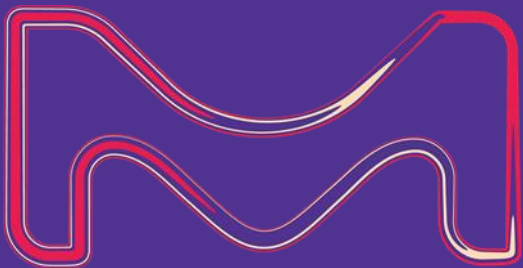


Inspiramais_2023_II trends report

July 19th-20th 2022, FIERGS Porto Alegre

Fabien DARCHE, Strategic Marketing Americas COA
July 2022



EMD
ELECTRONICS



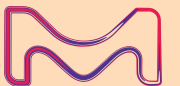
Hi, welcome to EMD Surface Solutions!

Since more than 360 Years, as part of our Journey as a vibrant company of Science and Technology, we developed curiosity about our world and what surrounds us.

This is why part of our mission is to bring to our partners and customers, insights and trends visions from different perspectives.

This information is not necessarily directly related to our activities, however it could contain relevant trend markets insights that could be adapted or transferred in short or mid-terms to cosmetics, coatings or industrial applications.

Enjoy the Journey with us!



INSPIRAMAIS 2023_II terra

Inspiramais is the Brazilian materials fair for fashion and footwear industries. To stick to this sector's dynamism and reactivity, the fair is occurring twice a year, bringing the vision and trend forecast one year ahead of the current season.

After the pandemic it has been relocated to Porto Alegre, Southern Brazil.

The exhibition showcases innovations and new trends for clothing, footwear, textile and accessories markets.

During two days, the event brings together professionals from fashion industry and designers.

The 2023_II edition happened on July 19th and 20th 2022.



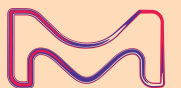
INSPIRAMAIS

2023_II



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- 01** Innovation principle
- 02** Inspiramais trends
- 03** Leather preview
- 04** Our trends analysis
- 05** Highlights
- 06** Contacts & references



innovation principle

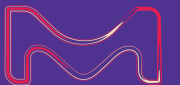
01

EMD
ELECTRONICS



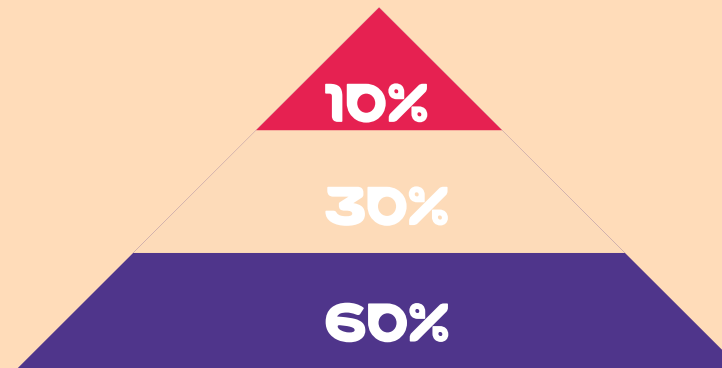
"terra" statement

"Take care of planet Earth! Without this global effort, nothing else will matter or we will have an unprecedented future Evolution. Everything else should genuinely blossom from that position, because pretending won't work anymore, which is what has been done until today." – **Helmut Lang**



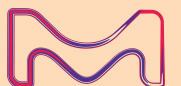
pyramidal structure

Inspiramais curators classified the innovations through a validity assessment until their production launch (as the forecast focuses on trends that will be concretized within a one year period). This assessment is using the grade besides and is following a pyramidal structure.



Feasibility level

- | | | |
|---|--|-----|
| 1 | "EARTH"
Exploration, very anticipative solution | 10% |
| 2 | "BODY"
Strategic solution, already entered product planning pipeline | 30% |
| 3 | "FUTUREPROOF"
Almost production-ready solution
Realistic for tomorrow | 60% |





inspiramais trends

02

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ELECTRONICS



5 design themes



High end

Materials with strong perception of value.



casual

Mainstream materials.



craftsmanship

Materials bringing perception of authenticity, handmade.



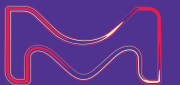
performance

Materials bringing high level of functionality.



sustainability

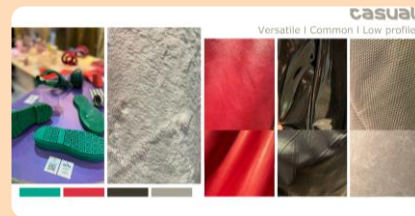
Materials offering alternative solutions to preserve our planet and resources.



overview



HIGH END
Excellence
Opulence
Exclusive



CASUAL
Versatile
Common
Low profile



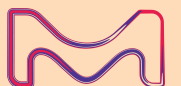
CRAFTSMANSHIP
Artisan
Handmade
Unregular



PERFORMANCE
Ergonomics
Prestations
High-level



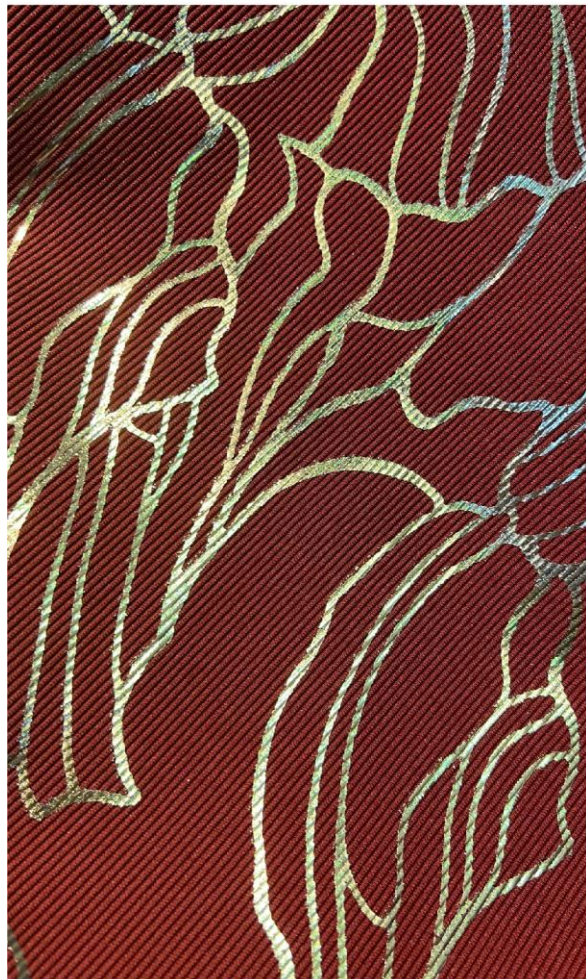
SUSTAINABILITY
Responsible
Genuine
Honest



High end



Offers more perceived value, exclusive appeal and opulent aspects :
crystals, feathers, exotic skins, premium quality leathers
and fabrics with special threads or finishes.



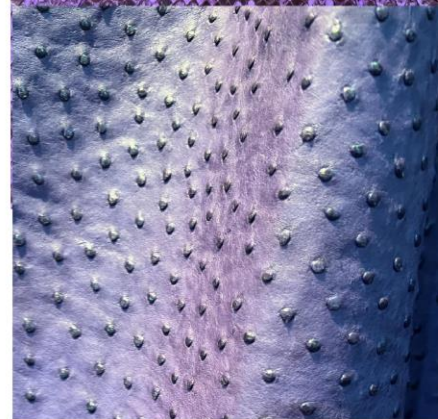
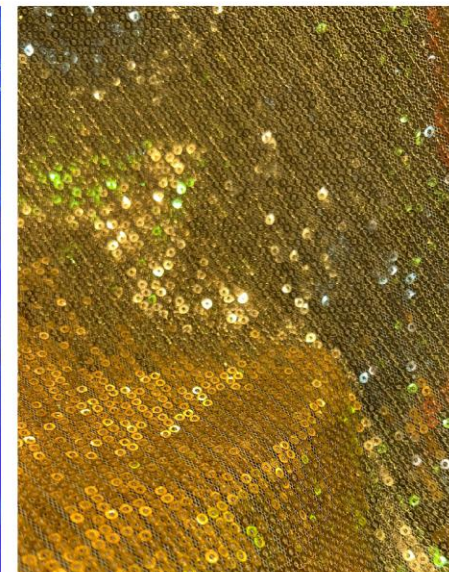
COLOR PALETTE





high end

Excellence | Opulence | Exclusive



COLOR PALETTE



casual



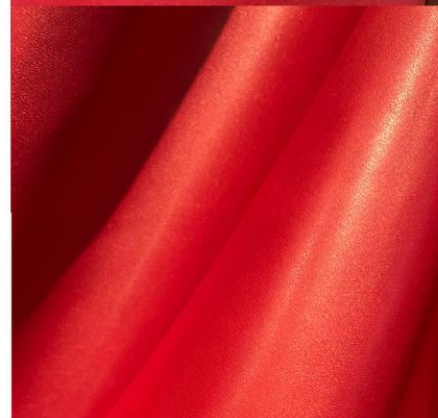
Versatile components for everyday products in common everyday situations. Streetstyle inspiration, including Denim.



COLOR PALETTE



Versatile | Common | Low profile



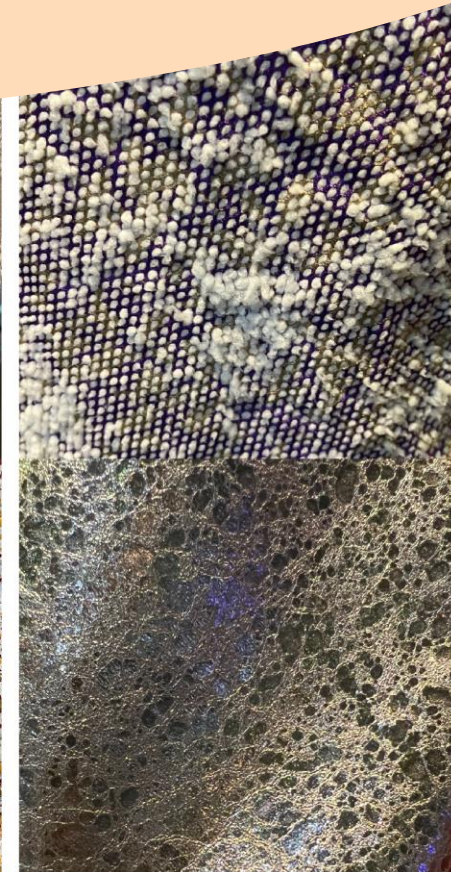
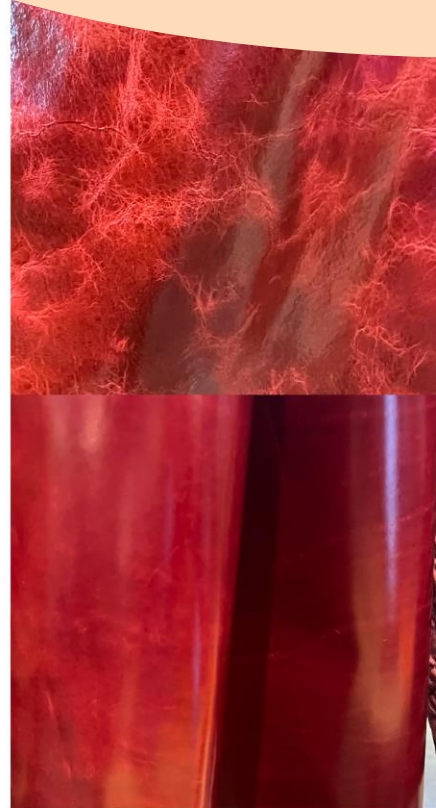
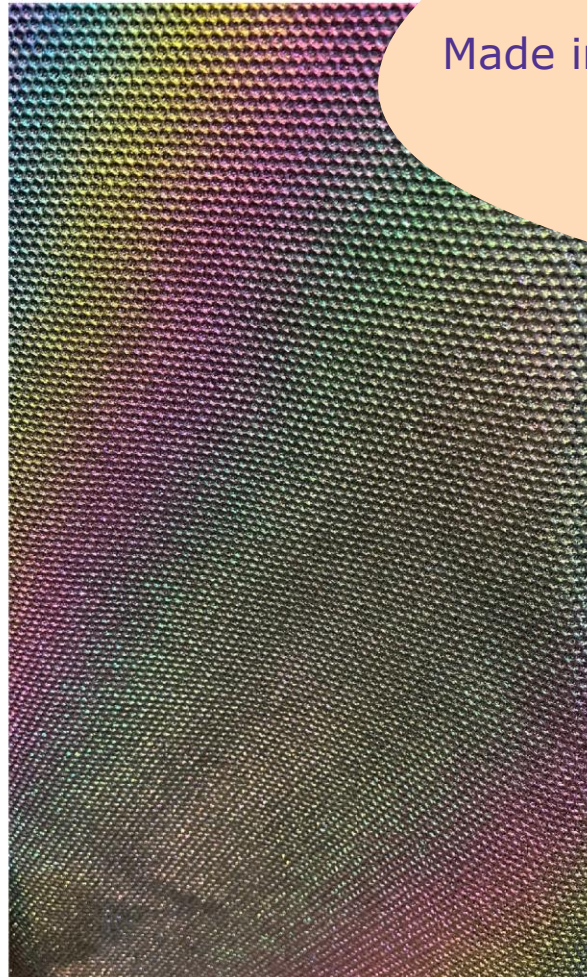
COLOR PALETTE



CRAFTSMANSHIP

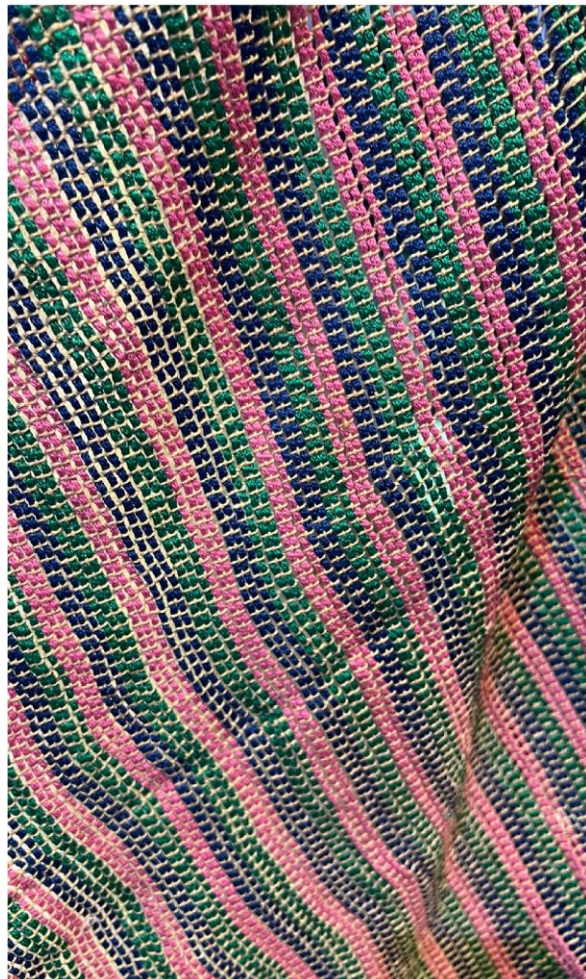


Made in slow and humanized process in small & medium quantities.
Awareness of the origins, valued by diversity and
origins of traditions.



COLOR PALETTE





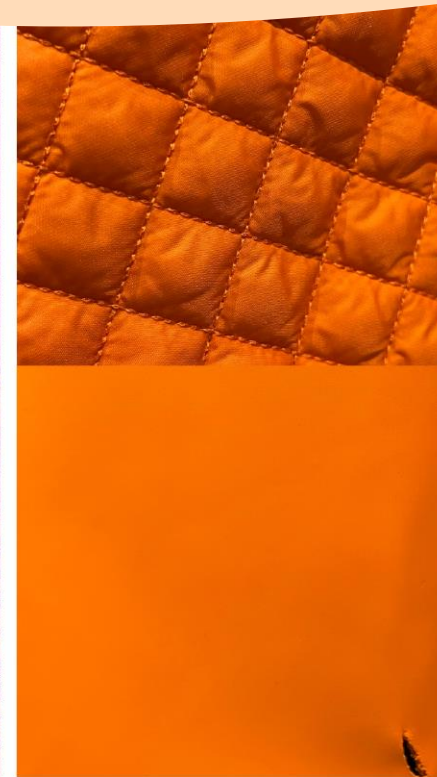
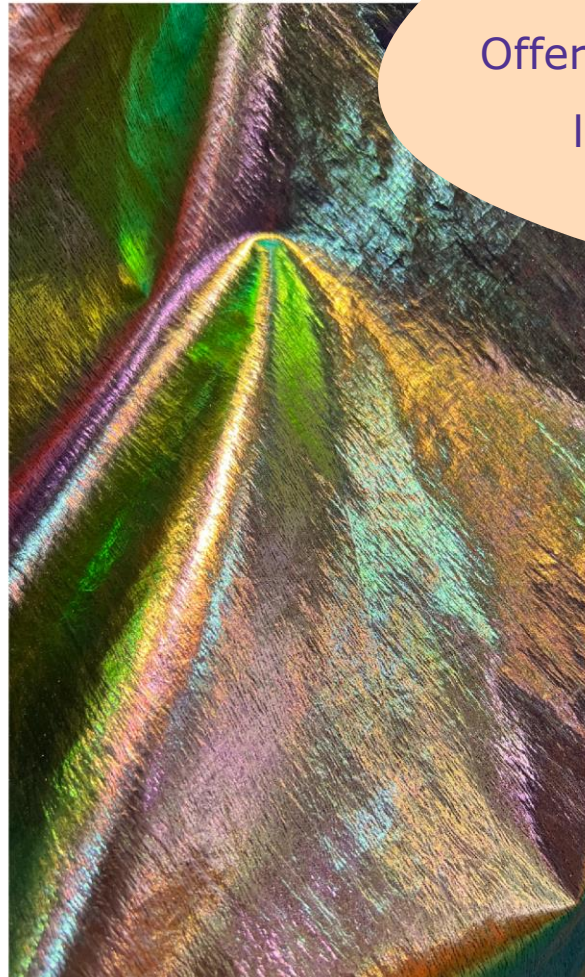
COLOR PALETTE



performance



Offers enhanced prestations such as water absorption, repelent, lightweight, elasticity, damping, fiber types, UV finishes, antibacterial & dry fit.



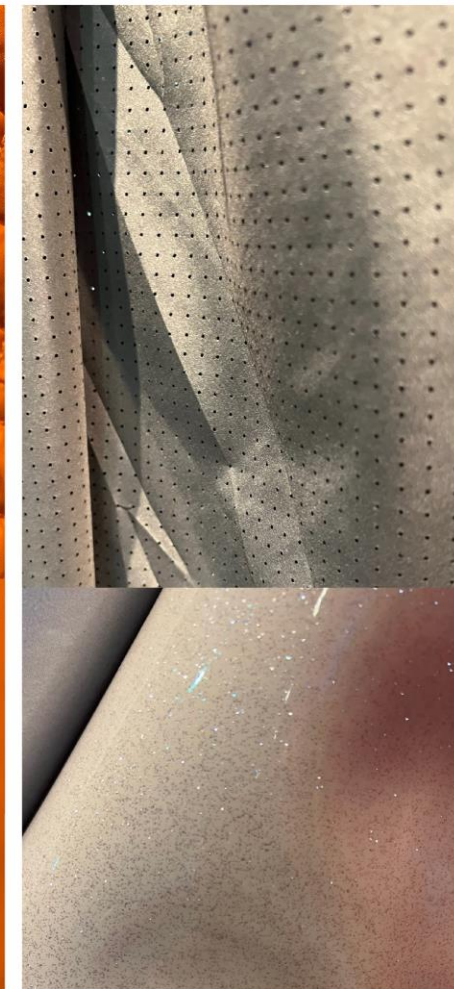
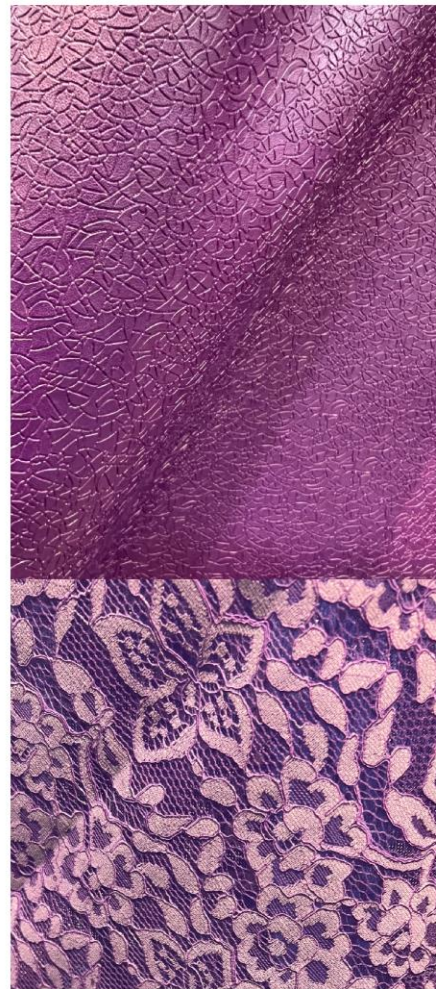
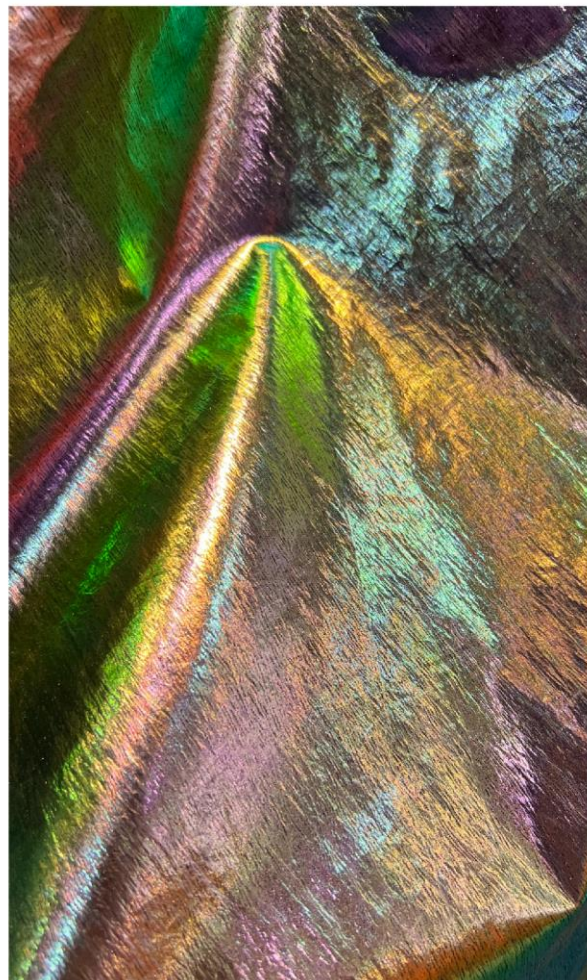
COLOR PALETTE





performance

Ergonomics | Prestations | High-level



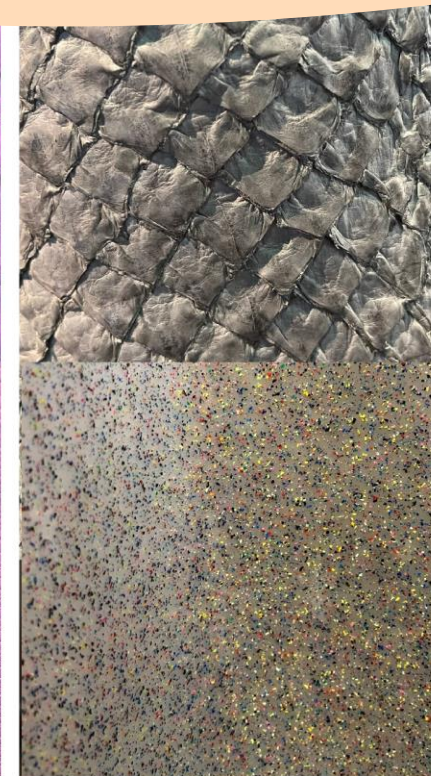
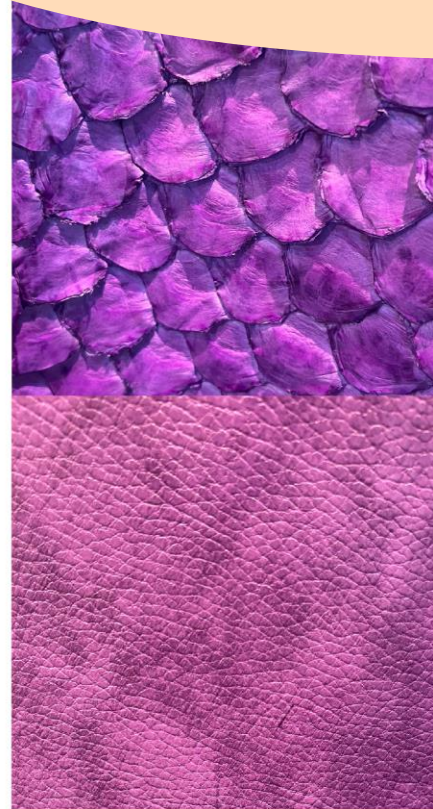
COLOR PALETTE



sustainability



Components that have in their process or inputs concern with :
environment, culture, social and cultural dimensions.



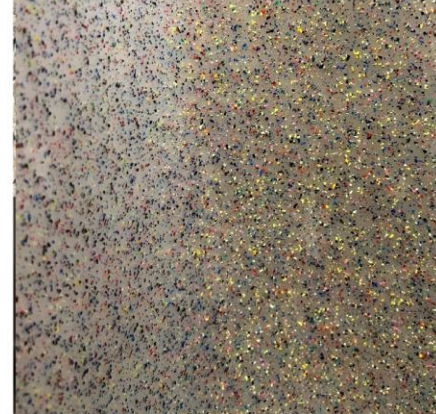
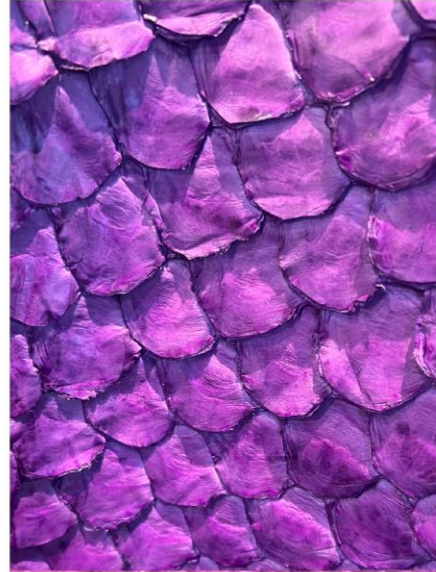
COLOR PALETTE



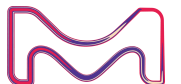


sustainability

Responsible | Genuine | Honest



COLOR PALETTE



Leather preview

03

EMD
ELECTRONICS

2024 Leather preview

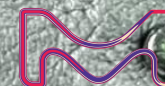
Traditionnally, Ispiramais is the occasion for curators to showcase what they foresee for the leather industry within the 2-year period.

This appetizer, named **Leather preview**, is a regular rendez-vous of the fair.

For 2024_I the main theme will be **Primal**.

It not only provides very accurate information about type of leather, textures and finishes, but also comes with a very credible **color card forecast**.

For example the pastel tones showcased in this year's trends were predicted in 2020_II Ispiramais_Sincronia edition.





what will be the trend for 2024?

Pastels colors

Embossed

Animal natural print

Placed perforation

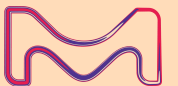
Genuine exotic*
(aligator, ostrich and elephant)

For cow and lamb (vitelo) , **original fine texture**

**Always with international trackability & sustainable organs labels*

Softness

In some cases genuine **hides with hair**

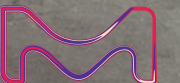


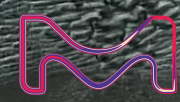
Leather preview

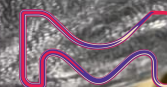
corner

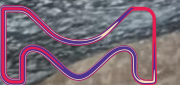
20 24-1

LEATHER
PREVIEW
DO COURO











PREVIEW

CARTELA DE CORES 2024_1

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color forecast 2024_1

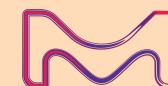
This year's leather preview color palette is quite balanced.

The **Color Card** on the left is the official one released by the fair.

Pastel tones of cream, pale blue, pale green, and fade pink will be on the top trend for 2024.

It contains Pantone® codes which could be used as orientation references.

This overwhelming group will be joined by **deeper and darker tones** of green, blue, red, as well as blueish grey and a **reddish-colored black**.



our trends analysis

04

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trends analysis overview



Glow



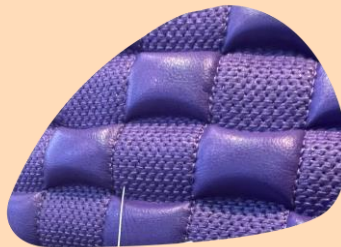
Random twist



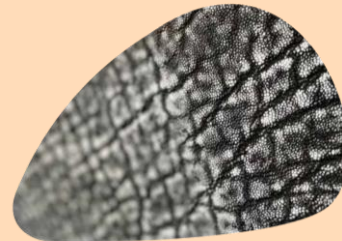
Band of gold



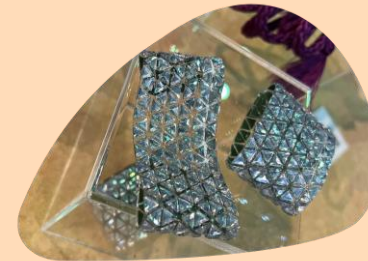
Flatmate solid



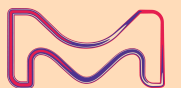
Puffy cells



Irregular animal



My precious



GLOW

Future will be Bright!

This is definitely the strongest trend present during this edition.

Main Applications :

Vinylic fabrics

Leather

Fabrics



GLOSSY

Directly inherited from the cosmetics sector, plain high-gloss surfaces highlight vivid and deep colors.



IRIDESCENT

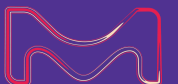
Color transition, such as chameleon effect, are the next big topic.

They can be used on flat surfaces or lightly textured ones.

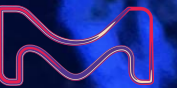


SPARKLING

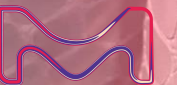
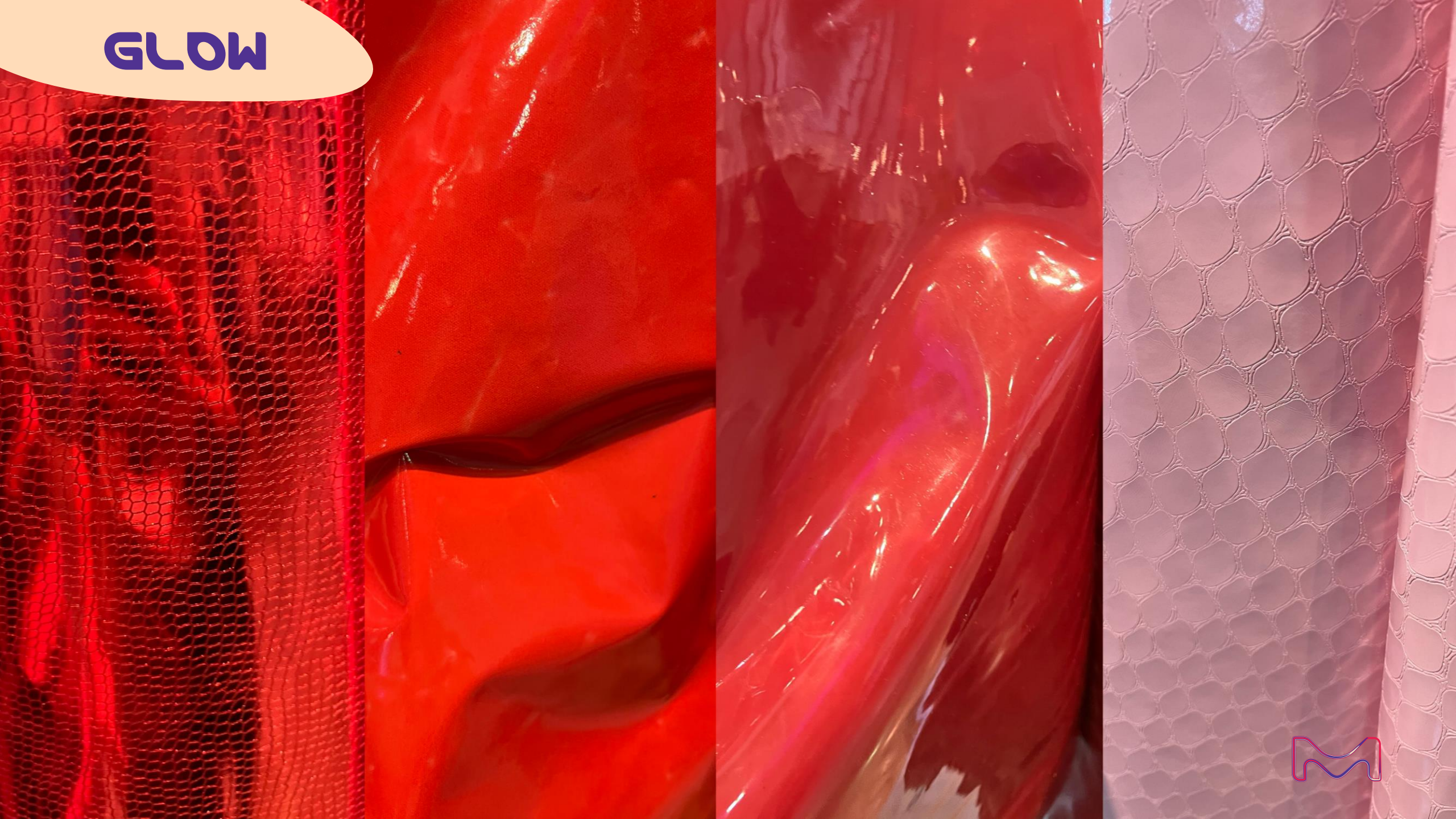
Used as a Crystal mesh inspiration, textured sparkling superficies appeared in complement to high-gloss major trend.



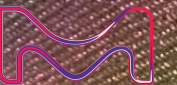
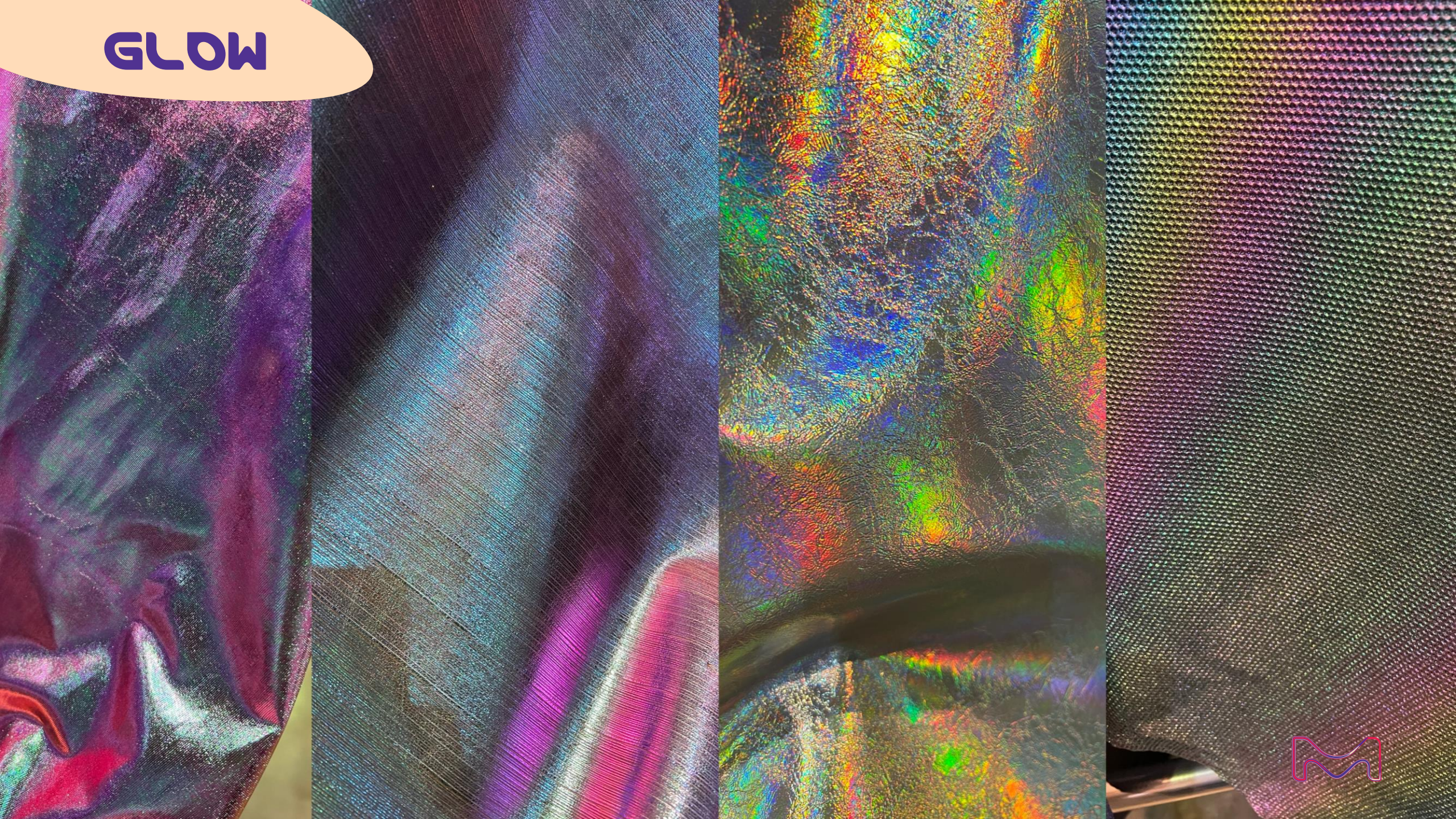
GLOW



GLDW



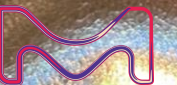
GLOW



GLOW



GLOW



Random twist

Vibrant color patterns

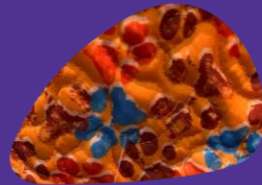
Random colorful patterns are coming back.

Main applications :

Fabrics

Plastic digital printing

Vynilic fabrics



BOLD

Graphic random pattern are expressed in a very vivid way, through colourful palettes.

Non-regular, non-animal, non-geometric are the rules.



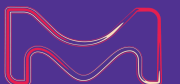
IRREGULAR



RANDOM

Fresh and natural printed inspirations, as well as psychedelic tie-dye references have been reinterpreted.

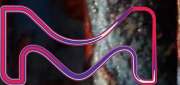
Random is the new statement for soft trim products.



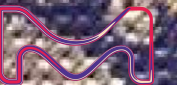
random twist



random twist



random twist



Band of gold

The Golden Touch

Golden effect is coming back, with a strong, yellowish and bright expression.

Main Applications :

Vinylic fabrics

Leather

Fabrics

Rubber

Metallic items



YELLOWISH

Yellow gold, close to the Pyrite mineral color is leading the way. Sometimes extremely saturated, the color has to be present.



BRIGHT

High level of gloss and brightness are observed. Light reflexion is definitely a plus.

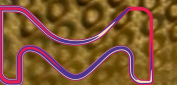


DENSE

Solid and plain material are the most relevant one, transmitting the idea of fullness, density, as a direct reference to the metal.



band of gold



band of gold



band of gold



FlatMate solid

The no-gloss affirmation

Natural vivid colors are Applied at their purest expression levels, with no-gloss or natural low-gloss level

Main applications :
Fabrics
Leather
Vynilic fabrics



PLAIN

Velvet or suede sensation is a plus, contributing to transmit a comfort feeling.

Monochromatic and no texture (or very fine texture) are the key complements for this trend.



SMOOTH



UNIFORM

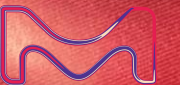
The color is applied all over the surface, in a very regular way.
No or, very low surface treatments, are applied.



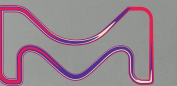
flatMate solid



FlatMate solid



flatMate solid



puffy cells

Feel the volume

Real 3D fluffy effect is definitely a plus. The addition of an intermediate foam layer to bring more soft effect is becoming a standard.

Main applications :

Vinylic fabrics

Leather

Fabrics



FLUFFY

The application of these softcells effects contributes to a higher perception of value of the material, as well as of a better comfort sensation.



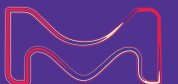
CRAFTSMANSHIP

Although the realization of these cushion effects could be quite sophisticated and time-consuming, it's a perfect demonstration of a very traditional savoir-faire.



PADDED

Random shape (non geometric) padding effects are becoming more and more popular.



puffy cells



irregular animal

Genuine is the new wild!

Genuine leathers and particularly exotic pieces are strongly present.

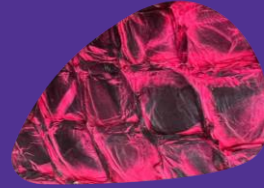
Main applications:
Leather
Vinylic Fabrics



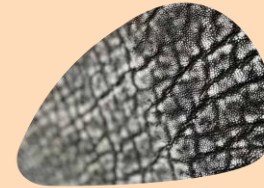
TEXTURED

Natural irregular texture is a plus. This is why Python, Pirarucu (fish leather), Ostruch and Aligator are the highlights of this category.

Surprisingly, elephant leather is emerging too.



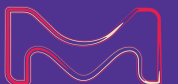
NATURAL



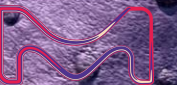
ROUGH

Exceptionnall softness, exclusivity through finishes and preserving the natural specifications of the skin are the most relevant assets.

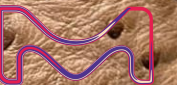
It's important to remember that all these products **MUST** satisfy all exigences of ecoresponsability to enter the market.



irregular animal



irregular animal



irregular animal



irregular animal



MERCK

My precious

The detail that makes the difference

Unique details and finishes, handcrafted by artisans with exclusive ingredients become timeless.

Main applications:

Metal accessories

Jewels



UNIQUE

Use of colored crystals, feathers, natural fibers to enhance exclusivity is becoming stronger.



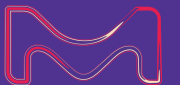
HAND CRAFTED

Very detailed pieces of work are used to finalize high-end fashion looks. Within a quick look, it's possible to measure the time and efforts of the artisan in charge of the unique creation.



PLAIT

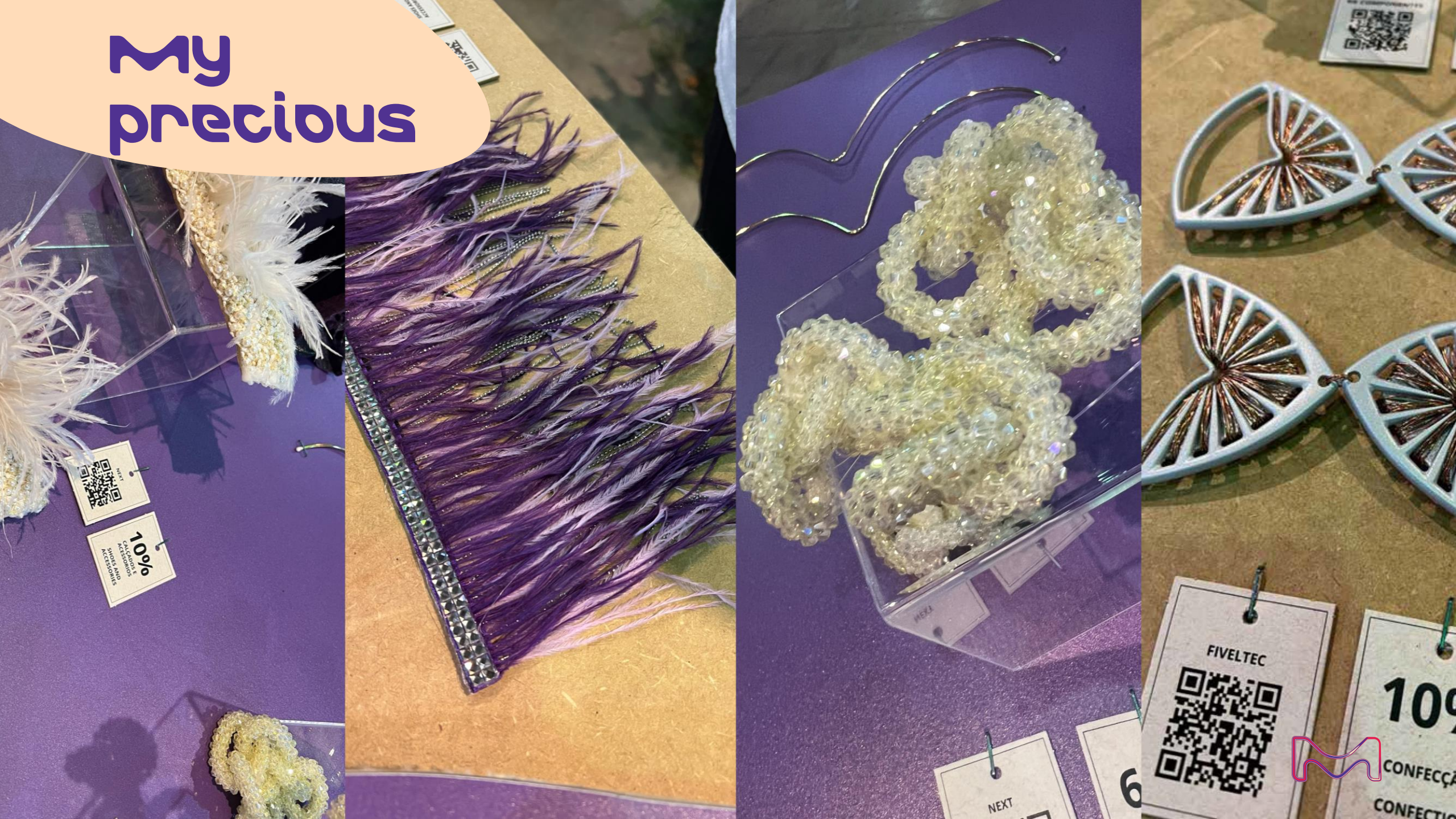
Plaited materials such as high-standards fabrics or exclusive leathers bring more appeal to very exclusive series.



My
precious



My precious



Highlights

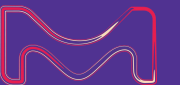
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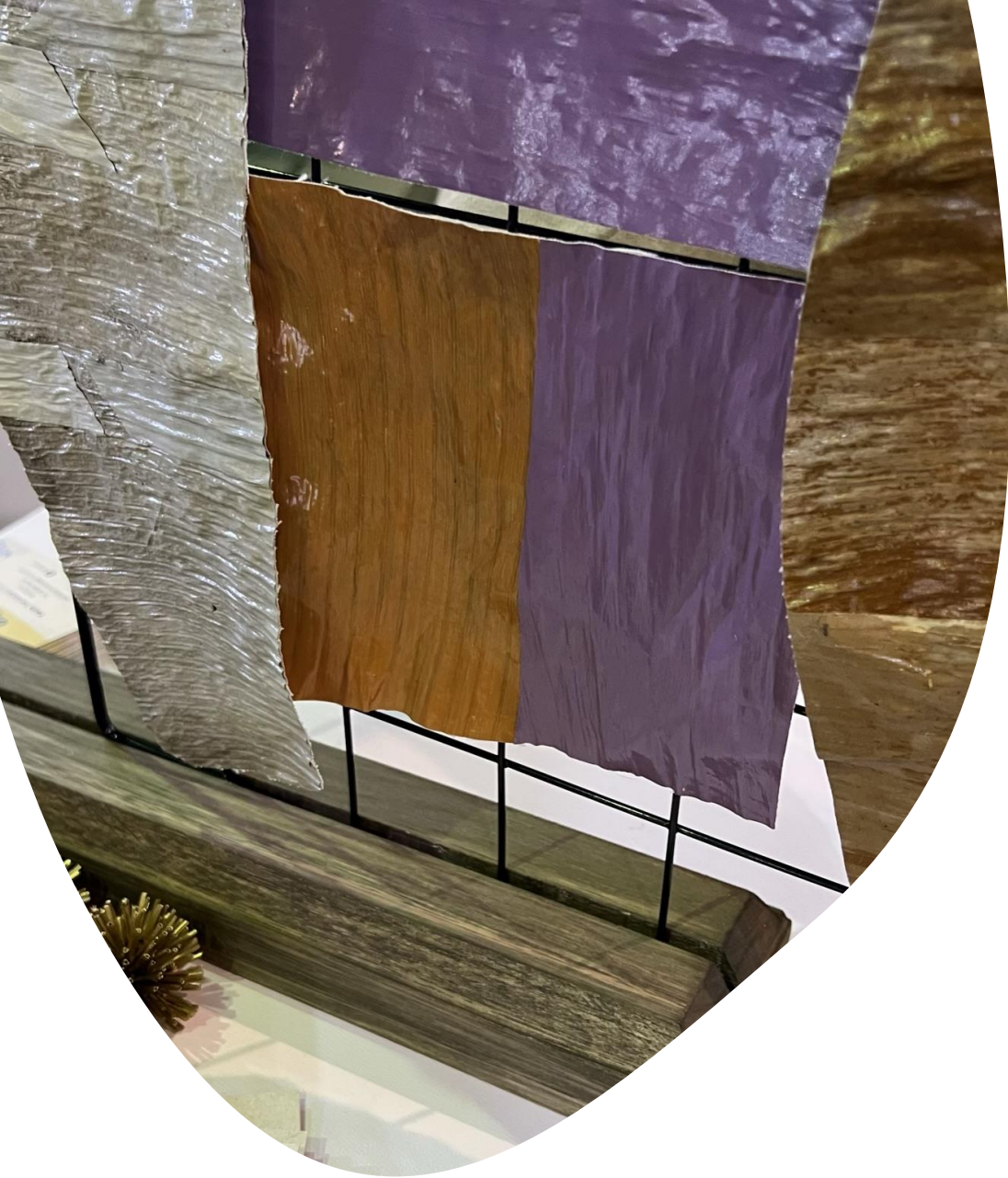
EMD
Electronics



Banana leaf

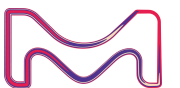
The idea behind this start-up is to use a very common by-product in Brazil : the banana leaf, and turn it as an example of sustainable innovation.





Banana leaf

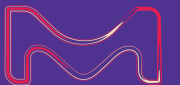
- Banana leafes are collected and selected.
- They are then cut to preserve the useful part (a rectangle of approx 20x30cm).
- The leaves are then tanned using natural ingredients.
- The final products are used for leather goods finishes.
- Limited range of colors available.
- Demonstrated interest in effect pigments.
- Very experimental at that stage.





NEON nights

Transparent PVC in neon colors are a current trend for bag and footwear industries, especially in yellow and pink.



Neon nights

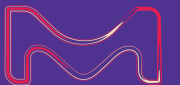
- Neon colors are a “must have” for transparent PVC.
- They can be used separately or in addition one to another.
- Opaque effects on milky whites and greys with metal particles inclusion would be the perfect complementary match.





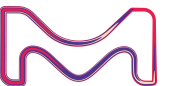
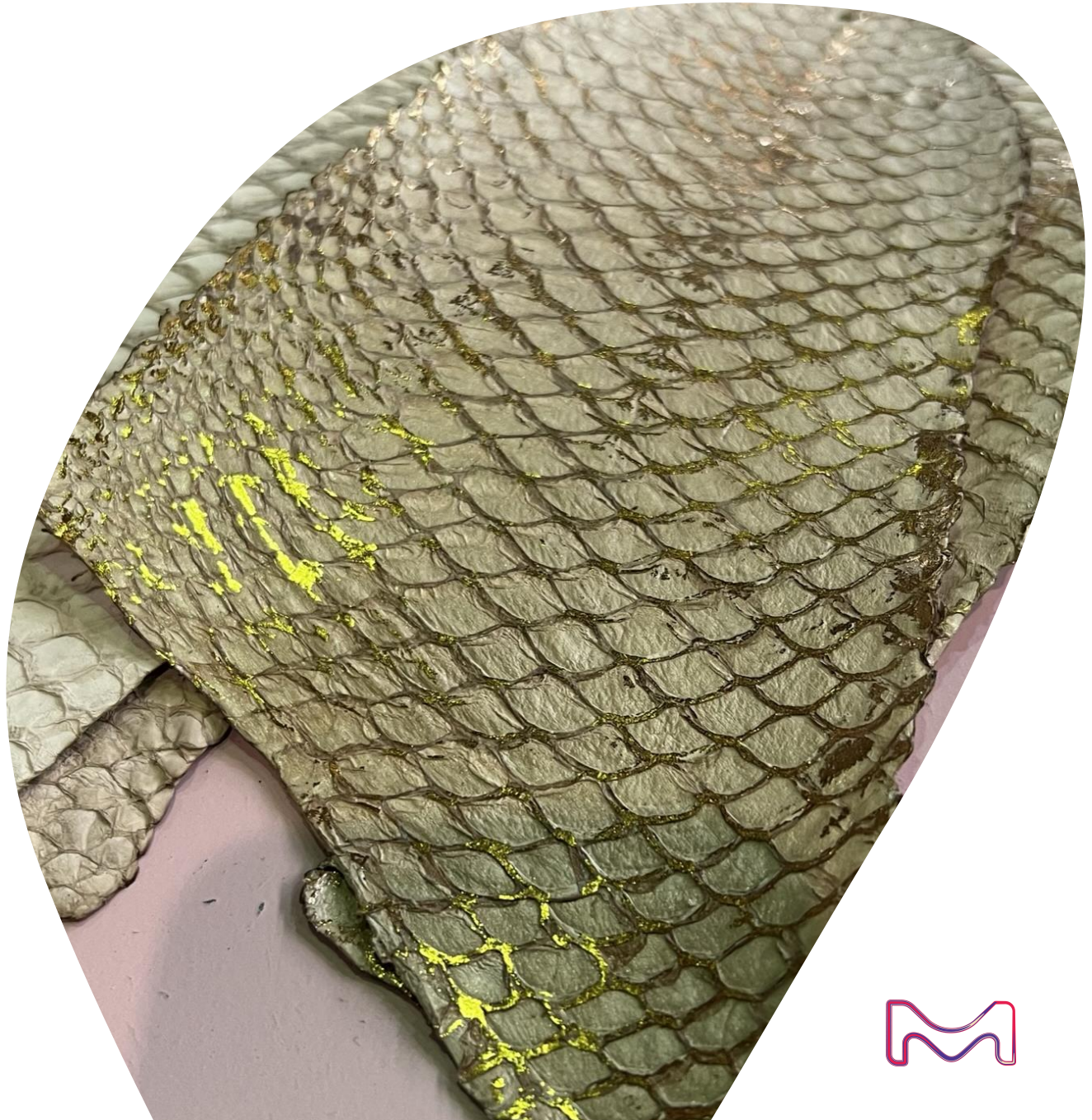
tilapia leather

Surfing on the sustainability wave, after Pirarucu fish leather, new species are starting to be explored. This is the case of the Tilapia.



Tilapia Leather

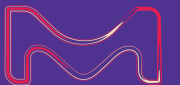
- Tilapia's skin are issued from a sustainable supply chain and treated with organic natural ingredients.
- Specific effects like, golden or metalized-topings are possible.
- Because of the limited size of the raw material, applications are currently reserved fro fashion (details) and footwear industries.





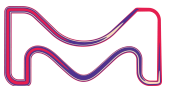
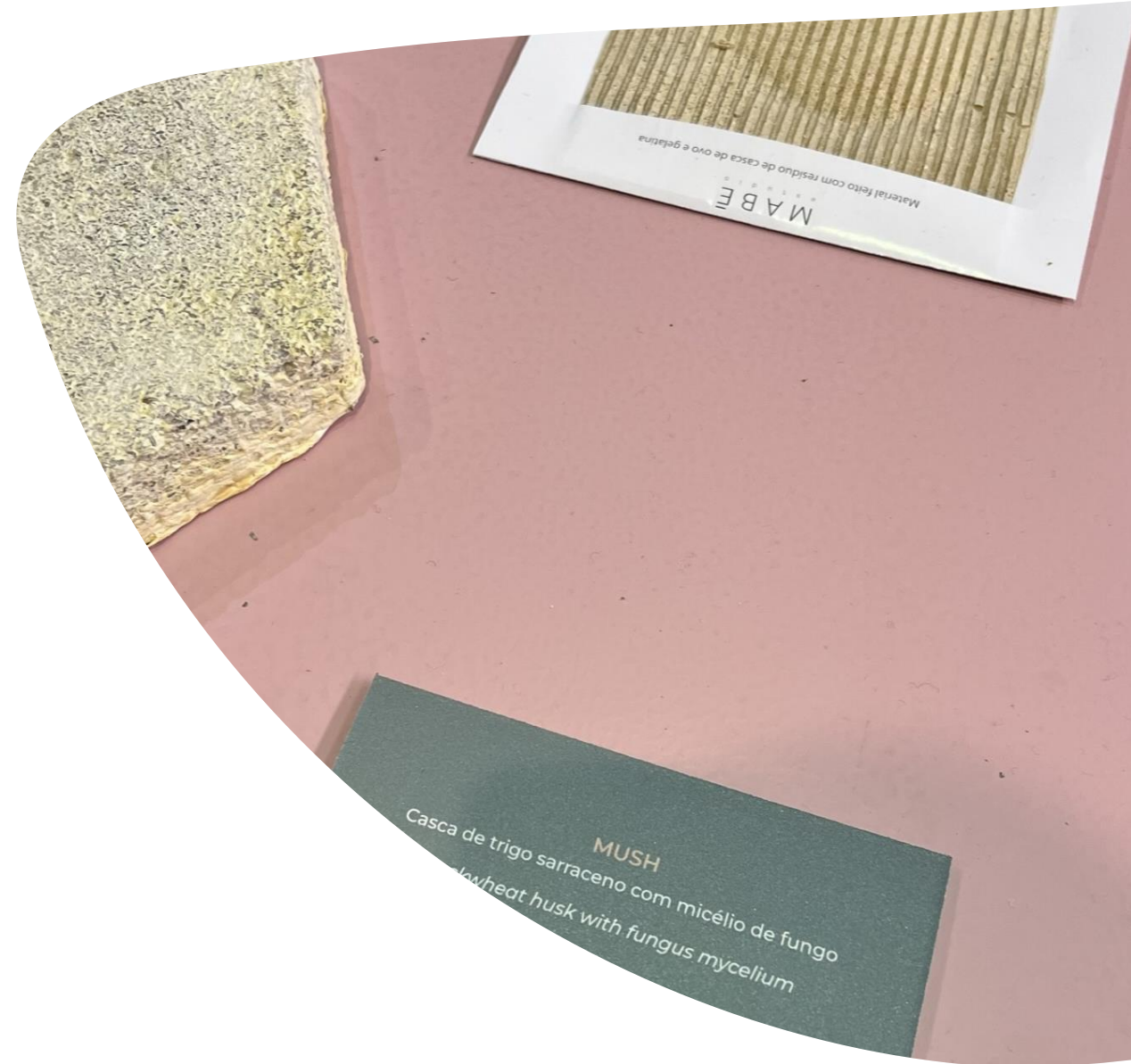
mycellium

This work has been presented as a study of growth of mycelium (fungus) on textile bases. The conglomerate is then dyed and could be considered as future sustainable font for fashion industry.



Mycellium

- Mycelium (fungus) are applied on various textile base substrates, such as organic cotton, silk and jute.
- The compounds are then dyed with natural ingredients such as mastic, barbatimão, hibiscus, onion, cochineal and black clay.
- This work is still very experimental, but it is very relevant and showed a very Strong potential at the fair.



As a strong vegan initiative, this experimental work aims to offer to textile and decoration industries new organic, animal-cruelty-free substrates and solutions.

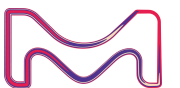
Bacterial celulose





Bacterial cellulose

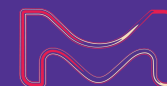
- This biotechnology startup develops innovative solutions based on bacterial cellulose.
- These substrates can serve the textile and decoration sectors.
- The experimental materials produced from cellulose fibers are sustainable, biodegradable and come from a renewable source.





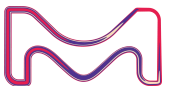
cultural patterns

As part of cultural heritage and affirmation, handmade patterns referring to historical and ancestries are getting highly noted.



Cultural patterns

- To highlight this cultural heritage, the fair curadors chose to present ancestrality prints from a collection named "Sacred plants and herbs of Afro-Brazilian religiosity" by artist Clau Stampas.
- The pattern is adapted in three types of fabrics for the following segments : PET-base for home fashion and footwear applications and tricoline in agroecological cotton embroidered in Richelieu for clothing applications.





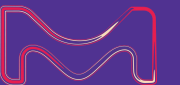
organic cotton

Demonstrations of use of organic cotton are getting more and more present in the fashion supply chain in Brazil, as part of the eco-responsible movement.



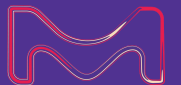
Indigo yarns are quite trendy (mescla) and it is now possible to use them with a high level of recycled components. Up to 83% of the mixed raw components to produce this specific aspect or yarn could now provide from recycled fonts.

Recycled yarns



Another example of circular economy applied to fashion industry is the use of recycled foam made of residues of former foam paddings. The residues are then compacted and hot temperature-pressed to form a new loaf ready to be used.

Recycled foam



contacts & references

06

EMD
ELECTRONICS

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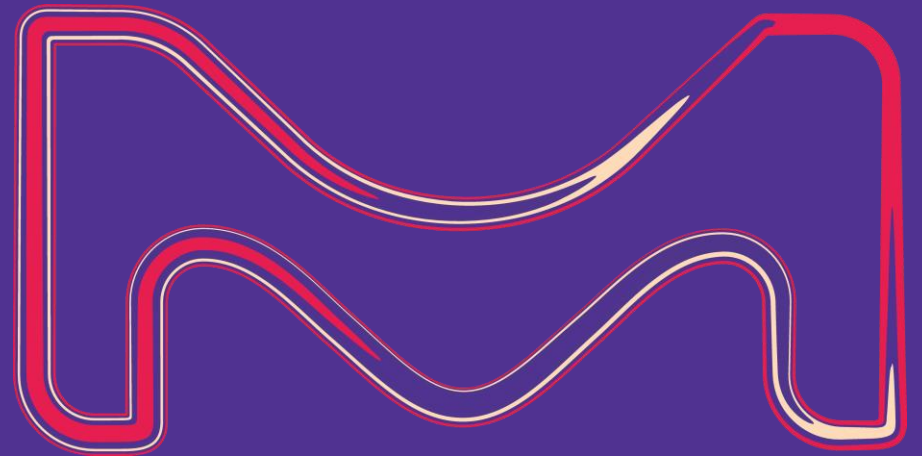
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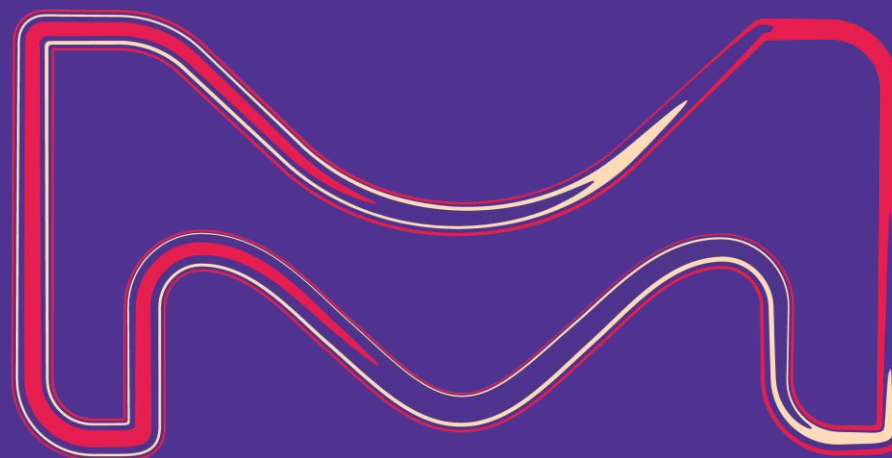
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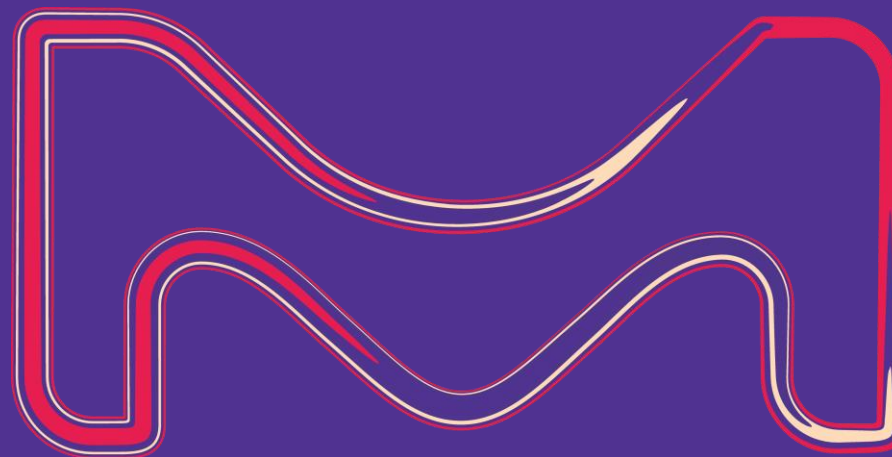
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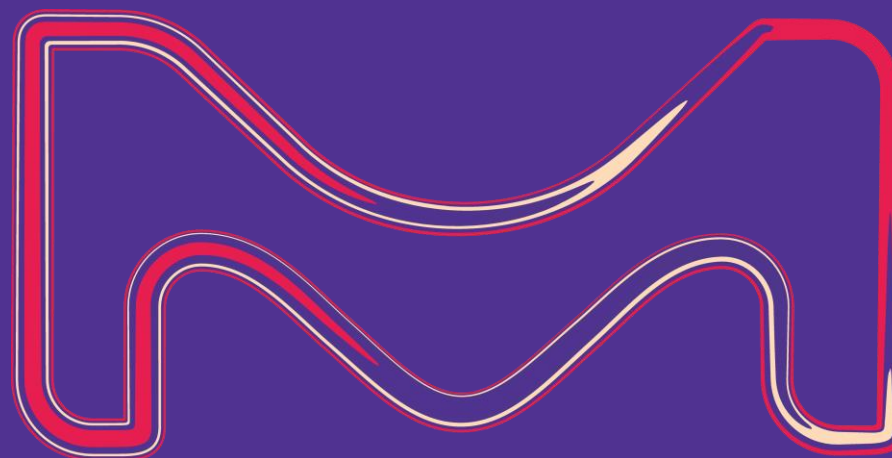
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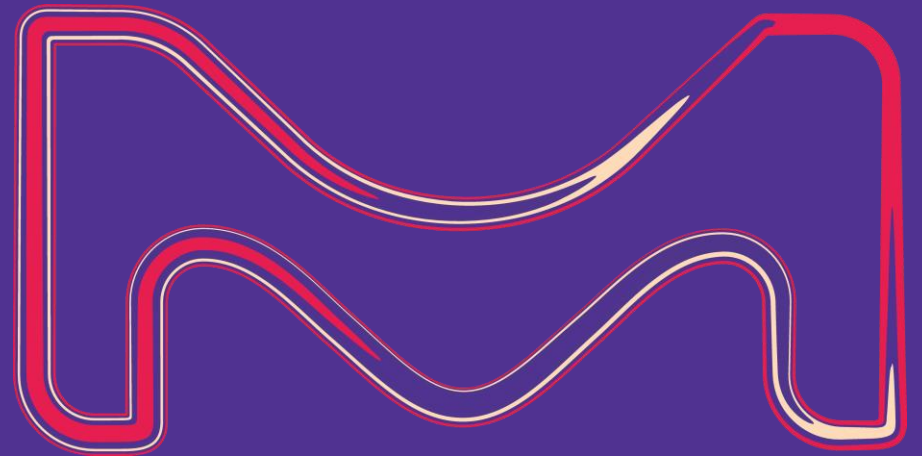
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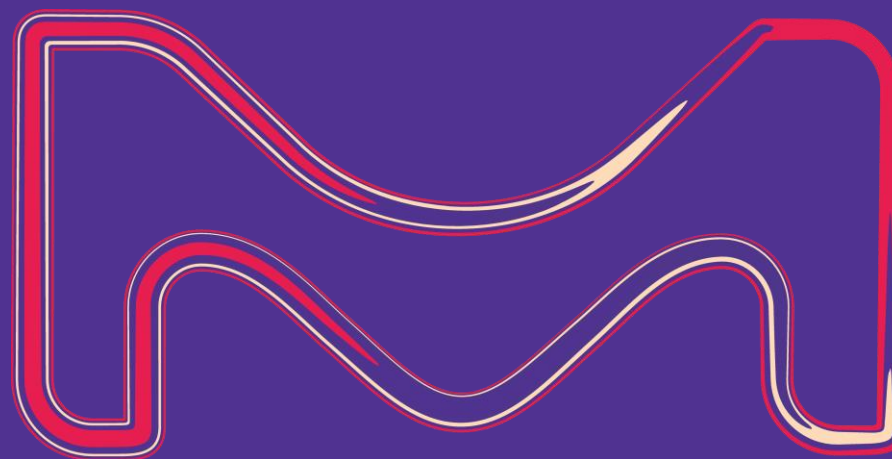
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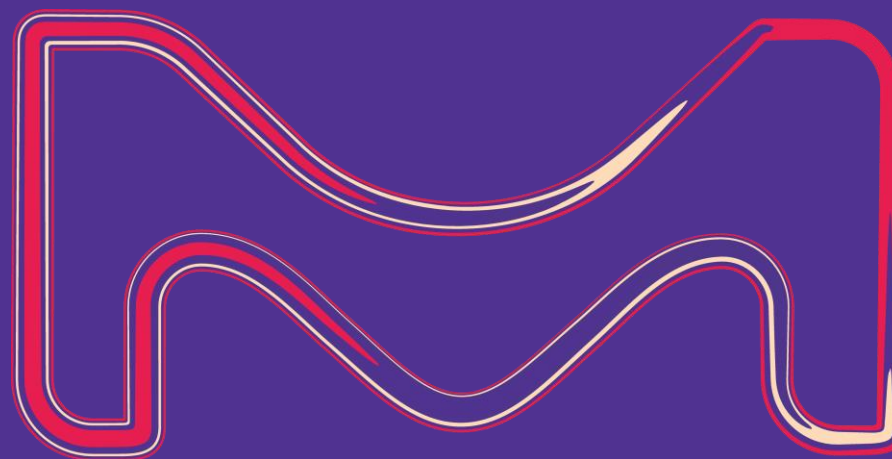
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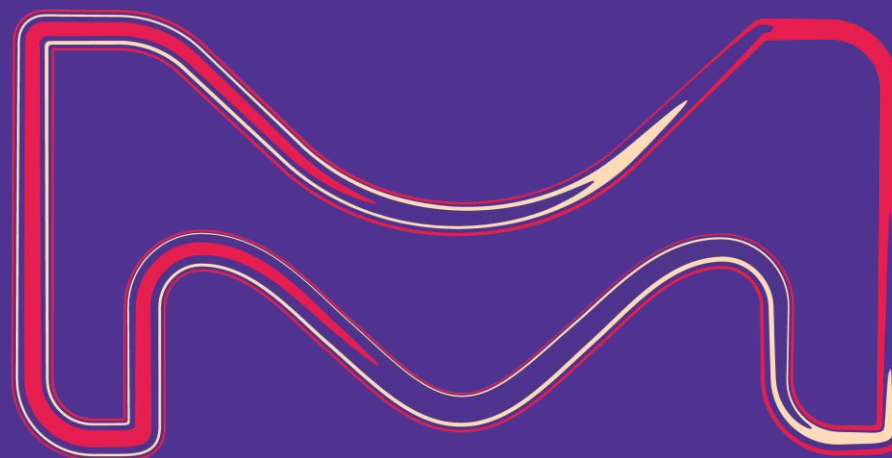
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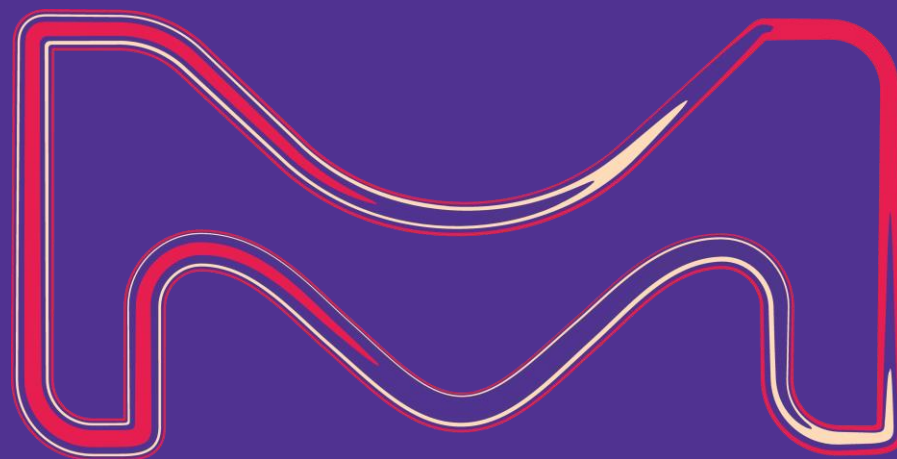
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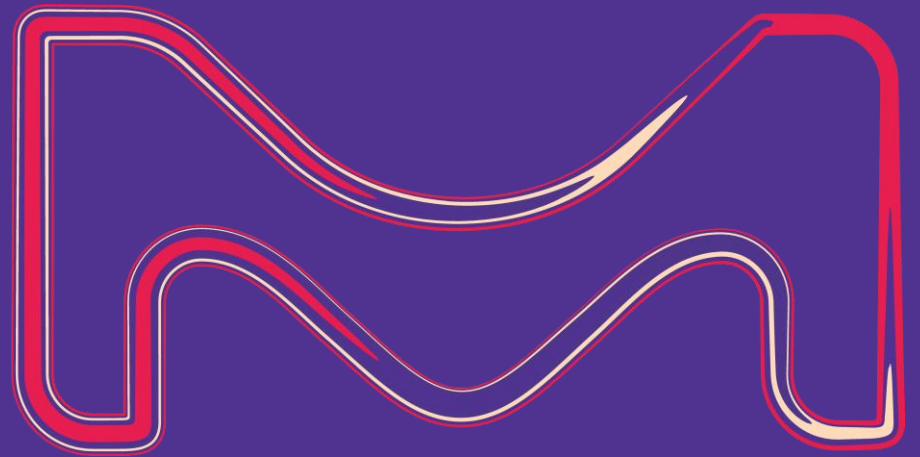
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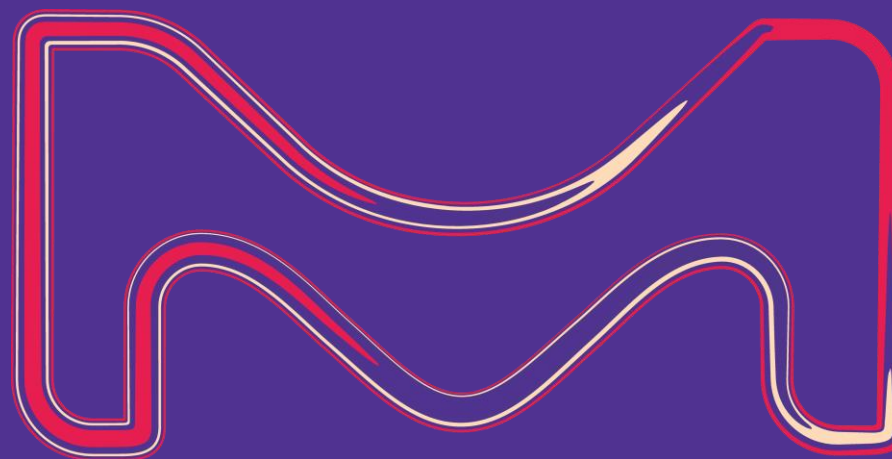
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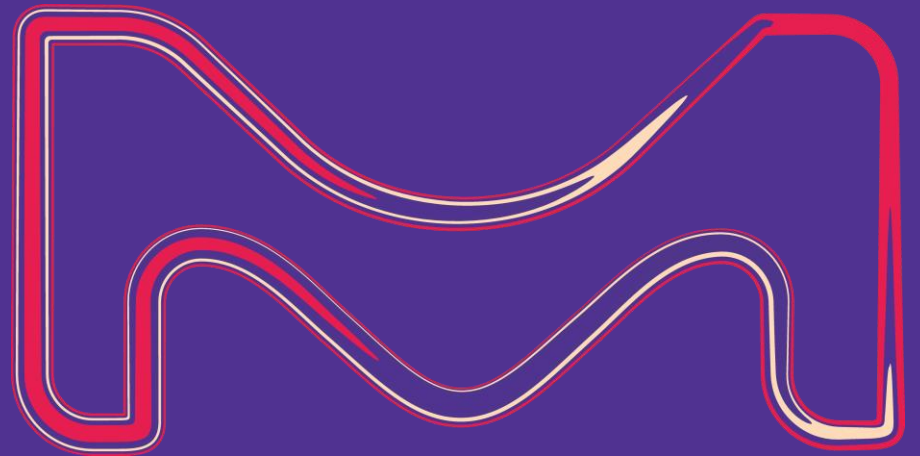
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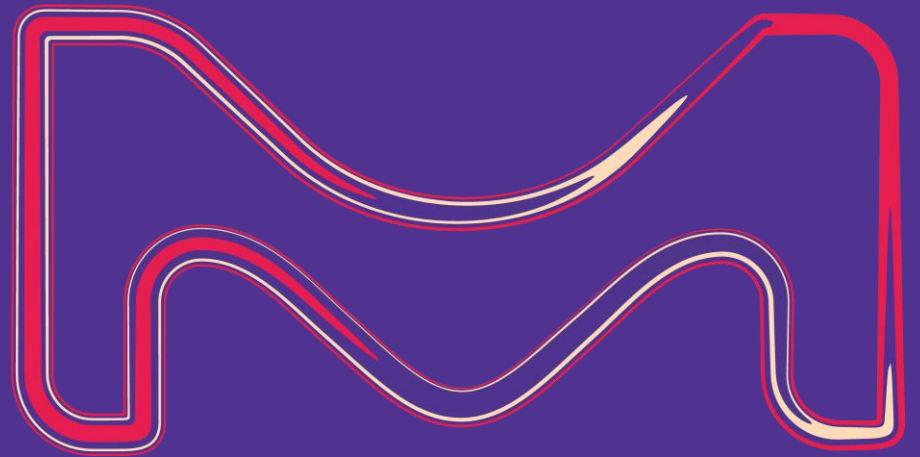
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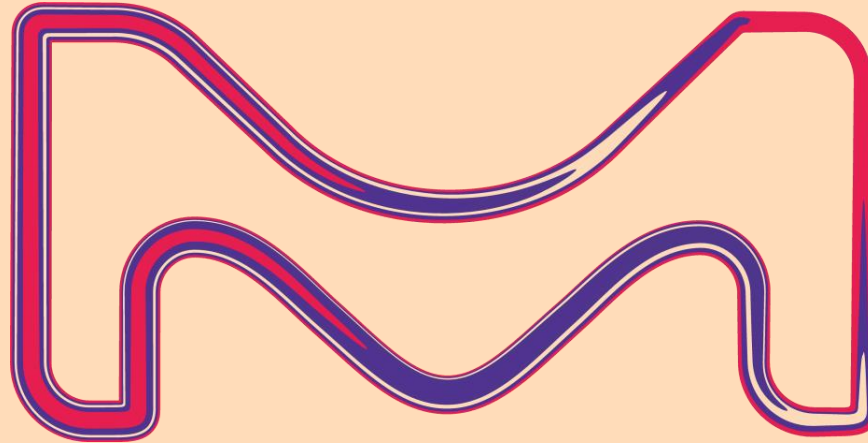


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