

## Texworld Draws a Crowd

by Alison A. Nieder, Executive Editor

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NEW YORK—Designers and piece-goods buyers braved a winter rainstorm to turn out on Jan. 18 for the start of **Texworld USA**'s three-day run in New York in a new location at the **Jacob K. Javits Convention Center**.

The bright new space—a tent at the north side of the center—is a temporary move while the convention center remodels its other halls. The move meant attendees and exhibitors had a bit of a hike to get from the show floor to the seminar rooms, but the open space and a pop-music soundtrack gave the show a contemporary feeling.

Produced by trade show giant **Messe Frankfurt**, Texworld USA was launched in 2006. This marks Texworld USA's 10th edition in New York and Austrian fiber maker **Lenzing**'s 10th edition as partner, as well. Lenzing—which manufactures **Tencel**, **Modal**, **ProModal** and **Viloft** fibers—once again hosted its Lenzing Innovation Pavilion with a mix of domestic and international resources.

Among the domestic companies showing in the pavilion was Los Angeles-based mill **Design Knit**, which was showing a range of knits, including both light- and heavier-weight styles with plenty of texture.

"We had a lot of requests for sweater knits," said company spokesperson Pat Tabassi. "Everyone wants something with a little texture."

Among the ongoing trends are slub fabrics, sheer styles for layering pieces, fabrics with a bit of shine—"people want it more subtle rather than overt"—and "stripes galore—that never ends," she said. Fabrics made with Tencel, Modal and **Supima** are the most popular, Tabassi said, adding that she's also getting requests for wool blends for fine knits.

Tabassi said Design Knit's customer base is primarily better contemporary labels and much of the work is done with input from the company's key customers. "We do custom development all the time. It's definitely a team effort," she said.

Jefferson, Ga.-based yarn spinner **Buhler Quality Yarns** was also among the exhibitors in the Lenzing Pavilion, where designer and piece-goods buyers were dropping by to ask questions about fibers, yarns and potential sourcing partners.

According to David Sasso, Buhler's vice president of international sales, showing at Texworld "creates more awareness that Buhler has a wealth of information."

Sasso said the company is meeting with representatives of **Jockey** and **Brooks Brothers** while in New York but anticipated working with smaller designers and manufacturers at the show.

"The big guys come through, but they're very specific about who they see," he said.

Among the new companies showing at Texworld was **A-Plus Fabrics Inc.**, a 20-year-old company that imports fabrics from China for the juniors market.

"This is my first show," said A-Plus President Elliot Tishbi. "We have a lot of customers in Los Angeles, and we have a big potential to grow." The company stocks more than 10 million yards in Los Angeles, Tishbi said, including striped, solid, novelty and lace knits.

Another newcomer to Texworld was Monterey Park, Calif.-based **Mako Inc./Ria Design**, which imports novelty trim, appliqués and accessories from China, Vietnam and Indonesia. Company representative Kristiana Tho said she decided to show at Texworld because the company had done well

at **Material World**, the now-defunct textile trade show that hosted events in New York and Miami Beach, Fla.

Taiwan-based fabric and apparel maker **Hans Global LLC/Creative Tech Textile Co. Ltd.** returned to Texworld USA with its collection of eco-friendly and high-tech fabrics. The company recently received **SGS** certification for socially and environmentally friendly manufacturing, according to Yo-Jung “Chuck” Chang, vice president of global operations. Chang recently opened a West Coast office for the company in Monrovia, Calif., where he stocks sample yardage and overstock, as well as small quantities of finished apparel.