

yarnexpo

25 – 27 Sep 2019
Hall 8.2

National Convention
and Exhibition Center
(Shanghai) China

SUSTAINABILITY MEETS LUXURY

At Yarn Expo Autumn 2019,
**Novetex Textiles
Limited** unveils their Autumn
Winter 20/21 collections of
premium and luxurious yarns
that are both sustainable and
environmental friendly.

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NOVETEX

SEIZING THE BIGGEST CONSUMER MARKET OF CHINA

Novetex Textiles Limited
from Hong Kong China, shares
their take on the many business
opportunities they see in China,
as well as Yarn Expo.

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NOVETEX TEXTILES LIMITED AT YARN EXPO AUTUMN 2019

Being Asia's comprehensive
yarn & fibre business platform,
Yarn Expo Autumn 2019
welcomes leading premium
wool manufacturer **Novetex
Textiles Limited** to not
only showcase their latest
collections at the fair, but also
to share their view on the
market trends.



SUSTAINABILITY MEETS LUXURY

Novetex Textiles Limited unveils their Autumn Winter 20/21 collections At Yarn Expo Autumn 2019.

NOVETEX TEXTILES LIMITED will be presenting their Autumn Winter 20/21 collections, as well as introduction their two new trend collection books at Yarn Expo Autumn 2019.

Novetex is continuously searching for fibre options that are more **environmentally friendly**, yet bring the consumer added benefits from the yarns own natural properties, aiming to create yarns that are **unique not only in spinning but fibre sourcing** that are exclusive to Novetex. Taking in a global perspective to the inspiration of the **integration between the nature and technology**, the trend collection twisted premium and luxurious fibres into different textures and appearance, softness touch yet unique and special.

Commitment to sustainability has been the key foundation for their approach at Novetex, focusing their collection away from unnecessary waste and superficiality, streamlining their offering to be about **products that are natural, responsible yet premium**, allowing for longevity. Novetex strives to offer yarns that can create products to be cherished for more than one season.

Trend has always driven Novetex's collection offering a strong directional colour service and the latest in blends and techniques for natural fibres. However, the **biggest trend remains in being sustainable**, moving towards **slower fashion – a demand for traceability, transparency and a focus on quality**.

Novetex hopes for their customers to find yarns that inspire or fit their needs. Should there be any wishes to develop outside of the collection, Novetex is happy to do that for their customers too.

SEIZING THE **BIGGEST** CONSUMER MARKET OF CHINA WITH YARN EXPO

“We are looking to expand into the Chinese market. Yarn Expo is a good platform for us to meet new customers.”

China is one of the biggest consumer markets in the world, there are many opportunities and potential customers. Consumers from western countries are more willing to spend money on clothing with better quality that are durable, while the Chinese consumers are often buying fast fashion with good bargain. China has a very technology-advanced, many individual fashion brands has a well-developed e-commerce system, which allow them to reach out to their customers directly. On the other hand, the warehouse system is more advanced than the western markets, this help to improve efficiency. **Selling the right thing with the right pricing is a big opportunity in China.**

The US and the European market has been our main focus for the past decades, yet we are looking to expand into the Chinese market. **Yarn Expo is a good platform for us to meet new customers.** We are working with brands from different part of the world directly, and **we offer wide range of luxurious yet sustainable products.** We also **customise products** to the needs of different brands so to satisfy different needs.

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**Information provided by Ms. Vivi Li, Novetex Textiles Limited*

Website: <http://www.novetex.com/>