

Welcome to the second edition of our Creativity Inspired newsletter, our opportunity to connect and share sustainability solutions, market trends, new product developments, success stories across our community – along with other topics we hope you might find interesting.

HYOSUNG

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HYOSUNG Spring / Summer Highlights

Trade Show Takeaways

Since our last edition, we've been on a whirlwind spring/summer trade show tour exhibiting at: Preview in Daegu, Inatex Jakarta, Functional Fabric Fair Portland & NYC, SaigonTex Vietnam, Kingpins Amsterdam, Denim and Jeans Bangalore, Emitex Buenos Aires, Outdoor Retailer Show Salt Lake City, Future Fabrics Expo London, Interfilière Paris, Preview in Seoul, Gartex Denim Delhi, and Intertextile Shanghai. We also held workshops with our mill partners in Taiwan, US, and China. It was wonderful to see so many of our fabulous industry colleagues and friends – and meet lots of new contacts along the way!



*Intertextile Shanghai (Hyosung)

For those unable to attend these shows, we'd like to share a few insights:

① While attendance at textile/supplier specific trade shows was up due to lifted travel restrictions, attendance was lower for large global shows catering to retailers and brands. It appears many leading brands have found other ways to successfully meet with customers and suppliers outside of trade shows.

② Niche trade shows/market days that offer unique seminars series, thought-provoking trend displays, interesting (and complimentary) food and entertainment build more of a community feeling, which exhibitors and attendees are drawn to.

③ Sustainability is major connecting theme among all shows, with the market reflecting the position that leading with recycled products is no longer a unique selling position. Brands need to go beyond recycled to include other sustainable initiatives such bio-based, biodegradable, circularity, carbon-capture and regenerative. They are turning to trusted suppliers to help them with their sustainable solutions.

④ Inclusive sizing, natural fiber blends with synthetics, surface texture, lace, and glam-mood fabrics were key trends among intimate apparel and swimwear brands at Interfilière Paris. More on this subject in our FDC update.

Please contact us if you would like more specific information about the above spring/summer trade shows!

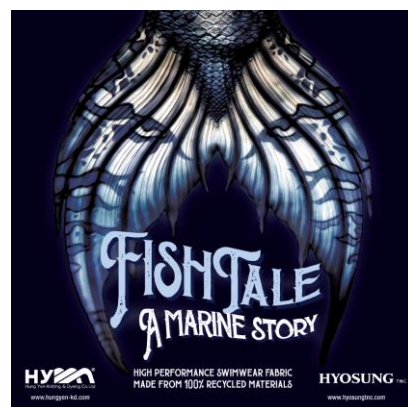
[*Outdoor Retailer show Sketch video](#)
[*Interfiliere Paris show Sketch video](#)



*Interfiliere Paris

Mill/Brand Partner Collaborations

We are pleased to have successfully launched two new fabric collections this summer with our mill partners. The first is our collaboration with Vietnam-based Hung Yen Knitting & Dyeing on the launch of new N850 FishTale, a new sustainable and performance swimwear fabric made with our GRS-certified, 100 percent post-consumer recycled regen ocean nylon made with discarded fishing nets and RCS-certified, 100 percent recycled creora® regen elastane. You can learn more about our FishTale collaboration [here](#).



[*Hyosung x Hungyen Collaboration video 1](#)
[*Hyosung x Hungyen Collaboration Video 2](#)



Mill/Brand Partner Collaborations

Our second collaboration was with Laguna Fabrics and Lenzing, with the introduction of Laguna's new Natural Selections Collection. This sophisticated fabric collection made with TENCEL™ Lyocell and our creora® bio-based spandex/elastane, prioritizes style, functionality, and environmental responsibility. The Natural Selection Collection includes refined single jerseys, ribs, and interlocks suitable for contemporary women's collections, including premium tops, first-layer shapewear, and form-fitting dresses. More information is available [here](#).

Stay tuned for new brand collaboration announcements from FW23...

HYOSUNG Fashion Design Center Update

After visiting trade shows, key retailers and brand partners, our Fashion Design Center (FDC) team members have shared some high-level design trends:

- ① Inclusivity embraces all – shape, size, race, culture
- ② Glam Mood
Functional yarns are used to achieve a bright and glossy surface, and a variety of finishings such as foil and metallic printing.
- ③ Seamless and Tubular
A construction creating a high stretch, comfortable, and ergonomic design that's widely used for inclusive sizing.
- ④ Textures: Crinkle, Active Lace, Towel Terry are trending.
- ⑤ Natural Comfort/Nature Blend: Synthetic fibers that have a soft touch and natural surface like cotton-blended fabrics.
- ⑥ Future Lightness: Weightless functional outdoor pieces are trending as are lightweight insulating mid-layer products that have micro-grid structure with soft touch on the backside. This construction provides a thermal air pocket for comfort, while also moving moisture away from the body.

If you missed our Fashion Design Center (FDC) SS 25 Regenerative Life Trend Byte Series, you can view it in the trend section of our blog [here](#). We will be sharing FDC's FW 25 Textile Trends this fall.

New Faces Team Member Update

We are happy to have a few new colleagues join our team! Some of you many have already met Laura Nilo, our new US Marketing Manager, West Coast Lead, and Christiane Rauch, Senior Consultant Mid Europe for Hyosung Spandex.



Laura Nilo
(USA, Marketing Manger)

Laura Nilo, who is based in Oregon, brings 15 years of global, director-level marketing and sales experience in the outdoor industry with progressive brands including Smartwool, Black Diamond, and La Sportiva. At Hyosung, she will identify business opportunities and develop customized textile solutions to help West Coast brands and retailers prosper. Additionally, Nilo will manage joint development and promotional programs with key industry partners.



Christiane Rauch
(Germany, Marketing Consultant)

Based in Germany, Christiane Rauch is a highly experienced marketing consultant with deep roots in the textile industry with businesses to include Nilit, Advansa, ICI Dupont Nemours, and Invista. She will collaborate with the Hyosung European marketing team to devise and execute creative marketing strategies and sustainable concepts focusing on strategic key account management for leading European retailers and brands.

Victoria Hwang based in our Seoul headquarters, recently joined us as a new member of our Nylon/Polyester Team focusing on sports and outdoor applications.

Lastly, we shined our Team Member Spotlight on Hee Kim this spring. Hee is an integral member of Hyosung TNC's global marketing team in charge of our ready to wear business and German retailers. Hee loves golf, drawing on her iPad, and Britney Spears! You can learn more about Hee [here](#).



Our 2022 Hyosung Sustainability Report, which provides stakeholders with a transparent overview of our activities and progress in sustainable management across economic, social, and environmental sectors will be published soon. This report covers our activities and performance from January 1, 2022, to December 31, 2022. To provide readers with a better understanding of trends, it includes quantitative data from the past three years, as well as some key operations until May 2023. We look forward to sharing this report soon.



Our Brand Communications Team has been busy developing several new videos to share our sustainable textile solution stories, most notably our GRS-certified, 100% post-consumer recycled regen Ocean nylon made from discarded fishing nets, along with our USDA and SGS-certified creora® bio-based spandex/elastane partly made with renewable resources. You can view the videos on our [Hyosung Performance Textiles YouTube Channel](#). Please contact us to discuss other ways we can support your brand communications efforts.

K -Culture Corner



Between K-Pop music, K-Beauty, K-Food, K-Fashion, and more - Korean culture is all the rage! There's hardly a day that goes by without one of these subjects in the news, and for good reason, as the country is being recognized for its amazing cuisine, dedication to health & wellness, and pop aesthetic.

As the first in our (K)Pop Culture Corner series, we are focusing on food! We've asked our globe-trotting resident foodie, Julia Nam - who also happens to be Hyosung Marketing Manager US East Coast Lead based in NYC - what her favorite Korean restaurants are in New York city. A great tip from a Seoul native! Please reach out to her if you need Korean restaurant (or any restaurant) recommendations on your travels!

Gaonnuri: An upscale Korean eatery on a skyscraper 39th floor overlooking the Hudson River. According to Julia, it serves authentic Korean BBQ, serving several courses including tasty Korean style miso soup, steamed egg, and rice. It's a great place for business meetings or a special celebration.

Soogil: This is a French-style Korean restaurant that is very cozy and vintage.

For more Korean hot spots in NYC, please visit:

[New York Times Stand Out Korean Spots for Standbys, Knife-Cut Noodles, and More!](#)

In our next K Pop Culture series, we will explore K-Pop music and what bands are taking the world by storm!

And before we sign off, we thought you might get a kick out of this...



Barbiecore

The much-anticipated Barbie movie was released this summer with staggering global ticket sales. Many of us not only saw the movie, but also had fun with the [BaiRBIE.me](#) app, that uses AI to make you into everyone's favorite doll! Check out Claire O'Neill, our European Marketing Manager as Barbie, and Ken Tam, our General Marketing Manager (Hong Kong) as Barbie and Ken!

Looking ahead- Save the Date

Key Dates: We will participate in the following trade shows/events later this fall and hope to see you there:

- Performance Days Munich, October 4-5
- Kingpins Amsterdam, October 18-19
- Functional Fabric Fair Portland, November 1-2
- STARS Gala London, November 16
- ISPO Munich, November 28-30

We look forward to introducing our latest sustainable textile solutions including our new creora® bio-based spandex/elastane story with even higher content of renewable resources.