

ISPO Winter '06

Sporty men and glamorous women

If you are a man, you'll want to look sporty. If a woman, glamorous. That's the forecast for next winter's ski slopes, based on product shown at ispo Winter '06



PHOTOS: BERNARD OUELLETTE, INDUSTRY CANADA

Isipo Winter '06 set a record with 1,806 exhibitors from 49 countries, compared to 1,600 from 44 countries last year, presenting product innovations and fashion collections in 160,000 square meters at the New Munich Trade Fair Centre, January 29 to February 1, 2006.

More than 60,000 trade visitors, up from 54,433, were counted on the four fair days, approximately 60 percent of them from foreign countries. Increases in the numbers of visitors from Eastern European countries as well as Austria, Italy, France, Switzerland and Spain were particularly significant.

Canadian manufacturers were well represented at the show in two Canadian pavilions – hall A2 for hockey and skating and A6 for activewear – and independently throughout the site.

As part of CAF's WEAR?CANADA! marketing initiative, manufacturers of active sportswear were offered an exceptional promotional package: space in a professionally designed WEAR?CANADA! pavilion; product placement in a German sports fashion publication; presentation of their garments in the daily ispo fashion shows; participation in a group press kit; and advertising in the ispo catalogue and planner.

Canadian apparel exhibitors at the show included: Arc'Teryx Equipment, Arson/Orb, Athletic Knit, Bula, Canada Goose, Coalition/Orage, Harricana par Mariouche, Jerry's Skating World, Karbon, Mondor, Neuform, Quartz-Nature, Tonic Lifestyle Apparel, and Westbeach Sports.

Isipo Winter '07 will take place in Munich February 4-7, 2007.

Contact Eileen Melnick-McCarthy, Wear?Canada! communications director, at emelnick@apparel.ca for information on next year's program.

General trends for winter sports apparel:

- Intelligent fibres
- Clever extras like moveable protectors, which only become rigid in the case of a fall, snow guards, hoods, kidney protectors and hidden zippers.
- Strong colors in traditional combinations,
- Refined chrome, elegant white and soft natural tones
- Fur trims and appliqués

Freestyle:

- Strong color blocks
- Athletic cuts
- Practical additions: tightly closed sleeve band hems, (removable) snow guards, hidden zippers, removable flaps and suspender parts, clever ventilation solutions and hoods
- Stretch fabrics for freedom of movement and slender, elegant cuts.
- Hip pants (such as "break my fall" from Columbia), tapered jackets and tight tops that can be zipped to pants to become practical overalls.

Snowboard:

- High-tech materials in old fashioned styles: herringbone, tweed and pinstripe Brilliant colors, cool black, wide stripes, prints and a bit of gold dust
- Figure-emphasizing silhouettes are still comfortable thanks to elastic fibers



- Retro from '50s to the '70s
- Technology, from sound in helmets to joysticks in gloves, for multimedia freaks
- Mini solar cells for high-tech on the slopes

Glamor:

- Furs dressed up with ornaments, silver embroidery, or Swarovski crystals
- Figure-emphasizing shapes and feminine colors
- Ornaments, embroidery, shiny prints, embossing, metal closures or rivets.
- Elegant pinstripes in stretch materials.

Practical combinations:

- Pants and jacket become overalls.
- Vests and jackets
- Softshells and warm jackets for optimum comfort.

Safety and fun:

- Recco stripes as signal carriers in rescuing avalanche
- Cell phone pockets, a compartment for a camcorder, pouches for MP3 players and iPods.
- Using d30 technology, special molecules are worked into protectors that become rigid in split seconds in the case of crashes or hard bangs

Ispo expands in China

The ispo Group announced that ispo china summer will premier in August 2006 as a supplement to ispo china, providing the international industry with a platform for its summer sports products and collections for the Asia-Pacific region.

The ispo schedule:

ispo Russia 06 February 20 – 23, 2006

ispo china 06 March 13 – 16, 2006

ispo & ispo vision summer 06 July 16 – 18, 2006

ispo china summer 06 August 21 – 24, 2006

ispo Russia summer 06 September 20 – 23, 2006

ispo winter 07: February 4 – 7, 2007

Snow sports soar in China

China will have 10 million skiers within a few years, about one-sixth of the world total. With 200 ski areas and an industry that is still in its infancy, China represents a huge potential for ski and snowboarding companies, according to a report in the latest issue of *Performance Apparel Markets*.

By contrast the United States has 11 million skiers and snowboarders who spent US\$2.25 billion on ski equipment and apparel during the 2004/05 season.

Fashion fuels the market for snow sports apparel and helps to ensure repeat sales. With the existence of different types of snow sports – each appealing to different age groups – the snow sports apparel market is becoming increasingly diverse.

While there has been a general decline in the number of participants in alpine skiing, snowboarding, a young male dominated sport, has increased in popularity. In the U.S., 73 percent of participants are male and 77 percent are under 25. In contrast, alpine skiing has a more even demographic split.

Glow in the dark

As consumers preoccupy themselves with the latest techno gadgets, The Specialty Group, in Australia, has turned its attention to technology by making fabrics glow in the dark.

The product, named "EnerGlo," glows for up to three hours in total darkness after 12 minutes of exposure to natural light. The technology uses photoluminescent crystals dispersed within several layers of waterproof, breathable coatings, applied to a variety of face fabrics.

One company embracing this new invention is Westbeach Sports in Vancouver. The snowboard apparel company has worked closely with the Specialty Group to develop the Phenom Jacket, which will be delivered to retailers this fall.

The company has exclusive rights to EnerGlo technology for the Winter 06/07 snow sports season.

Info: www.energlo.ca

