



## MOHAIR SOUTH AFRICA TEAMS UP WITH LIDEWIJ EDELKOORT TO FORECAST THE FUTURE OF MOHAIR YARN AT SPINEXPO® 2011

### D.I.Y.Y. DO IT YOURSELF YOURSELF creative trends for 2012-2013

As part of an ongoing collaboration between Mohair South Africa and Lidewij Edelkoort, the creation of a special stand at this year's SPINEXPO® in Shanghai will present an innovative look at craft as never seen before. **For the first time ever in China, Edelkoort will present a special trend seminar in Shanghai on September 6<sup>th</sup>. Entrance is free for all SPINEXPO® visitors.**

**Lidewij Edelkoort** is one of the world's most famous trend forecasters. As a creative thinker who travels the world studying the evolution of socio-cultural trends before sharing this information with her clients in industries as diverse as fashion, textiles, interiors, automobiles, cosmetics, technology and food, under her company **Trend Union**, Edelkoort creates trend books two years ahead that are design tools used by strategists, designers and marketers at international brands.

In the textile industry, Edelkoort has forecast the trends for **Première Vision, Pitti Filati, Prato Expo, Woolmark, Luigi Botto, Cerruti, Rubelli, Ermenegildo Zegna**, the **Netherlands Interieur Instituut** and the **Como Industrial Union** of silk; and she is very pleased to be currently working closely with **Mohair South Africa** to redefine that fiber's future. The trend books she creates for **Trend Union** are sold to companies from **Armani** to **Zegna** in all price-point markets from **Zara** to **Prada**.

Edelkoort and her studio have created concepts for food retailers and brands such as **Coca-Cola, Disney, Esprit, Estée Lauder, Galeries Lafayette, GAP, Joyce, Lacoste, L'Oréal, Marks & Spencer, Nissan, Salvatore Ferragamo, Samsung, Seibu, Seiko, Siemens, Shiseido, Time Warner** and **Whirlpool**.

Tired by the lack of imagination in fashion, Edelkoort feels that consumers will take faith and pleasure in doing creative things themselves. In a wild expression of our collective creative instincts, people will rediscover the beauty of one-of-a-kind creations made from yarn, fringe, crochet, patchwork, embroidery and hand-knit pieces.

The **D.I.Y. (Do-It-Yourself)** movement has indeed gained momentum, influencing more unique and personalized garments and accessories. Haberdashery stores and online retailers now specialize in large selections of amazing ingredients: only imagination needs to be added. Knitting collectives are springing up everywhere, empowered by the web and bringing people together in response to a human need for sharing experiences and stories while creating craft.

**Mohair** is the fiber that can best create our spitting image; a versatile fiber that can translate all of these ideas and more, ranging from silk-like furry yarns to entangled textured blends. It will be used as the fantasy yarn of choice to give volume and bring fun to the knit. It absorbs saturated color like no other, able to achieve the densest of flesh tones and the deepest bloody reds. Hyper brights will be added to such bodily harmonies, giving character to the mask of eccentricity and creative license to human ideas.



photo © Lise Duclaux

**Edelkoort will present 2012-13 trends and colors at the Mohair South Africa / Hanscent stand:  
September 6<sup>th</sup> – 8<sup>th</sup>, 2011 @ Shanghai World Expo Exhibition & Convention Center**

**Notes to Editors:**

1. **SPINEXPO®** is organized by independent textile specialists, presenting a truly international high level trade fair for the field of fibers and yarns. The event takes place twice yearly in Shanghai, and once a year in New York. Full details about the fair and its seminar program can be accessed on its website. **spinexpo.com**
2. **Lidewij Edelkoort** is arguably the world's most famous trend forecaster, working in the fashion, textile and lifestyle industries. Her company **Trend Union** produces twice-annual trend books for the creative industries, outlining which styles, colors and textiles will be important for the seasons to come. As one of TIME Magazine's 25 Most Influential People in Fashion, Edelkoort champions textile design saying "It's so important to take notice again of contemporary textile designers who are becoming endangered species". Edelkoort recently curated *Talking Textiles* in Milan during 2011's international furniture fair, as part of an ongoing commitment to promoting textile education and creativity. **trendtablet.com**
3. 

**Mohair South Africa** was established to advance the entire mohair industry, realizing the responsibility that goes with being the most reliable and largest international source of quality mohair (South Africa currently produces 50% of the total world production). To achieve this objective, it is Mohair South Africa's vision to seek international partnerships and alliances, such as with **Hanscent** in China, to enhance the consumption of Cape mohair, and lead to sustainable demand and profitability for all role players—from producer to processor, buyer to manufacturer. Mohair South Africa believes that shared knowledge, a vigorous commitment to continuous improvement, progressive attitudes and financial discipline, are critical ingredients for the future success of the industry. Since 2009, it has called upon Lidewij Edelkoort to conduct special forecasts about mohair trends to inform, inspire and innovate the fiber in the fields of fashion and lifestyle. **mohair.co.za**
4. **D.I.Y.Y.** (Do It Yourself Yourself) has been developed especially for Mohair South Africa by Lidewij Edelkoort and styled by her creative director **Sergio Machado**. It includes the work of young designers, craftspeople and knitting collectives, including Edelkoort's creative teams, **Collectif France Tricot** in Paris and **Studio Chevalier-Masson** from Belgium. Following its success at SPINEXPO® New York, visitors in Shanghai will be able to see colors, textile samples knitted objects of inspiration, plus an amazing documentary film by **Jean-Baptiste Decavèle**, all choreographed into one stunning multi-media exhibition. **chevalier-masson.be**  
**c-f-t.net/en**
5. A preview of Edelkoort's forecast can be seen on **Trend Tablet: trendtablet.com/478-mohair-3/**  
**Press images, articles & information** can be accessed by contacting **Eleanor Williams @ Liquidlingo: eleanor@liquidlingo.co.za / +27 21 424 1530**, or by visiting **trendtablet.com**







**BODY & SELF**  
Photo: Sabine Pigalle



**BODY & SKIN**  
Photo: Sabine Pigalle



**BODY & HAIR**  
Photo: Sabine Pigalle



**BODY & SOUL**  
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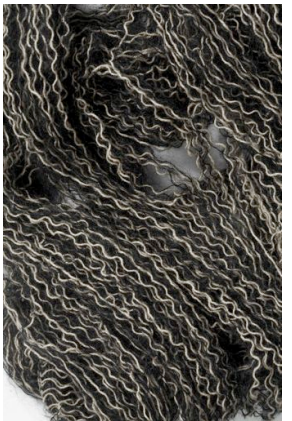
**BODY & CHARACTER**  
Photo: Sabine Pigalle



**BODY & SELF**  
Photo: Thomas Straub



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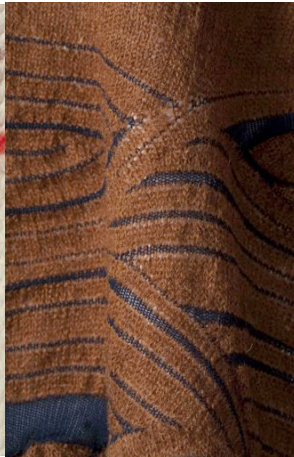
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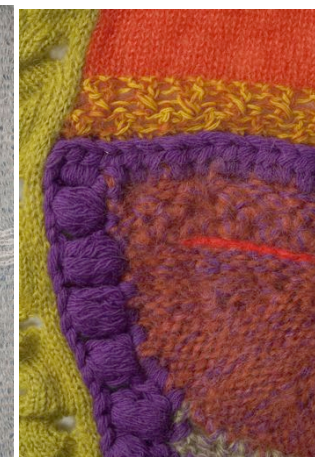
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The D.I.Y.Y. exhibition colorcard & all press images are available on: [www.trendtablet.com](http://www.trendtablet.com)

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