

TEXTILE TREND FORECAST SUMMER 2018

SHIFTS IN SWIMWEAR

AS WITH OTHER SECTORS OF THE TEXTILE INDUSTRY, SWIMWEAR IS SHIFTING, INCORPORATING NEW TECHNOLOGIES AND ADDRESSING SUSTAINABILITY IN PUSHING A NEW LIFESTYLE TREND.

We all love the concept of wellbeing, a word that has become an integral part of our frenzied hyper connected 24/7 lifestyles, as the pursuit of sporting activities through to well-deserved downtime and dipping into R&R is eagerly sought after. With the rise of athleisure in the fashion world, swimwear is coming through as being part of this elixir, as happiness, comfort and health drive the Summer 2018 offering.

The increase in aqua fitness is a case in point. As with its gym-going 'terra firma' counterparts, yoga, spinning and aerobics have now taken to the water. The immersion in the pool leads to the integral ingredient in swimwear, spandex/elastane to take on a heightened super chlorine resistant level in eliminating grin through and enhancing the longevity of swimwear. It isn't just the swimwear fitness sector that is embracing this trend, fashion swimwear is also defining super chlorine resistant spandex/elastane as a key ingredient.

As swimwear embraces a lifestyle change, the health aspects from the sportswear sector to the ocean ensure a similar wellbeing aspect. From supping (stand-up paddle boarding) to paddle board yoga and surfing, fabrics are adapting in protecting the wearer, from core stability to UV protection and the ever increasing interest in cool touch fabrics.

While active swim increases, it is key to note that garment technology which has proven a hit in the activewear market is transferring through to swimwear, especially on the core stability and sports bra front. Incorporating and implementing existing know-how into a new market. In addition, the opportunity of clever design teamed with enhanced functional fabrics can lead to a crossover of pieces being worn in the gym as well as being applied to the pool, adding value to the consumer.

This crossover of lifestyle pieces is also seen in the surf-inspired trend, where pieces, especially rash guards and tank tops look as good on the street as they do on the surf board. The same ethos can be applied to more fashionable beachwear as coordinating separates look perfect with the swimwear but just as good for smart/casual fashion applications.

The activewear market continues to influence, sharing existing technologies including UV protection and clean cut technologies with a bonded finish. Water repellent finishes are starting to feature in swimwear, once the staple of the outer shell activewear sector, but now becoming an added function to the quick dry of swimwear and enhanced comfort.

But just taking time out to read a best-seller on the beach can enhance our wellbeing through to the happy and energising aspects that this season's vibrant tones deliver in giving us a feeling of fun. Getting to that level without the help of shaping, can be somewhat daunting for many. Technologies pulled from the intimate apparel shapewear sector continue to influence swimwear. The consumer knows the benefits from their intimate apparel, and by transferring this knowledge brands offer an added sense of confidence to consumer when daring to bare their bodies on the beach. As with the traditional shapewear sector there is more emphasis on swim shaping and contouring as softer touch compression fabrics with higher levels of comfort come through.

Customisation is a key attribute in a competitive world and while prints can deliver a solution, the advances in knitting technologies is allowing for brands to create unique swimwear garments through the malleability of the fabrics. Circular knit, inspired by the hosiery sector offer a featherweight option for drape and ruching as does clean cut, anti-curl warp knits for laser cutting and layering in creating something unique.

Lace manufacturers looking to grow their market share are switching their technical and intricate collection to high performance yarns in delivering swim ready, chlorine resistant fabrics for the market. Again this expansion and sharing of knowledge is set to prove a hit to swimwear brands, which once upon a time had access to only nylon/spandex knits.

With sustainability the goal of the textile sector, for the swimwear market it is becoming an integral aspect. With nylon being an essential ingredient in the swimwear sector, there is a growing interest in recycled nylon and also polyester in generating a strong eco story. Printing is also taking a look at reducing its water and energy consumption as are dope dyed yarns. On the cellulosic front for beachwear, a more conscientious attempt is being made. Every little counts, and through the pursuit of more sustainable solutions a feel good factor features.

Swimwear for Summer 2018 is liberating, it is fun, it is protective and it is of course packed full of wellbeing in allowing the consumer to recharge with confidence. Defining the season: it is all about guilt-free indulgence. Enjoy!

The Swimwear Yearbook highlights four exclusive key swimwear trends for Summer 2018, incorporating the array of functionality available in fibres and fabrics combined with the desire of the consumer in creating collections that will fuel the swimwear market.

ESSENTIAL INGREDIENTS & TECHNIQUES IN SWIMWEAR FABRICS FOR SUMMER 2018

- Super chlorine resistant spandex/elastane
- Dyeable chlorine resistance spandex/elastane for enhanced tones
- Essential functions: quick dry & UV protection
- Water repellent finishes for new generation quick dry
- Cool touch fabrics from yarn or finishes for a comfort feel in the sun
- Compression shaping - for core stability through to giving the consumer added confidence on the beach - soft touch but contouring
- Customisation through prints and also the ability to work with laser cutting
- Both warp and circular knits are becoming increasingly lighter inspired by the hosiery sector
- Sustainable solutions - reduced water, reduced energy, recycled fibres.



THE MOOD

Competitive and fitness swimwear continue on the route of lightweight qualities that enhance the performance. Super chlorine resistant spandex/elastane is essential in this sector, due to the amount of time spent in a chlorinated pool, but what is new in direction is the stronger sense of fashion styling as sport-inspired swimsuits and two pieces look just as good working in the water to lying in the sun.

Fabrics are light and compact yet still embrace the body and deliver a core stability. There is a renewed buoyancy in this sector, combined with a more daring approach to detail. The super compact construction of fabrics in both warp knits and wovens enhance the performance of the wearer, reducing drag and accelerating. To take it up a notch, water repellent finishes are also being applied in heightening the performance of gliding through the water combined with a quick dry aspect.

Black continues as a bestseller, but look to updating the effect through innovative print effects for added detail combined with sporty soft micro mesh for inserts. Play with varying lustre in matte/bright combinations and consider high compression fabrics and soft mesh liners for delivering added core stability. As aqua fitness grows from traditional aqua aerobics through to aqua yoga growing, there is a cross-over effect that brands should take note of in bringing garment technology from traditional sports bras into the swimwear arena.

FABRIC DIRECTION

Super lightweight opaque fabrics with high compression and compact surfaces that reduce drag in the water

Warp knits and wovens feature

Clean cut capability for bonded seams and clean edges

Soft micro mesh for core compression liners or decorative inserts for a sporty look

Water repellent finishes for enhanced glide and quick dry

Super chlorine resistant spandex/elastane essential in this category

Digital and sublimation prints give sports swimwear a new appeal

Clear PU prints for 3D optical textured look

Black still a bestseller but look to vibrant tones for an alternative or at least for trims and detail

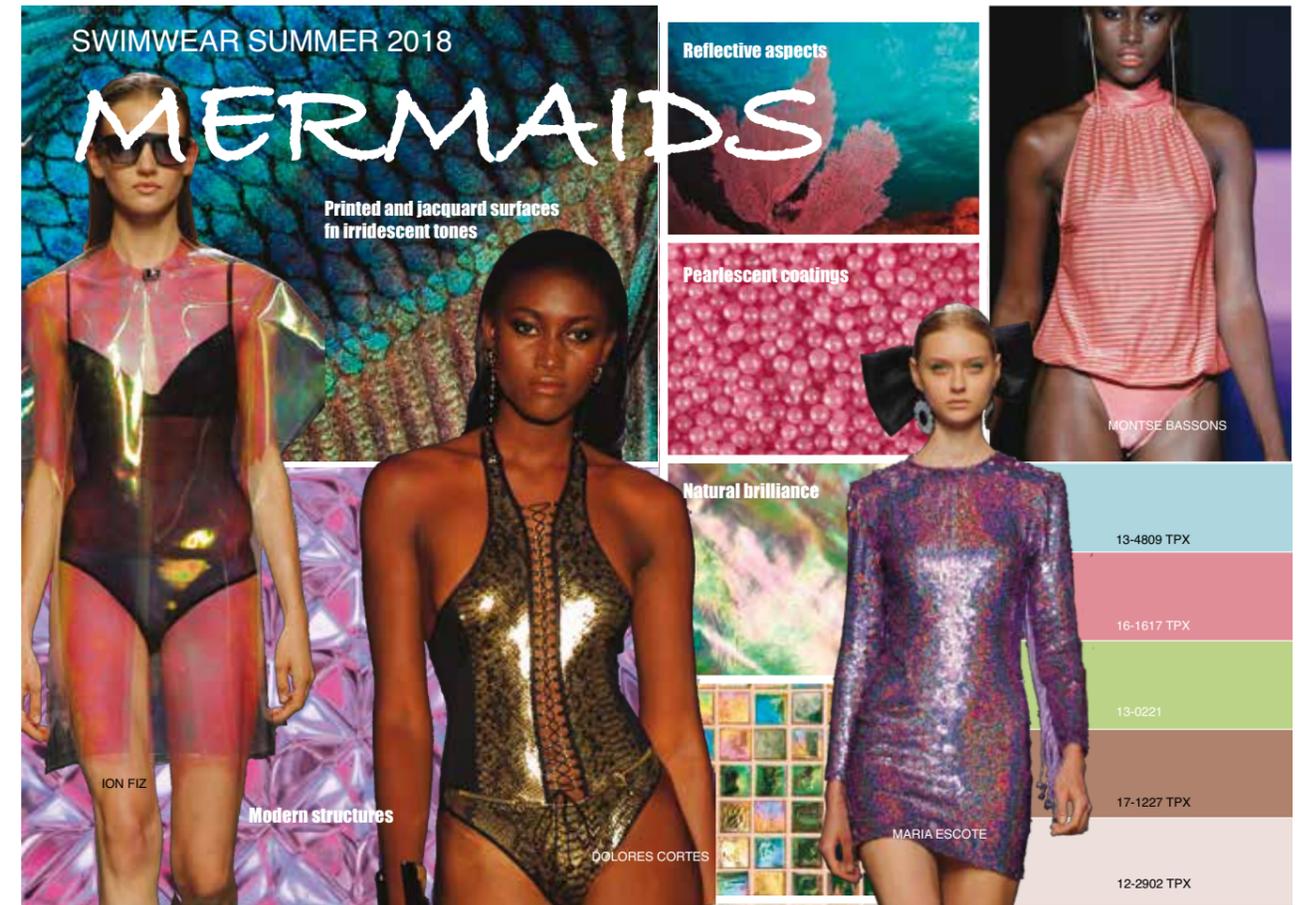
TARGET MARKETS

Competitive and lane swimming

Triathlon

Aqua fitness - from aqua spinning, aqua aerobics to aqua yoga

Sporty styled fashion swimwear



THE MOOD

A renewed iridescence emerges for the season as gleaming fabrics come to the forefront. From tone-on-tone to metallic aspects, these fabrics will catch the light. The effect is achieved from super bright tri-lobal nylon yarns bringing in the lustre through to laminated finishes and metallic prints. Just the addition of PU prints can enhance matte bases in illuminating this sector.

Worked on solid colours or enhancing existing sublimation prints, MERMAIDS delivers a subtle hint of glam with the option of trompe l'oeil effects through prints in giving an optically textured look, inspired from the scales of fish skin. Additionally a changeant effect can be achieved through cross dyed synthetics for a glistening finish.

Very feminine through to mythical, for brands incorporating this trend the design possibilities are endless. Expect to see decorative hardware and trims that take on an oceanic look. The colour palette is subtle and feminine, heightened with varying levels of iridescent lustre and gleaming finishes, definitely set to catch the consumer's eye.

FABRIC DIRECTION

Glistening and changeant surface effects from bright tri-lobal nylon yarns

Optical texture effect through PU printing adding detail and luminosity to base fabrics

From classic shimmer through to futuristic gleam in an almost acetate direction

Jacquards feature for true texture in bright/matte yarn combinations for contrast

Coral-inspired lace structures add detail as do fancy mesh

Lightweight and delicate, this swimwear trend is all about the lustre

High compression power mesh for liners for shaping in fashion swimsuits and tankinis

Trims pull from mother-of-pearl shells and coral structures in metal

TARGET MARKETS

Glam bikinis for the younger end of the market

Shaping swimwear for added confidence to the consumer with a strong sense of sophistication



THE MOOD

Vibrant, bold and sassy, CARNIVAL is all about colour and an ecstatic attitude. It is time to play and party as both matte and bright fabric surfaces marry in creating an eclectic look. Textures collide from jacquard to lace complimenting the traditional compact surfaces of the swimwear market. Sublimation and digital prints come to the forefront in creating a frenzied energetic look in intense tones.

Circular knits go featherweight is offering brands the opportunity of draping, perfect for working over a shaping power liner. Clean cut functions allows for fabrics to be easily manipulated through ruching and plaiting for added 3D effects on the swimsuit or as trims. The abundance of inspiration also inspires for great coordinating beachwear.

This trend is audacious, it is meant to be seen and can be worked from a sophisticated angle to full on fun. Compact warp knits with laser cut ability can be worked over contrasting coloured basics or just left solo for suntanned tattoos.

FABRIC DIRECTION

Featherweight circular knits in matte or semi lustre fluidity for manipulated applications in the final design

Dyeable spandex/elastane to enhance vibrant tones

Compact and matte warp knits

Clean cut ability for customised detail

Jacquards and openwork knits

Laser cutting

Prints are perfect for this direction - from tone-on-tone through to bi and multi coloured

Sequins, beads and appliqué all feature - this isn't smooth, this trend is all about building bases up and creating something new

TARGET MARKETS

Young and fun - make it audacious and daring in bikinis and risqué cut-out one-piece suits

Apply this trend in a more sophisticated way for the more mature market, incorporating shaping but not neglecting the underlying energetic tones

Men's swimwear - it's time to be bold and brave and bring in new colours

Go crazy for beachwear as kaftans and accessories make this trend sing



THE MOOD

As with the intimate and activewear sector, the growth in athleisure as a lifestyle trend is having an impact on swimwear. A crossover of garment end use comes to the foray, as this isn't just about wearing on the beach, the surfwear inspiration crosses over into the casual-wear sector, offering added value to the consumer.

With beaches and hitting the surf inspiring, this strong natural inspiration leads to an enhanced sustainability. Recycled nylon, especially from fishing nets, reduced water usage and energy all add to the appeal. This is swimwear's lifestyle trend, so the added function of UV protection combined with cool touch fabrics feature.

On the trend front there is an aged look featuring, sun bleached prints and tones feature, almost sepia in their style or overexposed to the sunlight. Touch is natural, but it is synthetics that feature for cotton touch appeal, quick dry and comfort fit.

FABRIC DIRECTION

Cool touch fabrics - through finish or yarn use

UV protection

Cotton-like synthetics

Soft and comfortable

Compact or slightly sanded, fabric must have a matte touch

Prints take on an aged look with a retro feel

Shaping liners through to high compression outer shells

Terry towelling

TARGET MARKETS

Rash guards and tank tops cross over from surfing into street

Surf fashion - looking the part but never even consider riding the wave!

Men and women's lifestyle swimwear

Swimwear trends generated by louisasmith.com
 Colour references: Pantone® TPX - Textile Paper Library
 Photo credits: dreamstime.com/image.net