



PRESENTING  
THE SPRING/  
SUMMER 2010  
& AUTUMN/  
WINTER 2010-11  
COLLECTIONS

## WHY SPINEXPO NEW YORK ?

SPINEXPO New York was conceived in response to a growing demand from North American, Central and South American designers and manufacturers to stage an event in the Americas with an international offering of yarns and fibers. Just as Shanghai is the obvious platform for the Asia/Pacific region, New York is the obvious choice for the American continent.

## WHAT IS SPINEXPO SHANGHAI ?

SPINEXPO Shanghai is the only trade fair dedicated to the fiber, spinning, flat bed and circular knitting sectors, with a diverse offering from international exhibitors, selected for their creativity and the quality of their products, targeting the buyers in the Asia/Pacific zone.

The show features a platform for seminars conducted by leaders in fibers and manufacturers of computerized flat bed knitting machines, a trend forum presenting the latest directions for products in the fields of spinning and flat bed knitting, and an exclusive program of runway shows dedicated to the flat bed knitting sector.

The first session numbered 100 exhibitors and occupied 1,483 square yards. The twelfth session grew to 205 exhibitors and occupied 5,190 square yards. Today SPINEXPO has the most complete and important offer in its sector.

SpinExpo



20-21-22  
JULY 2009

# NEW YORK METROPOLITAN PAVILION & ALTMAN BUILDING

1<sup>st</sup>  
SESSION



## SPINEXPO NEW YORK IS THE PLACE TO FIND:

AN INTERNATIONAL OFFERING OF SPINNERS AND FIBRE PROMOTERS THAT STRENGTHENS THE OFFERING ALREADY AVAILABLE ON AMERICAN MARKETS

- A showcase for launching targeted projects: Stoll Fashion & Technology Centre – New York, the relaunching of the Woolmark® brand, its range of colours and new products by Australian Wool Innovation.
- A variety of catwalks where you will discover the new silhouettes and knitting techniques for the Autumn/Winter 2010-2011 season.
- Special presentations of the knitting and weaving trends for the Spring/Summer 2010 and Autumn/Winter 2010-2011 seasons along with accessories created with the yarns from the participating exhibitors.
- A targeted programme of seminars to take place during the first two days of the trade fair.

The international offer at SPINEXPO New York is based on the quality, creativity and innovation of the companies' products and their capacity to provide prompt, on-time deliveries.

Metropolitan Pavilion & Altman Building  
125/135 West 18th Street - New York, NY 10011

VISIT OUR WEBSITE:  
[WWW.SPINEXPO.COM](http://WWW.SPINEXPO.COM)



# THE QUALITY OF THE END DEPENDS ON THE QUALITY OF THE

EXAMPLES FROM SOME OF THE EXHIBITING COMPANIES:

## SATO SENI - JAPAN:

Exceptional spinning, impeccable quality and genuine creativity in the flat-knit sector.

Founded in 1932, this manufacturer is celebrating its 77<sup>th</sup> anniversary. Chonosuke Sato, the founder, set up his company in Sagae in Yamagata Prefecture, an important area for the Japanese spinning industry, in Northeast Japan. Initially, the company had sheep and spun their own combed wool. The company later became involved in the knitting sector and then in garment manufacturing.

More recently, Sato Seni has showcased their knitwear collections in New York, Los Angeles, Copenhagen and Paris, and has earned a solid reputation as a creative leader in the flat-knit sector.

SATO SENI's major asset is the selection and care given to the quality and origin of the raw materials used: South African mo-

hair, Peruvian alpaca, Mongolian cashmere, Chinese silk and Indian cotton. This selection plus the know-how and maintenance of sophisticated equipment (improved in-house over the years) aims at obtaining extremely soft yarn developed in a variety of appearances by using numerous techniques and in close cooperation with a tie-dye company partner.

SATO SENI counts some renowned personalities among its indirect customers.

The President of SATO SENI is proud of having made headlines in a Brazilian report on Safelight TV News in which we see Mrs. Obama wearing a mohair wool jumper made in mohair fibres selected at SATO SENI by Nina Ricci for her Parisian Autumn/Winter 2008 collection.



Sato Seni

G. Cavagna



## "YARN IN MOTION":

Südwolle's total commitment to ecological accountability brings a new perspective to active sportswear and work wear

By adding environmental sustainability to optimum performance functionality and comfort, **Yarn in Motion** from **Südwolle** adds an essential ethical dimension to the worlds of work, sport and personal fitness.

The finest Merino wool, sourced in part from Südwolle's own farm in Victoria, Australia is used to produce a yarn spun specifically for next-to-skin garments, and leading edge animal welfare best practice on farm is a priority. Careful use of advanced technology enhances the natural characteristics of wool.

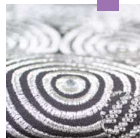
**Yarn in Motion** offers traditional spinning and compact spinning particularly for hosiery, and active sportswear with unique properties that ensure circular knitted garments offer optimum insulation from heat or cold and a moisture shield allows absorption of up to one third of its volume in water without feeling wet. **Yarn in Motion** is naturally flame-retardant, machine washable and 'easy care', resistant to wrinkling, stains and odours, and offers outstanding elasticity. It is light and pleasant to wear, long-lasting while recyclable and renewable.

# END PRODUCTS FROM RAW MATERIALS...



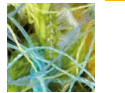
In keeping with the Sudwolle Group's total commitment to environmental ethics, **Yarn in Motion** is ISO 9001:2000 and Oeko-Tex Standard 100 (Class 1) accredited, and will shortly be compliant with ISO14001 and Oeko-Tex Standard 100 plus.

**Yarn in Motion** is a 'fit for purpose' product with accreditation to the very exacting codes of practice as set down by the



European Union and other competent environmental agencies and authorities world wide - ISO 9001: 2000 and Oeko-Tex Standard 100 (Class 1).

The product will shortly be compliant with ISO14001 and Oeko-Tex Standard 100 plus, giving **Yarn in Motion** customers unprecedented quality assurance in addition to the Südwole Group's total commitment to environmental ethics.



## NATURAL FANTASY - ITALY:

A passion for creation using only the highest-quality materials.

The quality of the end products depends on the quality of the raw materials, the textile fibres. We have all had experience with cheap cashmere jumpers that disintegrate on the first wash! Made with semi-worsted yarn and usually knitted on handlooms - the only way to knit yarn that systematically breaks on industrial machinery - they deceive buyers and are an affront to user satisfaction. Karine-I do not understand this sentence-please clarify.

When you work on a collection made with yarns from NATURAL FANTASY, you only have to touch the products to realise that this Italian spinner brings real passion to its collections. Visiting their website is also truly an experience: you rarely find a company where the choice of raw materials involves pioneering voyages to the remotest regions of the world to find the best selections of cashmere, baby camel wool, silk or linen.

Inner or Outer Mongolia, Tibet, Ladash and Zanskar or Qinghai: these names make us dream, but travelling there implies a lack of amenities and many risks. Only a determination to choose exceptional raw materials justifies these voyages: so we can truly speak of "passion".

In order to achieve the final result, irreproachable quality and optimal creativity, the road is long and includes many fibre cleaning techniques, dehairing, carding and combing. The longer the cleaning process, the lower the quantity of yarn obtained. Thus, it is impossible to obtain a collection of noble yarn inexpensively. This answers the questions of some buyers who do not understand the price differences for the same fibre among different manufacturers.

The richness of the fibres and innovation of the yarns offered by NATURAL FANTASY collections create a new way of understanding fine knitwear where classic style, constantly on the look-out for new inspiration, discovers new stimuli for the creation of garments with unforgettable patterns.



G. Cavagna

## Did you know

that to obtain enough cashmere yarn to knit a sweater the shorn wool of 6 to 7 goats is needed – and between 25 and 30 for a coat ?



Swatch Carruthers Associates  
Autumn/Winter 2010



Yarns from these three companies will be used by the designers Giovanni Cavagna (Italy) and Christina Tontini (England) for the fashion shows that will be held on the upper floor of the Metropolitan Pavilion on 20 - 21 July 2009.

## INNOVATION AT A GLANCE

This season, Australian Wool Innovation is proud to relaunch Woolmark and introduce its new brands.



**MERINOCOOL™.** The fabrics begin with the selection of the finest merino fibres, combined with state-of-the-art spinning technology to create fine yarns that are woven into a soft, lightweight fabric weighing less than 165 gsm, ideal for creating stylish, soft-tailored suits and separates, as well as smart casual apparel for comfortable everyday wear on all occasions and for every season.

**Mercerised Merino™.** Australian merino wool is regarded by many as one of the finest and softest fibres in the

world. The mercerisation process adds enhanced softness, value and fluidity to the natural performance of Australian merino, and gives the feel of using a fibre that is on average two microns finer. The features include improved handling, increased brightness, richer and deeper shades of colour and machine-washable or Total Easy Care compatibility.

SPINEXPO will present the Woolmark colour range during a show created by Christina Tonti that will take place during the first two days of the trade fair.

## EXAMPLE OF MERCERISED MERINO™: **FILATURA ERREDI - ITALY**

Filatura ERREDI Quality & Research Department has been involved for several years in the development of innovative and technically advanced yarns. One of the most important recent successes is the production of "machine washable" yarns using mercerized merino wool.

Mercerizing treatment on merino wool permits the production of "machine washable" yarns with luxurious handle and appearance whilst still offering enhanced fluidity, drape and comfort, thanks to an innovative process, specifically developed for this purpose.

ted "Compact" spinning system, a new yarn structure with high resistance and very low hairiness, with a clear improvement of final product's appearance.

Since its' foundation 36 years ago ERREDI has produced worsted spun yarns in both raw white and dyed for knitwear, jersey, underwear, hosiery and weaving. Filatura ERREDI policy has been one of constant development and service to customers, to whom we give the guarantee of Quality "Made in Biella"

ERREDI have always invested in new technologies: a choice rewarded and confirmed by high quality and competitive products.

New machinery, production systems and quality levels are added daily to the final product.

Every season ERREDI supports this range with a stock service of more than 80 colours in 16 different articles.

New products produced by Erredi are:  
- "EXTREMO," a 100% mercerized extrafine merino in counts Nm 2/30, 2/33, 2/37, 1/37, 2/48 and 2/60  
- "EXCEL." A 100% mercerized fine merino in count Nm 2/28.

In the finer counts, Filatura Erredi offers yarns produced by the most upda-



**FOR THE UPDATED  
LIST OF EXHIBITORS  
WWW.SPINEXPO.COM**

**Metropolitan Pavilion & Altman Building**  
125/135 West 18th Street - New York, NY 10011



### OPERATIONAL SECRETARIAT

#### Europe & others countries:

Karine Van Tassel  
Tel: (33) 1 39 76 96 70  
Fax: (33) 1 39 76 90 98  
e.mail : kvt@spinexpo.com

#### Organiser

Well Link Consultants Ltd  
Hong Kong

### PROMOTION OFFICES

#### Canada:

Mary Yiu  
Mobile: 1 647 889 9258  
e.mail: myiu@spinexpo.com

#### China

#### Hong Kong / Taiwan:

Mary Yiu  
Mobile: (852) 6033 0482  
e.mail: myiu@spinexpo.com

#### Central & South America:

Isabela Keiko  
Tel: 55 + (11) 9569 9911  
e.mail: i.keiko@spinexpo.com

#### Japan:

Nobuko Hayashi  
Tel: (81) 568 32 3383  
e.mail: n.hayashi@spinexpo.com

#### USA:

Cynthia Black  
Tel: ++1 646 808 5980  
e.mail:  
spinexpo-newyork@earthlink.net

#### SPINEXPO New York

P.O.Box: 564 Radio City Station  
New York - NY 10101-0564 USA

