

SYB



SWIMWEAR TEXTILE TREND FORECAST

Spring/Summer 2020

THAT'S LIFE!

ECOLAST™ SWIMWEAR BY ZOGGS MADE FROM OCEAN WASTE

SUSTAINABILITY AND VERSATILITY DEFINE TEXTILE DEVELOPMENTS AND DELIVER FOR ACTIVE LIVING SWIMWEAR

The swimwear market is reacting to demands from consumers as brands need to source more sustainable solutions and place a stronger emphasis on versatility in the end garment. Multi-functional swimwear is appealing to the time-strapped consumer, interested in paying a premium price knowing that they will get their money's worth from a versatile product. Active living is what needs to be catered too, across generations, from the millennials to Gen Xers, as multi-functional garment design appeals. The request for gym-to-swim and beach-to-street applications is evident, influencing textile trends for the Spring/Summer 2020 season.

Sustainability continues too, as swimwear textile manufacturers embrace cleaner technology in creating more responsible collections. Water saving dope dyed yarns eliminate the need for fabric dyeing, with performance finishes and compact constructions delivering a more efficient delivery for quick dry, hydrophobic and UV protection, essential to this sector. This new approach to efficiency emerging in the swimwear market transcends through to garment production, as clean cut knits eliminate the need for stitching.

In a market where synthetic fibres dominate, there is a push towards recycled polyester and nylon, sourced from post-industrial and post-consumer waste with increased interest in recycled polyester

produced from plastic recovered from the ocean. Natural fibres feature, in particular for coordinated beachwear as cotton and lyocell deliver a super soft hand. Watch out for linen blends, as this old favourite staple fibre is revitalised through innovative spinning technology in creating knits for beachwear apparel.

Touch is key as super lightweight circular knits deliver a sensational feel, with consumer insight focusing on the importance of comfort in swimwear, even in high compression knits that deliver a more comfortable approach to shaping in this market. With consumers in mind, brands should acknowledge that to ensure their loyalty a higher level of transparency is required combined with delivering versatile products that will fit into today's fast-paced living as active lifestyle becomes par for the course.

Discover the exclusively developed key directions for swimwear textiles for Spring/Summer 2020, highlighting the key requirements. ALTO highlights the growing interest in wellbeing and sports, as millennials continue their quest for a happy life. Through LUMINANCE, the synthetic fabrics shine and glisten enhanced by intense tones, ensuring that pool-side glamour still reigns. CHARM features a sensational natural touch and a look to innovative prints and structures, incorporating the latest developments on the fibre front, while STREET SURF highlights the versatility that the swimwear market can bring with reversible and dual function swimwear and surfwear that looks as good on the street as it does on the beach.

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ALTO

High density construction in the finest of gauge knits feature for longevity in the pool as fitness swimming and aqua fitness reach new levels of performance, all part of the growing wellbeing mood. Lighter and lighter in weight, micro compact surfaces provide anti-drag performance for enhanced speed through hydrophobic finishes and quick dry function.

Look to clean cutting and bonded seams, enhancing the growing technicity that features, balanced by a primary toned colour palette. Lustre varies from matte to glossy, inspired by the reflectivity of water. Performance is important, especially from the activewear sector as gym-apparel transcends to aqua activities.

This increased push in sports swimwear continues, as brands pull the concept of gym-to swim-pieces that fit with the workouts on terra firma to the aqua sessions without changing. A higher level of creativity features through transfer prints and laser punch out mesh effects. Look to lacquered surfaces, super chlorine resistant spandex and recycled synthetics teamed with polypropylene in creating the ultimate in lightweight performance.

FABRICS

- High power compression knits in circular and warp knits
- Bonded seams for a flawless drag reduction
- Compact surface - polished and flawless in appearance

- Super chlorine resistant spandex/elastane essential for longevity and anti-degradation
- Chlorine resistant embroidery and stitching thread
- Circular knits with quick dry polyester with UV protection
- Super chlorine resistant spandex/elastane essential for longevity and anti-degradation
- Polypropylene - the lightest weight yarn possible
- Glossy perfect surfaces for enhanced glide in the pool

TARGET MARKETS

- Gym-to-swim applications —added value to the consumer - sports bras and pants cross over to active swimwear bikinis
- Competitive and fitness lane swimming
- Aqua aerobics, aqua gym, aqua spinning
- Shaping sports swimwear — high powered shaping, core stability
- Swim sports cover-ups cross over into active living



LUMINANCE

A superbly synthetic appearance features, as surfaces shine in a deliberately synthetic manner, subtly counter balanced with the natural inspiration that defines the colour palette. Brilliant tri-lobal nylon yarns in high powered knits feature in circular and warp knits. Sumptuously glossy, the surface appearance ranges from semi-matte to super gleaming and bright, but it is the natural nuance that really makes this trend special.

The importance of shaping is seen in this direction, being delivered in the outer shell or through soft high compression lining in guaranteeing a smoothing silhouette and the priceless confidence the wearer obtains. Look to long sleeved rash guard-inspired swimsuits and tops in this group, adding a new shaping dimension and cover up for problematic upper arms. Core stability pulls from the shape wear market, with quick dry function and enhanced touch for added comfort.

This is high level glamour delivered in a sophisticated way, perfect for pool-side swimwear with trims pulling from precious metals. This trend also leads the way for silky touch beachwear, as glamorous coordinated apparel works for the beach as well as crossing over for evening soirees.

FABRICS

- Polished structures with high power embrace the body, pulling technology from the intimate apparel shapewear sector
- Fabrics that can withstand clean cut and laser cutting for decorative appeal and striking contrasts when bonded onto contrasting solid base colours

- High level opalescence and natural-inspired patinas from yarn content or through lamination
- Contrasting coloured cross dye yarns create in brilliant yarn applications for a crystallised finish
- Two-tone structures that create unusual tones in the light - enhance further through high levels of brilliance in compact and jacquard constructions
- Precious metal looks with a very soft hand - no scratchy metallics

TARGET MARKETS

- High powered shaping swimwear that delivers body confidence to the wearer
- Bandeau top swimwear - perfect for the pool or for evening
- High waist bikini bottoms for perfect shaping
- Coordinated beach collections that cross over into active living - pieces that work perfectly on the beach through to shopping in the supermarket delivering added value to consumers



CHARM

The consumer's intrigue into the past continues to influence as an understated direction emerges with an air of Art Deco. This is a truly serene and neutral direction in terms of the initial appearance, but looks can be deceiving as the touch of these fabrics are sensational. Matte in appearance, through innovative yarns the touch is milky to silky or liquid-touch in creating an intense tactile sensation.

Tone-on-tone surface relief features through yarn dyed effects and prints, as market graphics come to life on charming bases. There is an elegance to this group, complimented by retro-styled natural based terry towelling and lining/viscose blends in stubby single jersey for beach attire.

The appeal of this trend is large, embracing not just the swimwear market but also crossing through into active living, the next level of athleisure. This is easy wear, as reversible swimsuits and bandeau bikinis team with bottoms on the beach or shorts on the street. Versatility is key, as consumers gain a more efficient wearability from their garments, but most important of all it is the touch that will take this trend large.

FABRICS

- Recycled polyester high denier circular knits - double face in swimsuits for reversible options
- Malleable double knits with a marshmallow feel - print on one side for reversible garments
- Sensually soft touch - matte in appearance
- High compression cotton-like warp knits

- Sublimation and digital prints - work darker tones for the graphics on neutral toned basis
- Art Deco geometric inspired prints
- Cotton-like synthetics mimic on a performance level
- Micro terry towelling for a retro feel for active living apparel that works on the beach or on the street
- Dry touch diaphanous linen knits with subtle slub for coordinating apparel
- Contrasting yarn jacquard knits

TARGET MARKETS

Wide appeal for active living swimwear - perfect for weekend capsule collections - one piece reversible swimsuits that work as a camisole look with jeans



STREET SURF

The surfing spirit continues to play an inspirational role for the season, delivering functional surf swimwear combined with a strong push towards streetwear. The urban influence inspires a strong direction for indigo denim tones in circular knits and wovens, the ubiquitous appeal of denim, reworked, but still evident as the staple fabric.

The environmental aspect of the ocean also plays a key role, as recycled synthetics, both polyester and nylon, feature. From the beach to the surf, swimwear fabrics takes on a natural touch combined with added function in the form of UV protection. This direction has a laid back mood, evident in the natural and semi-dull aspects that come through. Prints and solids aren't brazen instead an aged, sun dried aspect features. There is room for a bit of disco fever, as metallic prints and interrupted graphics create a grungy look.

A renewed technicity features, inspired by the neoprene of wetsuits as spacer fabrics and double knits continue to feature, there is a clash of attitudes as traditional cotton interlock is reworked with lightweight performance yarns. From a design point of view rash vests and tankinis look just as good on the beach as they do in the street, adding value to the consumer. This mood is hugely eco-conscious, befitting to the surroundings it will be worn in, with the recycled synthetics as well as interesting blends coming through in modal, lyocell and cotton blends. This is particularly important for the menswear board short market - surf appeal from beach to street.

FABRICS

- Natural touch recycled synthetic circular knits
- Soft rib knits - cotton touch polyester with spandex/elastane

- Drop stitch jacquards for an irregular surface effect
- UV protection is important in this sector - geared towards the beach or street
- Natural-touch micro woven fabrics - add hydrophobic finishes for quick dry applications in board sports
- Modal is key super soft, aged finish knits for coordinating apparel
- Eco-friendly yarns, finishes, dyeing techniques are crucial
- Interlock
- Delustered and disturbed surfaces tarnish clean sheen surfaces

TARGET MARKETS

- Classic surfwear
- Surf inspired beach to street surfer
- Rash guards - for on the board or stand up paddling or teamed with jeans on the street
- Beach life collections — sporty styling for men and women
- Men's sports styled swimwear - especially lightweight board shorts