

MEDIA PLANNER 2025

TEXTILE INSIGHT[®]

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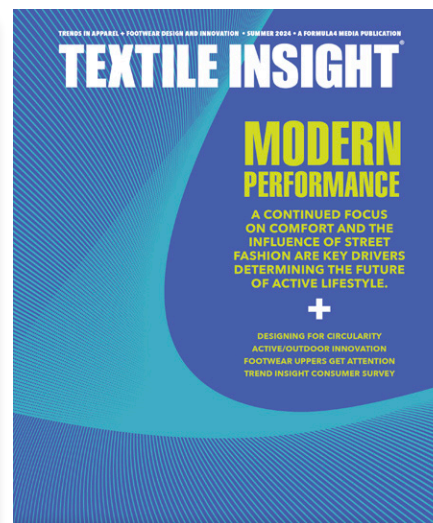
Textile Insight is a Formula4Media publication designed to serve members of the performance textile industry throughout the entire supply chain. With an eye on innovation, and focus on active apparel and footwear, our skilled editorial team provides corporate executives, material developers and designers information and expert commentary needed to succeed in today's competitive textile business.



WINTER (DIGITAL)



SPRING (PRINT)



SUMMER (DIGITAL)



FALL (PRINT)

EDITORIAL FEATURES

IN THE MARKET 2022 TRENDS

Hot about Organic Textiles, Eco Packaging & Colorfast Care by Emily Walter

Hot Topics



Demand for Degraded

There are many reasons why demand for degraded fibers is increasing...

Colorfast Fashion Tech

Colorfast fashion tech is a hot topic in the textile industry...

Plant Protein Packaging

Plant protein packaging is becoming a key focus for many brands...

Colorfast Care Creating

Colorfast care creating is a new trend in the textile industry...

TECHNOLOGY: GAMING COLLABORATION INNOVATION

How Gamers and Brands are Creating New Products Out of This. By: Kellynne Cobb

Commercialize, Capture & Transform



The intersection of gaming and technology is creating new opportunities...

IN THE MARKET: VOICES

Charles Ross Gets to the Core of "CE"

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Charles Ross discusses the importance of circular economy and its impact on the industry...

EDUCATION: NEW MATERIALS FOR DESIGN

Designing a Circular Future: The Fight Against Climate Change. By: Kellynne Cobb

Creating Hybrid Materials



New materials for design are being developed to address climate change...

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INDUSTRY BUZZ

TECH

STRATEGIES: INSIDER VIEW

How a Global Supply Chain is a Post-Pandemic Landscape. By: Emily Walter

Cultivating Fresh Ideas

The world is full of ideas, but it's hard to find the right ones...



Industry buzz and strategies are key to success in the current market...

Strategies and insider views provide valuable insights into the industry...

SUPPLY CHAIN: INSIDER VIEW

Better Control in Supply Chain Means a Better Supply Chain. By: Emily Walter

Turning Problems into Possibilities

Problems are often just opportunities in disguise...



MADE IN AMERICA: INSIDER VIEW

According to the Industry in America. MCE Equipes & Evelyn. By: Emily Walter

Solutions for Today & Tomorrow

Solutions for today and tomorrow are essential for the industry's future...



Insider views and solutions provide a clear path forward for the industry...

OUT OF CONTEXT

Sip and Shop Retail. by Kurt Gray

Sip and Shop Retail

Sip and shop retail is a new trend in the retail industry...



STRATEGIES

SUPPLY CHAIN

MADE IN AMERICA

OUT OF CONTEXT

IN THE STUDIO: DESIGN INFLUENCERS

The force behind what's new and exciting in today's marketplace.

IN THE STUDIO | BACKPACKS

Leading the Pack

When it comes to backpacks, the industry is seeing a lot of innovation. From sustainable materials to smart features, designers are pushing the boundaries of what a backpack can be. In this feature section, we explore the latest trends and the designers leading the way.

Outdoor Durable Showcase Backpack Materials that Stand on Their Own, by Suzanne Biecher

Leading the Pack

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One of Us

In the feature section, the designers have crafted packs from the likes of Goretex, Montane, and A.P.C.

IN THE STUDIO | UP AND COMING

Incubator Innovators

Entrepreneurs Arise with Exciting Ideas at an Occasion Time, by Suzanne Biecher

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IN THE STUDIO | CROSS-FUNCTIONAL

Weather Report

How Brands are Combating Climate Uncertainty with Style & Substance, by Suzanne Biecher

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IN THE STUDIO | CROSS-FUNCTIONAL

Design / Sustainability

Accessorize Take Center Stage with Innovative Sustainable Materials, by Suzanne Biecher

GEAR GETS GREEN

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SUSTAINABILITY

Environmental responsibility is driving positive change all along the textile supply chain. Investment in new eco-efficient technologies is a high priority within the industry, and corporate cultures are dedicating more time and energy to broadening, diversifying and strengthening a commitment to sustainable practices.

TEXTILE INSIGHT
ECO-VISION

LOOKING TO THE FUTURE OF TEXTILES THROUGH A GREEN LENS

WELCOME CIRCULAR GOBBY TAKE, MAKE & REUSE

- CLIMATE CONSCIOUS TECH
- CARBON NEUTRAL FOOTWEAR
- SUPPLY CHAIN FOOTWEAR
- ECO TRENDSETTERS

TECH | OCEAN PLASTICS
An Industry-Wide Search for Solutions to the Problem of Microfiber Shedding, by Dana Cobb

CLOSING THE LOOP ON OCEAN WASTE

Plastic pollution in our oceans has become the hot topic in sustainability circles, and the textile industry is just beginning to realize that we own a portion of the blame. The stats are mind-boggling. **The Great Pacific Garbage Patch**, off the coast of California, is estimated to be a 700,000 sq. kilometer mass. But while natural materials decompose, plastic — synthetic materials — break down into smaller and smaller pieces that sink into the ocean depths.

Microfiber Shedding
Microfiber shedding is a significant environmental concern. It is the process by which tiny fibers of synthetic materials are released from clothing and other textile products during use and washing. These fibers are so small that they can be inhaled or ingested, and they can also contribute to marine pollution. The industry is working to reduce shedding through various means, including the use of microfiber-catching laundry bags and the development of more durable, less-shedding fabrics.

Microfiber Catching Laundry Bags
These bags are designed to catch microfibers during the laundry cycle, preventing them from entering the water supply. They are made of a fine mesh that allows water to pass through but traps the fibers. Some bags are made of natural materials like cotton, while others are made of synthetic materials like polyester. They are used in a variety of ways, from hanging them in the laundry room to putting them in the washing machine.

Microfiber-Catching Fabrics
Some fabrics are designed to catch microfibers during use. These fabrics are made of a fine mesh that allows air to pass through but traps the fibers. They are used in a variety of ways, from making clothing to making filters. Some fabrics are made of natural materials like cotton, while others are made of synthetic materials like polyester.



TECHNOLOGY | INNOVATION

Planet-Saving Solutions

How Sustainability is Driving Today's Disruptive Textile Technologies, by Dana Cobb

Fabrication technologies are being developed that will reduce the environmental impact of textile production. These technologies include the use of bio-based materials, the development of more efficient production processes, and the use of digital manufacturing tools. These technologies are being developed by a variety of companies, including startups and established industry players. The industry is working to reduce its carbon footprint and improve its environmental performance through these technologies.

Biodegradable Materials
These materials are made from natural sources and can be broken down by nature. They are used in a variety of ways, from making clothing to making packaging. Some materials are made of natural fibers like cotton and linen, while others are made of synthetic materials like polyester and nylon.

Efficient Production Processes
These processes are designed to reduce waste and improve efficiency. They include the use of digital manufacturing tools like 3D printing and laser cutting, and the use of more efficient production methods like waterless dyeing and energy-efficient spinning.

Digital Manufacturing Tools
These tools are used to create digital models of textile products and to control the production process. They include 3D printing, laser cutting, and digital dyeing. These tools are used to create more accurate and consistent products and to reduce waste and improve efficiency.

Taking Eco Performance & Technologies to the Next Level

A Deeper Shade of Green

By Emily Weber | Sustainability has a new narrative. Talk is about expanding eco in big textile ways, and weaving sustainability through a wider, more diverse lens. Central to this emerging story is today's steep change in eco performance, and how suppliers are making responsive efforts to advance environmentally responsible facilities with a focus on green chemistry, resource efficient manufacturing and an increasingly transparent supply chain.

Green Chemistry
This involves the design of products and processes that minimize the use of hazardous substances. It includes the use of renewable raw materials, the development of more efficient production processes, and the use of digital manufacturing tools. Green chemistry is used to create more sustainable and safer products and processes.

Resource Efficient Manufacturing
This involves the use of resources in a way that minimizes waste and improves efficiency. It includes the use of digital manufacturing tools like 3D printing and laser cutting, and the use of more efficient production methods like waterless dyeing and energy-efficient spinning. Resource efficient manufacturing is used to create more sustainable and cost-effective products and processes.

Transparent Supply Chain
This involves the use of digital tools to track the origin and movement of materials and products. It includes the use of blockchain technology, digital product passports, and other digital tools. Transparent supply chain is used to create more sustainable and trustworthy products and processes.



THE GOOD, THE BAD, and the Effectiveness of Climate Branding, by Emily Weber

Making a Promise

Responsible sourcing is a key part of a company's sustainability strategy. It involves the use of digital tools to track the origin and movement of materials and products. Responsible sourcing is used to create more sustainable and trustworthy products and processes.

Digital Tools
These tools are used to track the origin and movement of materials and products. They include blockchain technology, digital product passports, and other digital tools. Digital tools are used to create more sustainable and trustworthy products and processes.

Blockchain Technology
This technology is used to create a secure and transparent record of transactions. It is used to track the origin and movement of materials and products. Blockchain technology is used to create more sustainable and trustworthy products and processes.

Digital Product Passports
These passports are used to provide information about the origin and movement of materials and products. They are used to create more sustainable and trustworthy products and processes.

How to meet your goals in a changing market

Supply Chain Resilience
This involves the use of digital tools to track the origin and movement of materials and products. Supply chain resilience is used to create more sustainable and trustworthy products and processes.

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INSIGHT ON SUSTAINABILITY SPONSORED CONTENT

Participating companies will be featured in two-page advertorial spreads that will be edited with you, detailing your company's new products, key partnerships, and eco marketing strategies. Advertisers will have final approval on advertorial spread. Rate includes all copy, layout and space. Any corporate graphics, logos or pictures need to be supplied. **Fall Issue.**

INSIGHT ON SUSTAINABILITY

A New Dimension In Drying Technology

Who We Are
 NextGen Innovations Inc. is a technology company focused on pioneering development of advanced textiles. We invent new fabric solutions that meet the performance, comfort and environmental responsibility demands of today's active consumers.

We see opportunity in a dynamic marketplace driven by consistency of pricing and evolving tastes, needs and technologies. We thrive on the unexplored and the unutilized. Our collaborative approach enables us to accelerate the textile development process – from concept to commercialization – for big brands as well as manufacturers.

We endeavor to create solutions that mimic nature and reduce our impact on this Earth. Our products and processes help users enjoy the planet as much as we do. We're active consumers. We put our gear through the ringer in pursuit of our passions. We enjoy life and we don't have time for limitations or constraints. Our passions define us.

Learn More
 755 W Peachtree St. NW
 4th Floor, Atlanta, GA 30308
info@nextgen.com

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TurboDry® is an innovative fabric technology that utilizes biomimicry to move moisture in one direction, away from the skin, to keep active users drier and more comfortable than regular wicking materials.

Consumers search for the word "wicking" almost all performance apparel but despite how ubiquitous this term is, few understand what it actually means. In fact, even materials developers and designers are sometimes guilty of throwing around "wicking" as a catch all description for moisture movement.

In the below article, we explain what "wicking" is, what it is not, and share how TurboDry® is allowing moisture management textiles by providing a new dimension in drying technology.

Unique Performance – The New Dimension
 A safety shirt clinging to the back or chest poses wicking and quick dry properties, but the perspiration remains trapped against the skin and most evaporates to the body of water. Despite the spread of moisture across the fabric (known as "wicking" and measures the spread in distance), the shirt is often equally wet on the inside and outside. Wicking performance fails to emphasize the importance of dryness against skin and does not measure the speed of moisture through a fabric, only across it.

With TurboDry®, however, the fabric construction acts like tree roots by absorbing the moisture into the fabric and pulling it to the outside, where it will then wick (spread across the surface) and dry. Described as "one-way moisture transport", this process, perfected in TurboDry® fabrics, leaves wearers feeling drier and more comfortable. Once moisture is on the outside of the fabric, it exhibits superior wicking and quicker drying rates than similar fiber construction fabrics.

TurboDry® is a patent-pending fabric development technique that utilizes proprietary yarn selection, fabric construction, and processing techniques that lead to permanent performance not reliant on the use of wicking chemicals.

Durability
 Dyeing materials to last, regardless of weight, fiber content, and market application, is one of TurboDry's major sustainability initiatives. Durability is core to TurboDry® as it is a permanent

technology that does not wash out and lasts the duration of the garment. Extensive testing shows that many TurboDry® fabrics improve in moisture management performance after wash. This holds true for wicking, dry time, and one-way moisture transport. Our material development team is continually pushing for stricter standards for pilling, snagging, recovery, and abrasion resistance – which equate to longer lasting garments.

Effort was formed in several world class athletes and ultra-runners who've been seen testing garments made with our TurboDry® fabrics. Their feedback has been instrumental in our improving upon TurboDry® durability and performance.

Responsibility
 While developing durable, performance fabrics without the reliance on added chemicals is the backbone of our environmental responsibility, we understand that our materials must have compatibility with sustainable fibers and carry certain industry certifications.

We continually seek out sustainably made fibers and many of our TurboDry® fabrics are made with recycled materials. In addition, TurboDry® is manufactured in a **bleach-free** and **ODKO-TEX Standard 100** certified mill.

Adaptability
 We have the fortunate and unique ability to add a variety of functionality to our TurboDry® fabrics to anticipate and meet consumer needs. We like to think of TurboDry® as the Swiss Army knife in your moisture management toolkit.

A few of these added performance features include warming, cooling, UV protection and durability that open lighter weight to heavier weight fabric constructions to accommodate diverse applications and weather conditions. The beauty of TurboDry® is that it can be applied to practically any fiber construction – natural, synthetic, recycled, bio-based or blends – thus meeting many diverse sustainable needs. We can also customize our technologies to brand specifications.

Who We Are
 We're everything we do, we promise to create, inspire, and connect people to a more mindful life.

Learn More
www.polygiene.com
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INSIGHT ON SUSTAINABILITY

Getting to the Heart of the Problem

Tackling the Textile Industry's Environmental Impact at the Source

The textile industry has received a resounding call to action – one that cannot be ignored. Recent reports, including **The Green Washing Machine**, painted a stark picture of the industry's contribution to emissions and environmental damage. Several industry leaders have committed to halving their emissions by 2030, while brands of all sizes are feeling consumer pressure to step up their eco-credentials.

Swedish technology brand Polygiene® is offering the textile industry practical ways to reduce its environmental footprint. Taking a decidedly holistic approach, Polygiene has looked to the heart of the issue, using their natural fabric treatments to offer both brands and consumers a forward-thinking solution. Embracing technologies that wear fabrics smelling fresher for longer, Polygiene is looking to revolutionize the way we view clothes, from construction to durability.

Championing Mindful Living®, Polygiene wants to make durable garments of all material types readily accessible to consumers. If consumers are empowered to embrace this mindful approach, buying fewer clothes because their existing garments last longer, the textile industry can reduce its production phase and lessen its environmental impact.

"...consumers would need to purchase just three garments a year if the textile industry is to halve its emissions. Polygiene offers the industry an effective strategy to encourage this."

The Story of a T-Shirt
 Polygiene commissioned a lifecycle assessment (LCA), studying the environmental impact of a T-shirt across its lifespan. This evaluation compared a T-shirt treated with Polygiene's StayFresh™ technology, an untreated one, and a T-shirt with Polygiene's StayFresh™ technology that is washed only every other time.

The assessment concluded that halving the number of washes a T-shirt with Polygiene StayFresh™ receives across its lifetime, its environmental footprint is reduced by an impressive 24%.

What's clear is that the preoccupation is not the manufacturing of a T-shirt's life cycle, representing up to 95% of an environmental impact. The question is how to maintain this. Polygiene is keen to work with textile brands to produce garments that consumers can wash less frequently. Clothes washed less often retain their quality for longer, reducing the need for replacements. Fewer purchases equate to less production, tackling the issue at the source.

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The future of Green Consumption is a 1.5° World report notes that consumers would need to purchase just three garments a year if the textile industry is to halve its emissions. Polygiene offers the industry an effective strategy to encourage this.

Ulrika Björk, CEO of Polygiene, notes, "We should only consume new products as a last resort. Our technologies allow brands to create garments not only with longer lifespans, but with enhancements that add value for the consumer."

Ulrika Björk, CEO of Polygiene

Montane is a brand synonymous with light-weight and breathable clothing and equipment, launched in 2002 the outdoor gear giant, with 100% recycled polyester. The collection, that incorporates recycled plastic bottles, is made to control and multi-day

consumers is more likely to change their wicking habits – especially if they are presented with the appropriate environmental education.

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Ulrika Björk, CEO of Polygiene

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Building Relationships
 Polygiene has collaborated with premium brands at all levels, boosting their garments' durability and the sports and outdoor segments are key targets the brand that Polygiene will continue to develop. Sportswear is put through its paces, and it is not even their other garments. Many consume items between each use, so the understanding of Polygiene's technologies after consumer's increase the number of uses between washes.

Polygiene's Mindful Living® ethos educates brands and consumers working in synergy, environmental and climate goals. If newly produced garments that still mean after one or even

INSIGHT ON SUSTAINABILITY

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A Special Advertising Section

TREND INSIGHT

A snapshot of what's resonating with consumers to help make smarter business decisions, inspire creative solutions, and generate original ideas.



TRENDINSIGHT | POWERED BY MESH O I

We surveyed 400 consumers. Here is what they told us.

A New Year, a Shift in Shopping Behaviors

Supply chain issues have been front and center for months, affecting everything from pricing to availability. As consumers seek out solutions, they're also looking for ways to make their shopping experience easier and more enjoyable.

How the supply chain challenges facing the manufacturing and retail industries impacted your ability to find specific features or apparel you want to buy when shopping online and in store?

Response	Percentage
NO	39%
YES	61%

If YES, how your expectations changed when it comes to buying footwear or apparel due to supply chain issues?

Response	Percentage
NO	33%
YES	67%

How important is it that your footwear apparel and footwear accessories are made from sustainable materials?

Response	Percentage
Not important	17%
Somewhat important	50%
Very important	34%

How important is the social aspect of your footwear retail?

Response	Percentage
Not important	11%
Somewhat important	39%
Very important	48%

When you go to buy new footwear or apparel what is your first step?

Response	Percentage
Go to store to see selection	24%
Ask friends	5%
Research online	71%

How do you approach dress for cold weather workdays outdoors?

Response	Percentage
Lightweight/insulation	28%
Weather protection	30%
Moisture wicking	37%
Layering the look to keep warm	79%

When you go to buy new footwear or apparel what is your first step?

Response	Percentage
Go to store to see selection	24%
Ask friends	5%
Research online	71%

What is the most important feature of your footwear?

Response	Percentage
Lightweight/insulation	28%
Weather protection	30%
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Layering the look to keep warm	79%

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Comfort & Versatility Top Shoppers' Purchasing Priorities

Not only do consumers believe that comfortable, support and functional is a prerequisite for office wear, but they are very likely to make these items a core element of their work wear as well. For example, 73 percent of survey takers gave a thumbs up to wearing activewear, chinos and slacks in the office. A key factor driving this trend is greater awareness of the value of functional fabrics. During the pandemic individuals came to better understand the consumer potential of exercise wear to everyday attire to products made with performance materials, with comfort giving a major lift. For instance, when asked to rank a list of fabric features, survey participants rated "Comfort" the overall highest favorite, generating four times as many top picks as second ranked "Durability." Respondents also named "Washability," "Stretch" and "Breathability" as the most important fabric performance features. Not surprisingly all three attributes correlate closely. These days shopping decisions making more than about fashion trends and shopping style, and more about a belief that quality activewear apparel and footwear is a worthy investment for a contemporary wardrobe.

Do you believe activewear apparel and footwear is appropriate for office wear?

Response	Percentage
NO	27%
YES	74%

Compared to your purchases, are you more aware of the value of fabrics that combine comfort and functionality?

Response	Percentage
NO	50%
YES	50%

Rank the following fabric features based on how frequently you wear each (rank 1 being the most important).

1. COMFORT	41%
2. DURABILITY	33%
3. STRETCH	28%
4. BREATHABILITY	27%
5. EASY CARE	26%
6. WASH RESISTANT	25%
7. ECO FRIENDLY	24%

How important is it that your activewear apparel and footwear comes from other categories of your wardrobe?

Response	Percentage
Not important	14%
Somewhat important	49%
Very important	38%

When you return to an office, how likely will you be to wear activewear and footwear from other categories of your wardrobe?

Response	Percentage
Not likely at all	25%
Somewhat likely	23%
Very likely	52%

How big an impact has Covid-19 had on your general dress code?

Response	Percentage
No impact	17%
Somewhat impact	35%
Yes	48%

What is the most important feature of your footwear?

Response	Percentage
Lightweight/insulation	28%
Weather protection	30%
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What is the most important feature of your footwear?

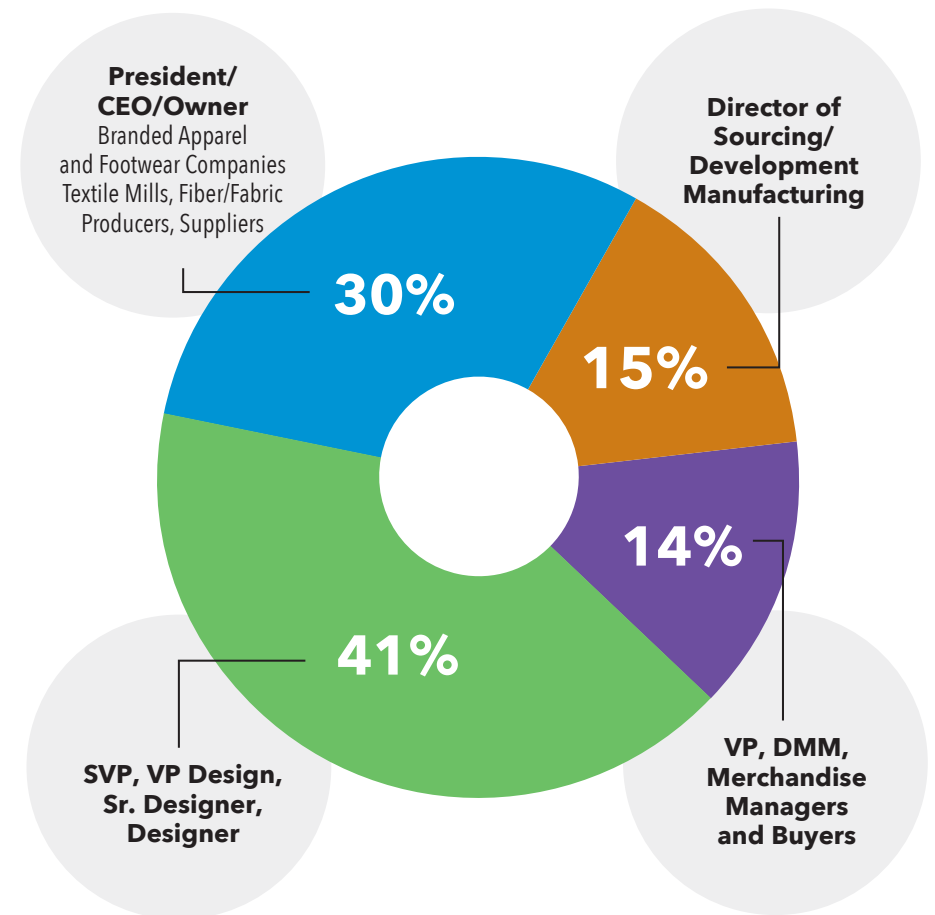
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2025 EDITORIAL CALENDAR

ISSUE	FEATURES	SHOWS	
WINTER 2024	<p>HOT TOPICS / MAIN TALKING POINTS</p> <p>Innovations in performance, lifestyle and eco define 2025.</p>	<p>Performance Days - Munich</p>	<p>Ad Close 01/27/25</p> <p>Mat Due 02/03/25</p>
SPRING 2024	<p>WASTE NOT</p> <p>The State of Textile Recycling</p> <p>The season ushers in cutting edge material and manufacturing developments with an eye on reducing textile waste.</p>	<p>Functional Fabric Fair Portland Powered by Performance Days OR Summer</p>	<p>Ad Close 03/14/25</p> <p>Mat Due 03/21/25</p>
SUMMER 2024	<p>SPORT & STYLE</p> <p>Feel Good Function</p> <p>Fashion, comfort and overall wellness are key drivers determining the future of active lifestyle performance.</p>	<p>Functional Fabric Fair New York Powered by Performance Days techtextil, NA</p>	<p>Ad Close 06/20/25</p> <p>Mat Due 06/27/25</p>
FALL 2024	<p>THE ENVIRONMENT</p> <p>A Lighter, Brighter Green</p> <p>Suppliers seek ways to scale sustainable materials and streamline processes in a quest to reduce carbon emissions within textiles.</p> <p>SECTION II: INSIGHT ON SUSTAINABILITY</p>	<p>Functional Fabric Fair Portland Powered by Performance Days OR Winter</p>	<p>Ad Close 10/10/25</p> <p>Mat Due 10/17/25</p>

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