

Showtime: Suppliers offer sneak peek into fall fashion trends

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HIGH POINT — At the International Textile Alliance's recent Showtime fabric and textile market, companies from across the home furnishings industry came together in High Point, June 2-5, to see and present the latest in fabric fashion.

Bringing with them new product and refreshed classics, exhibitors displayed product across all design themes and trends. As always, an emphasis on color, texture and pattern play dominated all of Showtime's new offerings.

Color

At performance fabric resource Sunbrella, Design Director Emily Robinson said that while brown is definitely starting to make a comeback in fabrics, the company still sees gray remaining a fan favorite in textiles for a while. To meet those demands, the company released several new plains in warm cream, natural, white and gray tones this season.

At Valdese Weavers, designer Lee Childers saw many of the same colors rising in popularity, choosing to bring in "dark tones of gray and brown and pairing them with warm neutrals" for introductions from brands such as Inside Out Performance Fabrics.

Although consumers may still be interested in neutrals of brown and gray, several brighter colors also made star at Showtime on plains, leathers and novelty fabrics.

In blue, shades ranged from more neutral-friendly pale and pastel looks all the way to bright turquoise and teal looks, as seen in the checkered and floral patterns from Richloom's Solarium brand fabrics.

Blue was also prominent in leathers from resources such as Crest Leather and Euroleather, both of which included a range from deep navy to bright teal color options.

In green, bright, cheerful earthy tones shone through, with the color appearing on lower price product from resources including Tayo Originals and on higher end Sunbrella product.

Colors at this season's Showtime event also took inspiration from several prominent fashion and trendsetting outlets. From Pantone, the color of the year, Living Corral, made its way on to new fabrics from Al Fresco Functional Fabrics, which featured the color on three new patterns in its showroom.

Drawing inspiration from Milan Fashion Week, several brands pulled a burnt yellow mustard color from the high fashion designs and incorporated it into colorways for the season.

Pattern

In pattern trends, old favorites got a refresh for this Showtime. Florals and foliage throughout the show were scaled up.

At Revolution Fabric, its latest outdoor launch unveiled a healthy selection of enlarged flower heads, palm fronds and more to choose from in its outdoor collection. At Richloom, extra-large leaves dominated a set of prints in several bright colorways.

The classic stripe was also reimagined by several companies in new color combinations and fill effects at Showtime this June.

From Sunbrella, for example, a classic, thick stripe was given a complete makeover by incorporating a light green polka dot fill instead of a solid color. At STI's Brentwood Textiles brand, a new introduction to its outdoor line incorporated checkered stripes in shades of green, orange and yellow.

American Silk Mills, which introduced a new line called Endurosilk at Showtime, updated its stripes with bold new color combinations.

Materials and textures

In materials, some company's concerns over an indefinite tariff environment accounted for uncertainty in material sourcing later down the road. While some companies such as Tayo Originals, whose product is made exclusively in China, has been able to avoid worries over its chenilles so far, freight-on-board product is set to be impacted, leaving the company with concerns over where pricing may go.

"It's up in the air right now, but it is for a lot of people," said Tayo Onadein, president of Tayo Originals. "It may mean we look later to add more chenille to our fabric or do something else to cut cost."

Outside of mixing fabrics to accommodate potential price increases, many fabric makers said that mixing materials was crucial to creating textures and looks that appealed to its customers.

At Nice Link Home furnishings, the fabric and upholstered furniture company incorporated a polypropylene warp into a polyester chenille to create shine and texture in its Go Glam fabric.

At the opposite end of the shine spectrum, STI released as a part of its Artisan collection a range of new fabrics made of delustered polypropylene to create a more natural looking fabric, and Sunbrella worked with many of its plains to create more linen looks.

Indeed, many performance companies expressed a rising interest in natural fibers for their performance products, faux or not.

Working on that same trend, performance fabric brand Breathe by Milliken showed new fabrics from both its all natural fiber and recycled polyester lines, including a fabric called Athena, the company's first natural fiber jacquard.