

REMINDER

SPINEXPO™ SHANGHAI

3-4-5 SEPTEMBER 2024

WORLD EXPO EXHIBITION & CONVENTION CENTER

1099 GUOZHAN RD, PUDONG - SHANGHAI - CHINA

HOURS OF OPENING:

9.00 A.M. TO 6.00 P.M. (5 SEPTEMBER: 4.00 P.M.)



YARNS - FIBRES - KNITWEAR - KNITTED PRODUCTS

SPINEXPO™ is an international and selective textile exhibition that hosts top-class spinners with integrated high-fashion knitwear manufacturers who combine fashion sense with technical prowess.

SPINEXPO™ exhibitors are mainly export-oriented spinning manufacturers and fiber promoters.

SPINEXPO™ also hosts many companies that specialize in knitwear design and manufacture. Most knitwear manufacturers have collections and a Research and Development department capable of working directly with international brands.

VISIT US AT WWW.SPINEXPO.COM

Pre-register and view the extensive list of exhibitors and show specific information.

Pre-registration is mandatory. No entrance onsite.

WHAT IS BEHIND A BRAND

SIWEI



Every exceptional film requires a talented director, and Cherry Lee embodies this principle as the founding partner of SIWEI. Beginning her career as a fashion designer in a fashion brand, Cherry quickly recognized that the materials provided by the sweater factory did not align with her vision.

Years later, she decided to delve into the yarn industry, leveraging her understanding of fashion trends to develop innovative fancy yarn materials.



Rather than immediately immersing herself in yarn development with the constraints of a limited in-house spinning facility, Cherry opted for a more methodical approach by engaging in raw material research. During this time, she focused on mastering various yarn-spinning processes and dyeing techniques, collaborating closely with their yarn engineers.

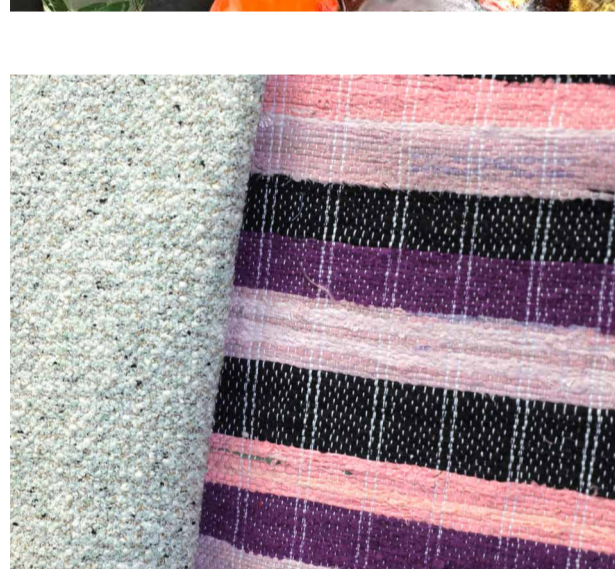
Transitioning from a yarn-converting manufacturer, SIWEI can now produce fancy yarn using diverse techniques that reflect Cherry's design inspirations. She actively seeks inspiration for sustainable growth within her design team by attending brand buyer meetings, traveling, visiting museums, and exploring vintage markets. Drawing from her experiences, Cherry recognizes that the textile industry necessitates a step-by-step approach to navigate the development process effectively.

Cherry's distinctive background and perspective empower her to design products with the wearer's experience in mind. This reverse-thinking approach ensures that each piece is aesthetically pleasing and functional and offers a unique user experience.



SIWEI's development team began with Cherry and gradually evolved into a small yet elite group of highly skilled professionals, including yarn engineers, colorists, and designers.

The company continually enhances its spinning equipment each season and maintains rigorous quality control to ensure customer satisfaction.

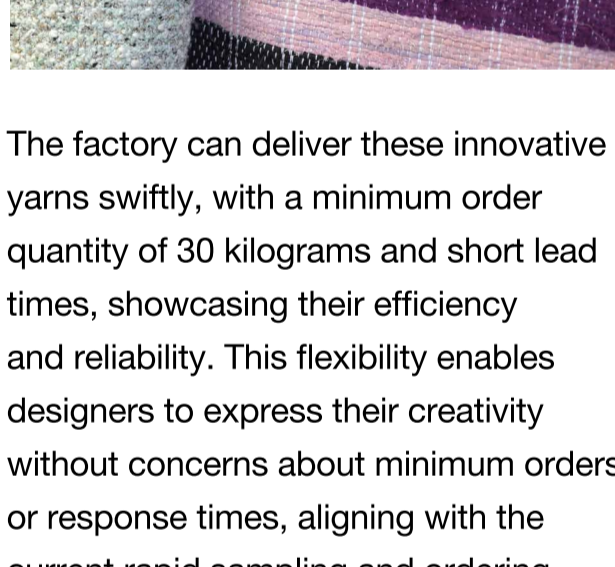


SIWEI's products consistently innovate in raw materials, such as eco-friendly corn fiber, which is entirely biodegradable and produced through an environmentally safe process.

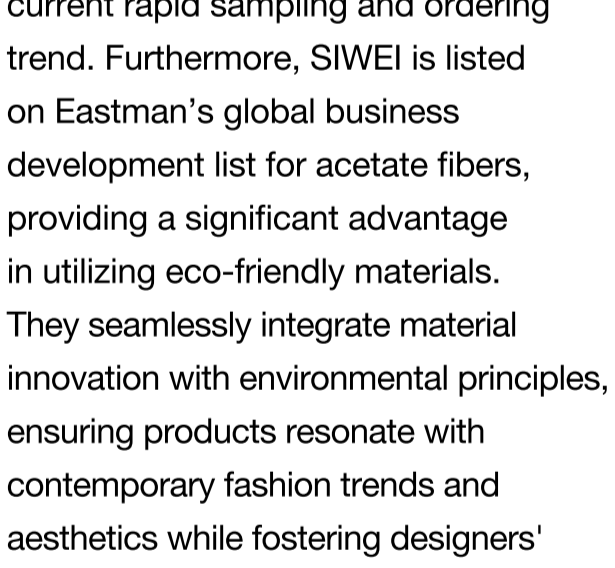
The factory can deliver these innovative yarns swiftly, with a minimum order quantity of 30 kilograms and short lead times, showcasing their efficiency and reliability. This flexibility enables designers to express their creativity without concerns about minimum orders or response times, aligning with the current rapid sampling and ordering trend. Furthermore, SIWEI is listed on Eastman's global business development list for acetate fibers, providing a significant advantage in utilizing eco-friendly materials. They seamlessly integrate material innovation with environmental principles, ensuring products resonate with contemporary fashion trends and aesthetics while fostering designers' creativity and offering a unique design experience.

The 2025 Autumn/Winter Collection features three concepts designed to meet modern consumers' demands for comfort and visual appeal.

The "Blanket Collection" draws inspiration from the handcrafted fabrics of Guizhou and Yunnan, known as Liezhi Cloth. These fabrics are widely utilized in home decor for their soft and comfortable texture. This collection features products that embody a handcrafted aesthetic, combining various materials and weaving techniques to balance relaxation and refinement. Artisanal dyeing and yarn-wrapping methods lend each piece a pronounced handmade quality.



The "Shining Collection" employs specialized techniques to incorporate shimmering elements, resulting in subtly understated luxury. Combining lightweight autumn/winter yarns such as mohair and alpaca, this collection harmonizes brightness with plush texture, showcasing a feminine, gentle, and elegant essence.



The "Eco-friendly Collection" introduces innovative products from eco-friendly materials, such as acetate cashmere and acetate wool. Acetate cashmere, crafted in fine gauge, offers a wrinkle-free effect, presenting a refreshing alternative to traditional cashmere. Acetate wool, with its delicate texture and subtle pearlescent sheen, resembles silk-cashmere wool while providing a more structured feel. These eco-friendly materials reflect SIWEI's commitment to sustainable development.

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DON'T FORGET

NEW SPINCLUB

LOS ANGELES

24-25-26 SEPTEMBER 2024

COOPER DESIGN SPACE

860 SOUTH LOS ANGELES STREET, SUITE 1100 - LOS ANGELES CA 90014

PREREGISTRATION IS MANDATORY

CHECK OUR WEBSITE: WWW.SPINEXPO.COM