



# INTERFILIÈRE

NEW YORK



## POST-SHOW PRESS RELEASE

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Eurovet, the worldwide leading reference in intimate apparel, swimwear and activewear trade shows, presented the 4<sup>th</sup> edition of **Interfilière New York** on Thursday, September 22 at The Tunnel, located at 269 11<sup>th</sup> Avenue in New York, in collaboration with Concepts Paris® and INVISTA, owner of the fiber brand LYCRA®.

**The show was a tremendous success, attracting 500 visitors (a 30% increase compared to 2015) from a multitude of companies varying in size—from established, well known brands to young designers—to meet face-to-face with a select group of top 40 international mills.** The new location at The Tunnel, formerly a railroad freight terminal and nightclub, and which is now a part of the West Chelsea Historic District, allowed for the show

to be conducted in a historically rich as well as a cohesive and aesthetic setting. The one-day event presented fabrics, accessories, and product capabilities from around the world as well as valuable strategic information, through various events and conferences, curated for attendees from the North American market.

The show presented a geographically vast selection of mills hailing from Europe, Asia and the Americas and catering to the North American intimate apparel, swimwear, and athleisure industry. Among the products that were shown, manufactures, brands, private label manufacturers, major retailers and upcoming designers alike were eager to discover a balanced and diverse sampling of lace, knits and woven fabrics, embroideries, print designs, and new sportswear developments.

**In a live survey that was conducted on the show floor, 97% of the exhibitors were pleased with the show, 71% met with over 10 brands, and all exhibitors created new contacts with attendees, with over half stating that they initiated new business with at least 10-15 individual buyers.**

### Some of the live feedback gathered from the exhibitors on the show floor:

**Be Be Cotton Knitting** “The show has been awesome! We have noticed an increase in buyers on the show floor, and we have been so busy that some attendees have been lining up outside of our booth. Also, with free food and free drinks, what else could we ask for?”

**Iluna-Gayou** “The show is getting better every year! We have been very impressed with the foot traffic.”

**La Lame Inc** (representing Cap Sud, MG2 Creations & M. Grabher GMBH): “We have noticed a high number of quality attendees, and we really enjoy the show format and the fact that there is a lot of open space.”

*“The show was extremely focused in regards to exhibitors and attendees. What I like about the show is that the clients go straight to the point, which makes business easier and more efficient.”*

*- Britannia Textil*

## Participating mills specialized in areas such as:

**FABRIC** *Be Be Cotton Knitting (Taiwan), Best Pacific (China), Billon Design (France), Brugnoli (Italy), Celeb Textiles (China), Golden Horizon (China), Iluna-Gayou (USA), KBTEX (China), La Lame Inc (USA), Les Tissages Perrin (France), Liberty Fabrics (UK), Liebaert (Belgium), MG2 Creation (France), Penn Textile Solutions (Germany), Pongees LTD (UK), Protela + Pro Intimo (Colombia), Ritex 2002 (Spain), Simplex Knitting (UK), Sofileta (France), Tak Hing Shing Textile Co (China), Wanjiالي (China), and Willy Hermann (Austria)*

**EMBROIDERIES** *Bischoff Roja Embroideries (Turkey), Broderies Deschamps (France), Jiun Her (Taiwan), and Kewalram (Indonesia)*

**ACCESSORIES** *Britannia Textil (Brazil), Decota (China), Guangzhou Seal-Beauty Bra Cup (China), Jiaying Huayan Elastic (China), and Texco (Hong Kong)*

**LACE** *Cap Sud J3 (France), Chanty Lace & Corvett Spitzen (Germany), Encajes (Colombia), Fariel (Mexico), Guang Dong Billion Union Textil (China), M. Grabher GMBH (Austria), Macra Lace (USA), Potencier Broderies (France), and Wilson Lace (Hong Kong).*





## Top visiting brands and retailers

**LINGERIE** *Adore Me, Aerie/American Eagle, Anthropologie, Calvin Klein, Carole Hochman, Dana Co, Delta Galil, Doral L (Los Angeles), Fruit of the Loom, Gap (San Francisco), Hanes, Hanky Panky, Komar, L Brands, Lily Pulitzer, Macys, Montelle Intimates (Montreal), Natori, Natori, Negative Underwear, Soma Intimates (Florida), Spanx, Target, True & Co (San Francisco), Victoria's Secret, and Wacoal*

**SWIMWEAR** *In Mocean, Mara Hoffman, Onia, Poema Swimwear (Boca Raton), Solid and Striped, Swimwear Anywhere*

**ATHLEISURE/SPORT** *A&H Sportswear, Brooks Sports (Seattle), Eastern Mountain Sports, Espalier, Fila, Fitmama (Miami), Lululemon, Oiselle (Seattle)*

**Les Tissages Perrin** "The show atmosphere is very welcoming. I like the fact that we can bring coffee and lunch back to our booths to eat with our clients; this provides for a very open and friendly start to do business."

**Liberty Fabrics** "As this was our first time exhibiting, we did not know what to expect. The show has been absolutely fantastic; we have been busy nonstop and are very pleased."

**Macra Lace** "One of the reasons we love Interfilie New York so much is because we see so many people that we don't see anywhere else. We are reaching a market that we previously didn't have access to."

**Protela + Pro Intimo** "This was a very well planned out show that was executed well. We are very happy."

## Some of the live feedback gathered from the buyers on the show floor:

*"Overall a good experience! Met some very good European mills!"*

**- Mind Soul Designs, LLC**

*"I think the Interfilie team did a fantastic job, with the new venue, the mills and the food. Thanks!"*

**- Victoria's Secret Pink**



To break up the day of meetings, there were a multitude of new and returning **interactive seminars and other events** that took place. The conferences, as well as the all-day events, were all well received and created an inspiring, educational atmosphere.

Among the new features this year is the **“Opulent Livingwear” Pop-Up store imagined by New York designer Tina Wilson** that is specialized in sleepwear and loungewear for all attendees to visit throughout the day. The inspiration for her Pop-Up store is the worldwide sensation and multiply awarded British TV series Downton Abbey; this was reflected with the richness of the amazing Art Nouveau costumes of the show with the lifestyle requirements of today.



To celebrate the emblematic bikini's 70<sup>th</sup> anniversary was an exposition dedicated to iconic looks throughout the decades, displayed on mannequins for all attendees to view the pieces in detail. **The BIKINI exposition**, sponsored by Coco Reef – a Swimwear Anywhere brand – and Mondo Mannequins, was curated by Ghislaine Rayer, world-famous swimwear collector and co-writer of the book “Bikini, The Legend” (Michel Lafon Editions). The exhibition's opening night commenced on Wednesday, September 21<sup>st</sup> with a cocktail networking event and continued through the duration of Interfilière New York.



**The Creative Trend Lab**, in partnership with Concepts Paris® had a display that was focused on materials and colors inspired by the trends of the upcoming season. There were also live trend presentations by Jos Berry of Concepts Paris®, including a “what not to miss” global trend over with six trends selected for New York's love for immediate action, as well as a **Summer 2018 trend preview with the colors and themes of next January's Interfilière Paris**.

PROTELA's technical Vice President, Sergio Isaza, presented a seminar about opportunities that Colombia has to offer in terms of global sourcing.

The day concluded with a cocktail reception to toast an efficient and successful show.



The Eurovet Americas team would like to express their thanks to all exhibitors and attendees of Interfilière New York, and we look forward to meeting with you for the 2017 edition! The next global Interfilière event will take place in Shanghai on October 12-13, followed by Interfilière Paris January 21-23, 2017. The next CURVEXPO edition will take place in 2017; the shows will commence in Las Vegas for CURVENV Hosted by PROJECT WOMENS February 21-23, followed by Mode Lingerie & Swim CURVENY NEW YORK February 27-March 1.



More about Eurovet: <http://www.eurovet.fr/en/our-shows-worldwide/> / For more information on Interfilière New York, visit [www.interfiliere.com](http://www.interfiliere.com)

For more information on the LYCRA® fiber brand, visit [www.connect.LYCRA.com](http://www.connect.LYCRA.com) and [www.LYCRA.com](http://www.LYCRA.com)

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