

TREND SEMINAR IN SHANGHAI
Tuesday, September 6 @ 14:30
FREE*

**Shanghai World Expo Exhibition
& Convention Center**

*free entrance for all SPINEXPO® visitors



Appearing for the first time ever in China,
Lidewij Edelkoort will present creative
fashion and yarn trends with the idea of
"doing it yourself yourself" (D.I.Y.Y.)



photo by Lise Duclaux

**MOHAIR SOUTH AFRICA TEAMS UP WITH EDEKOOT
TO CREATE A SPECIAL TREND STAND AT SPINEXPO®
& FORECAST THE FUTURE OF MOHAIR YARN**

***Lidewij Edelkoort** is one of the world's most famous trend forecasters. As a creative thinker, she 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.*

With a hint of surrealism, the trends of the future will literally dig deep into ourselves for inspiration; the human body and the soul. The fibrous texture of tissue, the fuzzy follicles of hair, the string-like strands of veins and the bouncing qualities of flesh and skin all provide a starting point for new techniques and color.

***Mohair** is the fiber that can 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.*

SPINEXPO® 2011 RUNS FROM SEPTEMBER 6- 8, 2011
follow Edelkoort's mohair trends on trendtablet.com

