



HANDLOOM EXPORT

Monthly Newsletter
April 2017

Vol. L No.1 Rs. 50

INSIGHT JAPAN SS / 18

THE HANDLOOM EXPORT PROMOTION COUNCIL

Calendar of Events 2017 - 2018

Sl. No.	Name of the Event	Date	Status/Remarks
1	Hong Kong International Home Textiles & Furnishings Fair, Hong Kong	20-23 April 2017	Completed
2	Global Indian Festival, Kuala Lumpur, Malaysia	31 May – 4 June 2017	Circular Issued / Registration Open
3	Textiles India, Gujarat, India	30 June – 2 July 2017	Circular Issued / Registration Open
4	Hometextiles & Apparel Sourcing Expo, New York, USA	17-19 July 2017	Circular Issued / Registration Open
5	India Home Furnishing and India Garment Fair, Osaka, Japan	19-21 July 2017	Circular Issued / Registration Open
6	Intertextile Shanghai Home Textiles, Shanghai, China	23-26 August 2017	Circular Issued / Registration Open
7	India Trend Fair, Tokyo, Japan	6-8 September 2017	Registration Open
8	WHO's NEXT, Paris, France	8-11 September 2017	Registration Open
9	IHGF, Greater Noida, India	13-17 October 2017	Registration Open
10	China Import & Export Fair (CANTON), Guangzhou, China	31 Oct – 4 Nov 2017	Circular Issued / Registration Open
11	International Sourcing Expo, Sydney, Australia	14-16 November 2017	Registration Open
12	Heimtextil, Frankfurt, Germany	9-12 January 2018	Circular Issued / Registration Open
13	Domotex, Hannover, Germany	12-15 January 2018	Registration Open
14	WHO's NEXT, Paris, France	January 2018	Registration Open
15	India Sourcing Fair, Santiago, Chile	March 2018	Registration Open
Trade Delegations			
1	Russia	August 2017	Registration Open
2	USA	September 2017	Registration Open
3	Mexico and Canada	October 2017	Registration Open
4	South Africa	November 2017	Registration Open
5	Sweden and Denmark	February 2018	Registration Open
6	Chile and Argentina	March 2018	Registration Open
7	Austria and Poland	March 2018	Registration Open



HANDLOOM EXPORT

Newsletter of Handloom
Export Promotion Council
April 2017 Vol.L No.1



Chairman : V. Kumar
Vice Chairman : Dr. K.N. Prabhu
Editor : R. Anand, Executive Director

Editorial team : N.C.K. Sreelegha
Jini Varghese
P. Rangasamy
R.P. Rajalingam
Sundar Murugesan

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THE HANDLOOM EXPORT PROMOTION COUNCIL

(under the aegis of Development Commissioner for Handlooms, Ministry of Textiles, Government of India),
No. 34, Cathedral Garden Road, Nungambakkam,
Chennai - 600 034, India.

Tel: +91-44-28278879/28276043

Fax: +91-44-28271761

e-mail: hepc@hepcindia.com

Website: www.hepcindia.com

Ministry of Textiles website: www.ministryoftextiles.gov.in

Regional Office:

THE HANDLOOM EXPORT PROMOTION COUNCIL,

1004, 10th Floor, Padma Tower - 1

No.5, Rajendra Place,

New Delhi - 110 008.

Tel: +91-11-25826965; Fax: +91-11-25826966

e-mail: hepc@hepcindia.com

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Cover page features Textile Forecast SS / 18 on Insight Japan



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Dear Members,

As you all are aware, the whole Indian textile industry is looking forward for the mega event Textiles India 2017 to be held at Gandhinagar, Gujarat during 30th June – 2nd July 2017. The whole textile and allied sectors with the guidance and support of Ministry, including Export Promotion Councils are working hard to make this event a grand success. The curtain raiser of Textiles India 2017 was organised on 18th April 2017 at New Delhi and in the august presence of 400 dignitaries including Ministers, Ambassadors, Govt. Secretaries, business delegates and designers the Hon'ble Minister of Textile, Smt. Smriti Zubin Irani gracefully inaugurated the event. Myself along with Council officials attended the curtain raiser event and it was a grand event with display of regional products along with Fashion show organised by NIFT. HMoT explained how this event will be helpful for the Indian textile segments and also emphasised the advantages of collective participation of 12-13 textile and allied segments at a single venue by displaying all products of the entire textile value chain. An area of 2000sqm has been allotted to Handloom sector which will host Round Table Conferences, Thematic Display, Thematic Fashion Shows and exhibition. Around 2500 international and 15000 domestic buyers are expected to participate in this gala event. A separate website www.textilesindia2017.com has been launched by the Ministry for updates and registrations of exhibitors and buyers. I urge all our members to actively participate and not to miss the golden chance to be a part of this huge world class event.



The GST bill has been passed by the Parliament and India is marching towards a single tax economy. In the context of rolling out of GST regime from July 1, 2017 and its implications on the Drawback along with the concerns of the exporter community, the Drawback Committee had called a meeting of the Council on 25th April 2017. Myself along with the Executive Committee Members from North presented our issues and concerns regarding the GST impact on Drawback. We are hopeful that the Committee will consider our views and support us. Council is planning to hold seminars regarding GST in all major export hubs in near future to educate our members. The date and venue of seminar will be circulated once it is finalised by the Council.

Myself along with the other members from organisations of Textile Sectors had the opportunity to interact with Hon'ble Minister of Textile, Smt. Smriti Zubin Irani on April 27th, 2017 during her visit to Coimbatore. It was conveyed to us by the Hon'ble Minister that 200 Crore package will be announced for Textile sector and regarding GST, Minister assured good news for our sector. We presented a memorandum for augmenting exports on behalf of Exporters. Textile Commissioner gave a presentation on Textiles India 2017.

North East region of India is famous for various extra ordinary handloom products and Ministry of Textiles is extending all help and support to promote the textile products of this region. Council has opened a helpdesk for North Eastern region at WSC, Guwahati and we are taking all efforts to bolster the handloom exports from there. Ministry in association with National Institute of Design organised a two days' workshop on "Empowering by Design" and a Buyer Seller Meet at Guwahati recently and Council participated in this event with about 10 exporters. The workshop empowered the manufacturers with design inputs particularly to export markets.

I am happy to inform you that Council has increased its membership from 1283 in 2015 to 1414 in 2016 and to 1452 in 2017. I appreciate the support of the members in their active participation of Council activities. I request you all to support and provide guidance in Council activities, particularly in the proposed new activities for 2017-18.

With warm regards,

V.Kumar,
Chairman



S/S 18

INSIGHT JAPAN

TEXTILES

*NWL/4 - Interpreted by National Institute of Fashion Technology team
Dr. Shalini Sud, Ms. Anu Sharma, Ms. Jasmine S. Dixit, Ms. Priya Jyoti, Ms. Tanmayee Mishra*

Trend Direction source - WGSN | Visual References - WGSN / Brands through free sources available on the net

INSIGHT JAPAN

Japan is a country which showcases brands with simple natural yet sophisticated look in terms of designs. The apparels highlight lightweight material with loads of textures created through weaving, print, surface or finishes. The home furnishings also features soft color palette with less ornamentation intricacies.

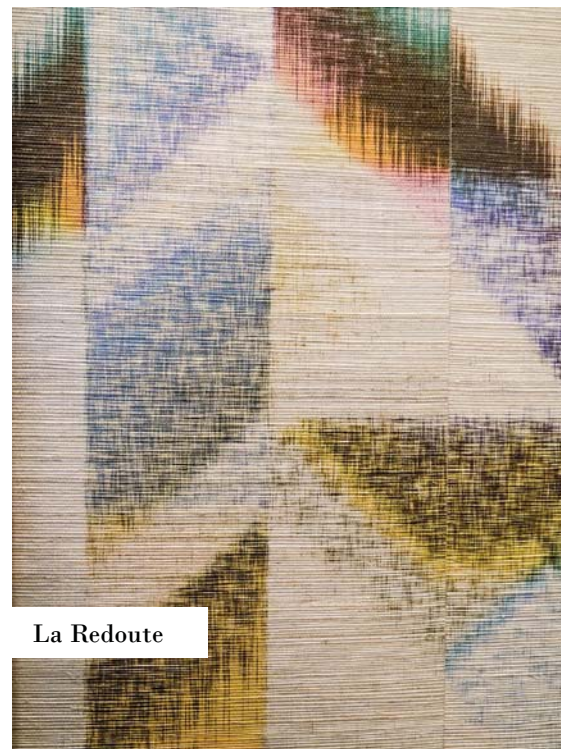
INSPIRATION & DESIGN PATTERNS

Ikat patterns and Dip Dyed patterns are created with a graphical look. Textures developed through block print and surface ornamentation. Geometrical bold patterns with thick and thin stripes. Flat geometric, urban textures and super-normal stripes are the key design features. Taking inspiration from art, urban surroundings and fun geometrics, core items are reinvented as 'new normal' classics. Origami folds and patterns play a key role in Japanese market. Clean and delicate pleating creates intricate silhouettes. Colour blocking combined with psychedelic repeats.

S/S 18 JAPAN INSIGHTS

PRINT & PATTERNS

OMBRÉ TONES / SIMPLE GEOMETRICS / MULTICOLOUR STRIPES / GRAFFITI SPRAY-PAINT / PAINTERLY BRUSH MARKS / DIGITAL PHOTOGRAPHIC PRINTS / DECONSTRUCTED STRIPES / FINE GRID LINES & COMPLEX SPLICED LINES / NAIVE HAND, PAINTERLY PRINTS AND WEAVES / ERASED CHECKS





Jil Sander dramatic

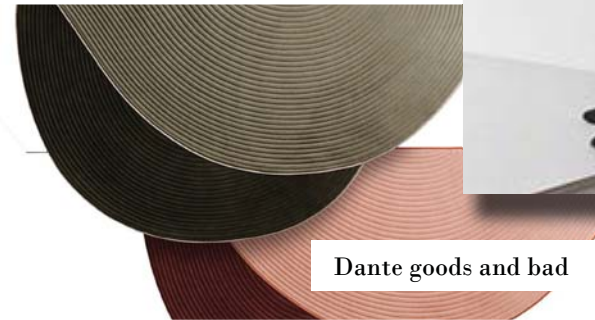


Issey Miyake

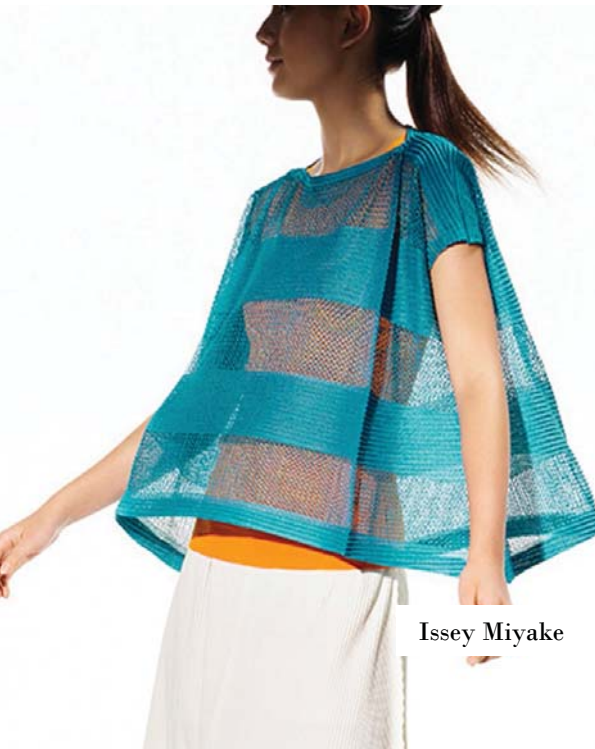


S/S 18 JAPAN INSIGHTS

Sansovino



Dante goods and bad



Issey Miyake



Haat



**COATED PANTONE
PALETTE**



18-1154 TCX



14-0647 TCX



14-4214 TCX



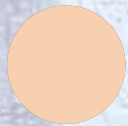
15-4502 TCX



13-4804 TCX



10391 C



7513 C



141311 TCX

COLOR PALETTE

The colour palette is a perfect blend of rich natural tints, muted hues and vibrant highlight. The palette expresses to be industrial, natural and tech surfaced. While tinted neutrals are grounded by warm earthy tones, seafoam delivers a soft accent to bring balance to these rusty and baked tones. It is all about mismatching, mixing and matching colours that range from electric pastels to urban tones of navy and black.

TEXTURED CHALKY PASTEL HUES / STRATA IN GREY AND BROWNS / BRIGHT PRIMARY AND SECONDARY COLORS / INDIGO

YARN | WEAVE | FABRIC

The Japanese market showcases thick as well as sheer fabrics usage. Fabrics having crushed, aged and worn out look along with shiny bright colors simultaneously are preferred for apparel and home.

Natural fibers like Cotton, Hemp and Linen are the key elements of apparel and home products in Japan and the look of the final product is very sophisticated with not much mixture of patterns / designs.

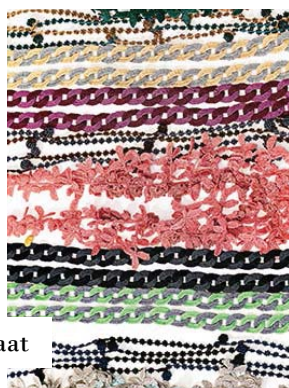
Three dimensional look is favoured and achieved through Large Plaids, Checks, Seersucker, Woven Ribs and small and big geometric repeats in woven fabrics. Knitted and woven fabrics of various weights and densities are recommended. Long cotton fibre Knitted Jersey is suggested for luxurious look. Extra weft patterning, transparent crushed voiles and georgettes create tactility and voluminous transparencies in fabrics.

Loosely constructed weave and knits are seen in home linen and apparels. Plain weave, Chevron, Ribs, Herringbone, Waffle weave and Jacquard are used for kitchen and table linens.

Extra volume is added through fringes, pleating, folding, tucking, gathering as key features of products in apparels. Woven stoles with large repeat plaids and uneven stripes having base of neutral and highlights of accent colors are advised.

Bold patterns in stripes, geometrical shapes and melange yarns are used in area rugs of different shapes and sizes.

Boucle, Chenille, Cotton, Wool, Acrylic, Lyocell are preferred fibers for various products. On bed linen finishes like soft washes are also applied to provide comfort and aesthetic appeal.



Haat



Miyake



Haat



S/S 18 JAPAN INSIGHTS

MUJI



MUJI



Schmidtgard



Haat



Haat



Mae Engelgeer

PRODUCTS

Fabric development is suggested for apparel and home. In home products like area rugs, throws and woven / knitted cushions are showcased in Japanese brands while textured fabrics for menswear, womenswear and accessories like stoles are highly recommended. Both menswear and womenswear show loose and airy silhouette with good room for movement hence lightweight, flexible and good drape fabrics are high in demand.



Missoni Home

GST - TRANSITION

Goods and Service Tax (GST) is just about 50 days away from becoming a reality.

What was conceived as a single levy is coming as a dual levy ie with a component each for Centre and States, with 5 tier rate structures 0%,5%,12%,18% and 28%. Luxury goods will fall in the 28% category and will also suffer compensation cess of about 14%.

The thumb rule for slab proposed is that close to current excise plus maximum State VAT. Majority of the items are expected to fall in 18% revenue neutral rate.

Exports, Supplies to SEZ developers/units will be zero rated. GST paid on goods , services used in export product will be refunded to exporter through refund mechanism.

GST is split into 3 Acts with similar provisions – State GST/Union Territory (ie those with no Government like Andaman and Nicobar etc) GST,Central GST and Integrated GST. The CGST, IGST, UGST and compensation laws have been passed by Parliament and received Presidential assent on 12.4.2017. 8 States have passed the SGST Law- Telengana, Bihar, Rajasthan, Jharkand, Chattisgarh, Uttarkhand, Madhya Pradesh and Haryana.

If other States, Union Territories pass their respective State GST bills then GST roll out will be on targeted date 1.7.2017.

Thus the last transaction on 30.6.2017 will be under existing laws and from first transaction 1.7.2017 it will be under GST.

As provisions stand IGST will be levied on imports under MAIS/ advance license/ DFIS/ EPCG schemes and only basic customs duty will be exempted. Hence the working capital requirement of importers under these schemes will go up.

Under GST the entire scheme of indirect taxation in the country is to undergo drastic change. Every Assessee should revisit his internal practise viz a viz sourcing, pricing , systems availability etc and fine tune the same towards GST.

The entire GST will be system driven and the organisations should train the man power to the system change.

Section 139-142 of the CGST Act/ SGST Act provides for migration from existing laws to GST. Section 139 provides for migration of registration while other provisions deal with carry forward of input credits from present system to GST. It includes provisions for carry forward of duties embedded in inputs, WIP, finished goods lying on 30.6.2017 to the new system on 1.7.2017 even if the assessee has not availed input credit in the present system.

It is learnt that the All Industry Rate of DBK will reimburse only basic customs duty and excise on diesel used. Though the Government is considering transition provisions w.r.t. continuing the current full AIR DBK rate for about 3 months or so under GST regime. Upto 90% of the amount claimed as refund (similar to State VAT refund procedures) will be paid to exporter online within 7 days of filing application and balance within 2 months thereafter.

The exporter will have the option of not charging IGST on exports made under bond/LUT and claiming refund of input credits available or charging IGST and claiming refund of the same.

– CA AR Raghunathan

Hong Kong International Home Textiles and Furnishings Fair, Hong Kong

The 32nd edition of the Hong Kong Houseware Fair (the Houseware Fair) and the 8th edition of the Hong Kong International Home Textiles and Furnishings Fair, two concurrent shows organised by the Hong Kong Trade Development Council (HKTDC) was held at Hong Kong Convention and Exhibition Centre, Hong Kong from 20-23rd April'2017. The event branded as Asia's largest houseware fair and hometextile fair had on display the most exciting range of innovative products and services to date relating to houseware and hometextiles segment.

As per the press release, both fairs together welcomed a total of more than 48,000 buyers from 111 countries and regions, an increase of approximately 2 per cent over last year. More than 29,000 buyers visited the Houseware Fair, while close to 19,000 buyers attended the Home Textiles and Furnishings Fair. Attendance among mature markets such as Australia and Korea, as well as emerging markets including the Chinese mainland, Brazil, Russia, Malaysia and the Philippines saw double-digit percentage growth. This edition of the Home Textiles and Furnishings Fair featured quality textiles from a number of Indian textiles organisations, which received a lot of attention from buyers.

The Hong Kong International Home Textiles and Furnishings Fair offered a wide range of high quality products such as baby & bedroom textiles, bathroom & kitchen textiles, carpet & floor coverings, upholstery & furnishing products as well as curtains & window fashion accessories. It was a specialist trade platform giving exhibitors and buyers of home textiles immediate access to markets in Asia and beyond. For this year, the fair gathered over 280 exhibitors from 5 countries and regions, presenting a wide range of household textile items including furnishings, bedding, curtains, carpets and towels.

An impressive line-up of group pavilions from Chinese mainland and India, including three textile industry associations from India, namely the Handloom Export Promotion Council (HEPC), Export Promotion Council for Handicrafts (EPCH) and Carpet Export Promotion Council (CEPC) participated this year.

Top Brands Converge at Hall of Glamour: "Hall of Glamour", the premium zone of the fair, featured sophisticated and design-driven furnishings and house hold textile products, as well as top-notch designer collections, covering bedding, curtains, carpets and towels. Branded collections include J-Text from Hong Kong, Marushin from Japan and Shiv Shakti Exports from India.

Exhibitors from Hong Kong, Belgium, Chinese Mainland, India, Indonesia, Taiwan and Vietnam had displayed their products in hometextile segment. The Indian Pavilion for Hong Kong International Home textiles and Furnishings Fair-2017 consisted of 27 participants from HEPC (Handloom Export Promotion Council), 31 participants from EPCH (Export Promotion council for Handicrafts) and 9 participants from CEPC (Carpet Export Promotion Council).

HEPC's participation

The Hong Kong International Hometextiles and Furnishings Fair provided buyers with a double sourcing opportunity, thanks to it being staged concurrently with the acclaimed Hong Kong Houseware Fair – Asia's top most event of its kind. Considering the importance of this event, the participation in this event was organized by the Council under Market Access Initiative (MAI) scheme of Ministry of Commerce & Industry, Govt. of India. This is the second largest fair participation abroad by the Council in terms of the area booked and number of participants, next only to Heimtextil.

Council mobilized participation of 27 member exporters from different regions across the country by taking a space of 264 sq.mtrs, (Including Council's Central promotional stall) . The members showcased the entire range of Hometextiles of exotic styles and craftsmanship. The display items had the entire gamut of hometextile items viz. Table Linen, Bed Linen, Bath Linen, Kitchen Linen, Carpets & Floor coverings, Upholstery and Furnishing products, Window fashion & Accessories meant for both functional and decorative purposes.

Council had put up a central promotion booth, wherein promotional materials like brochure of Textiles India fair, India Handloom Brand, fair catalogue were placed and posters featuring India Handloom Brand & Textiles India fair were displayed.

India Branding

For Hong Kong International Home Textiles & Furnishings fair, Council had given a uniform branding for India Pavilion i.e. "India" and this branding was adopted for all its participants in the signage of their stalls.



Meeting with fair authority

On April 21, 2017 a meeting with Ms. Jojo Lai, Exhibitions Project Manager, Mr. Ringo Li, Manager, Sales, Exhibitions Department & Mr. Kenny Kan, Exhibitions Project Manager, along with representatives of Comnet was held at 11.00 am. During the meeting, Council had requested to keep the uniformity (at least 2.5 to 3 mtr.) in the aisle area breadth for Council's exhibitors and fair authority has agreed for uniform aisle arrangements in the next edition. For next year participation, fair authority has requested to make visa arrangements well in advance for participants to avoid last minute visa rejection issues. For buyer mobilization of the event, fair authority has stated that they have utilized the buying mission services from new countries like Australia, Chile and South America. For the Trend concept, they had hired the services of A+A Agency, Italy for color scheme and decoration. The fair authority also requested Council to utilize the online promotion platform, onsite advertisement and publication for wide publicity of our participants for next edition.



Meeting with HKTDC officials

Road show

A Road show was jointly organized by HEPC, EPCH and CEPC on 21st & 22nd April 2017 to mobilize buyers for Textiles India 2017 to be held from 30th June-2nd July 2017, as directed by Ministry of Textiles. About 50 buyers, Indian participants and officials from EPCH and CEPC attended the Road show.



Road Show organized at Council's booth

India Handloom Brand promotion

15 sq.m stall for IHB branding promotion and product display was coordinated by the HEPC. IHB products, banners to educate buyers regarding IHB branding and its benefits were displayed in this stall, along with the promotional materials for IHB. Two hostess were engaged to explain regarding Textiles India and IHB to the visitors and many were eager to know about the branding given for Hand loom. The list of IHB registered holders in Home Furnishings was also distributed among the visitors. Promotion materials for IHB and Printed Brochures regarding HEPC participants' stall details and leaflets were distributed by the hostess. Audio Visual film was run in the stall about Textiles India and Indian Handloom Brand. Few member exporters have shown interest to take IHB registration.

Seminar

A seminar on “Sourcing of high quality hand woven from India” was presented by Shri. R Anand, Executive Director, HEPC at Oasis, Hall 3B on 21st April 2017 at 2.30 pm. The benefits of India Handloom Branding, procedure for getting the branding, testing parameters, IHB products, Products made from IHB etc were presented in detail. Council has also arranged the services of a moderator in co-ordination with fair authority, for conveying the content of seminar in local language.



Business outcome:

As per feedback received from Member participants 417 business visitors visited their booths and business generated worth Rs.25.52 crore which includes spot order Rs.6.75 cr. and enquiry of Rs.18.77 cr. The visitors were mainly from Germany, Finland, Uruguay, Switzerland, Spain, Greece, Poland, Norway, Taiwan, Japan, Indonesia, Chile, Brazil, Argentina, Canada, Philippines, Malaysia, Italy, Netherland, Saudi Arabia, China, Hong Kong, Korea, etc. Out of 27 companies, 25 companies have informed that they would repeat their participation through HEPC for the next edition.



Buyers visit to council's participant's booth

The 33rd edition of the Houseware Fair and the 9th edition of the Home Textile Fair will be held during 20 - 23 April 2018.

Curtain Raiser of Textiles India 2017

The curtain raiser of Textiles India 2017 was organised on 18th April 2017 at Craft Museum, New Delhi and 400 dignitaries including Ministers, Ambassadors, Govt. Secretaries, business delegates and designers were present. The Hon'ble Minister of Textile, Smt. Smriti Zubin Irani gracefully inaugurated the event. Shri V.Kumar, Chairman, HEPC along with Council officials attended the curtain raiser event. It was a grand event with display of regional products along with Fashion show organised by NIFT. HMoT explained how Textiles India 2017 event will be helpful for the Indian textile segments and also emphasised the advantages of collective participation of 12-13 textile and allied segments at a single venue by displaying all products of the entire textile value chain.



Curtain raiser of Textiles India 2017. HMoT in presence of dignitaries from Textiles & allied sectors at Craft Museum, New Delhi on 18-4-17 including Chairman, HEPC

BHIM App Camps

As directed by the Ministry, Council organised BHIM App awareness campaign at the offices of member exporters at Karur, Panipat and Chennai. The employees were explained in detail regarding digital payment mode, BHIM app and were assisted to download the Application.



Design Workshop and Buyer Seller Meet

Ministry in association with National Institute of Design (NID) organised workshop on “Empowering by Design” at Indian Institute of Handloom Technology, Guwahati during 20-21 April 2017. Council took part in the workshop and also participated in the BSM organised alongside the workshop with 10 member exporters. The workshop empowered the manufacturers with design inputs particularly oriented to export markets.



Dots and lines can make garments that suit the wearer

by Ankita Sodhi

Design is a creative endeavour to meet the needs of its executers and end users, says Ankita Sodhi.

A product is developed according to a planned layout that should result in a functional and aesthetically pleasing outcome. When a designer works on a design for a garment, thought has to be given to make the garment appeal to the target client. It is essential for the designer to keep in mind the psychographics and demographics of the wearer.

So when a motif, design or silhouette is visualised as a component of the final garment, the aim must be to give the wearer a well-composed and suitable appearance by experimenting with various elements and principles of design.

The elements of design are the building blocks of any design. Compiled skilfully, they create effective visual communication.

The elements of design discussed are:

- > Dot/Point
- > Various styles of lines

Dot/Point

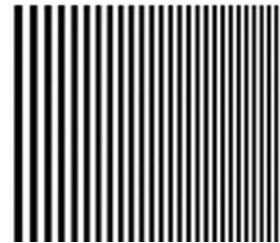
- > A dot is the basic element of design.
- > It is the smallest and the simplest unit suggesting its presence.
- > Dots are the building blocks of everything else in a design.
- > The size of dots in a design is not related to any kind of illusion of height or length in any garment.
- > Larger dots create an illusion of increased surface area, making the wearer appear to be wide. So, larger dots are suitable for slim people and inappropriate for those with a heavy body type.
- > Small dots look best on people with a wide and heavy body structure as the dots have a smaller surface area and create an illusion of slimness. They have the added advantage of looking good even on slim people.



LineA line is a versatile mode of expression. Its various qualities evoke different feelings and each type has distinguished significance.

Various styles of lines are:

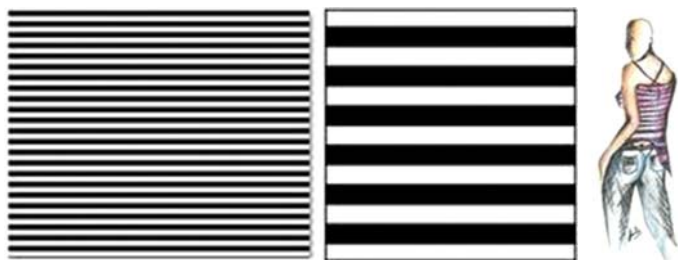
- > Vertical lines: These relate to the length of the garment and give an illusion of height as the eye of the viewer runs from top to bottom, concealing the width of the wearer. So, vertical lines are suitable for the heavy body type and for those who are short.
- > Thin vertical lines: These are explicitly suitable for heavy people as well as wearers with an athletic built. They have come to be associated with a strong personality, and so, they are used mostly for formal wear.



- > Broad/Thick/Dominating Vertical lines: These are not suitable for a person with a heavy torso as they highlight just what needs to be concealed, but they can be worn by a petite person as they give an illusion of height. The outcome may be a masculine look, so they are more suitable for men's wear.



Horizontal lines: Running across the body, horizontal lines widen the look of the wearer as the eye of the beholder is guided across the width of the body rather than the height. Horizontal lines are inappropriate for people with a heavy body type, but suitable for a slim tall person who wants to distract attention from height.



- > Diagonal lines/ Zigzag lines: These lines are highly kinetic in appearance and would suggest liveliness and movement. Diagonals and zigzags can be used to create a focal point in an area of a design or a garment to highlight it, while concealing others. These lines are very striking and easily capture the attention of the onlooker. They counter natural curves. Credited with creating a masculine look, they are more suitable for menswear.
- > More horizontal diagonal lines: These would give a widening effect so they are not suggested for a short or plump person.
- > More vertical diagonal lines: These would give an illusion of height and slim build, so they are suitable for a squat person. However, these lines should not be used in an area which is to be hidden. A slim person may look more slim in these lines.

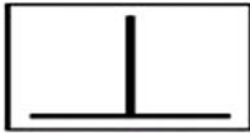


Perpendicular lines: These lines are bold and eye-catching, useful in making a blank, large area in a garment or design more exciting and conspicuous. They counter roundness and conceal flab.

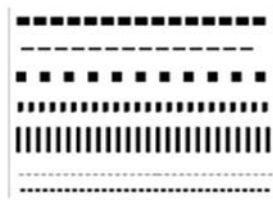
DEVELOPMENT OF ANTIMICROBIAL COTTON BLEND FABRICS

PurThread Technologies—a USA-based provider of antimicrobial fibres and yarns— and Cotton Incorporated, a USA-based organisation which promotes the interests of American cotton growers, have collaborated in the development of cotton blend fabrics which have antimicrobial properties. The fabrics are made mostly from cotton fibres but also incorporate PurThread fibres which provide the fabrics with antimicrobial properties. The fabrics are available in knitted and woven constructions, and are said to have the same look and feel as conventional cotton fabrics. PurThread Technologies manufactures antimicrobial staple fibres and filament yarns which incorporate recycled silver salts. Silver salts release silver ions which are toxic for a wide spectrum of micro-organisms as they attack multiple sites within the cells and destroy several functions which are critical for the cells' survival. Silver salts are incorporated into PurThread Technologies' fibres and yarns during the extrusion process. As such, the fibres and yarns are inherently antimicrobial and are stable to washing and wear. The incorporation of PurThread fibres can help to reduce the need to wash textile items so frequently. This, in turn, can help to reduce the consumption of water and energy associated with laundering. The fabrics are particularly well suited to athleisure apparel applications. They could be used in several different markets.

Source : *Textiles Intelligence Limited 2017*



--> Dotted or slashed lines: These lines are more attractive than regular, continuous lines. These break the monotony in a design, making a basic outfit more interesting and attractive.



--> Curved / Undulating / Spiral / Wavy lines: Graceful and elegant, these lines create a feminine look and emphasise roundness. So, they are not very suitable for the skinny wearer. These lines suggest fullness and are used frequently in sportswear to counter the masculine look of the sportsperson.-->



Undulating Lines

Curved Lines

Spiral Line

Wavy lines

DEVELOPMENT OF INTERACTIVE HOME TEXTILE PRODUCTS FOR CHILDREN

Tata Elxsi—an India-based engineering company—and Welspun Group, an Indian conglomerate, have collaborated in the development of interactive home textile products for children. The products are being sold under the SpinTales brand. The SpinTales brand is owned by Tilt Textiles, which, in turn, is a wholly-owned subsidiary of Welspun Group.

So far, the companies have developed a duvet cover set, called SpinTales Enchanted Duvet, and a rug called SpinTales Jungle Rug. The products are designed to be used in conjunction with the SpinTales app on a smart phone or tablet device. When an illustration on the duvet or rug is scanned by the camera on the mobile phone or tablet device an animation is opened in the SpinTales app. The animation appears in augmented reality (AR)*. Each illustration opens a different animation. Some of the animations tell stories, while others include interactive activities such as yoga or making music. The duvet cover set and rug each retail at a price of US\$99.99 and are available for purchase in the USA via the Tilt Textiles website or via the Toys R Us online store.

*- Augmented reality is a term used to describe a live direct view or an indirect view of a real-world environment upon which computer-generated virtual objects in three dimensions (3D) are superimposed.

Source : Textiles Intelligence Limited 2017



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