankfurt

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Messe Frankfurt’s exhibition grounds, featuring 578,000 square metres, are currently home to ten exhibition halls and an adjacent Congress Center. The company is publicly owned, with the City of Frankfurt holding 60 percent and the State of Hesse 40 percent.

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