

HEALTHY TEXTILES

Key Trends

Pollution-protective, antimicrobial and antibacterial, easy-to-clean and sustainably made textiles become essential areas for product development.

by WGSN



The Global Antimicrobial Textile Market is expected to reach \$12.3m by 2024. Since the coronavirus pandemic, protection from germs and unsanitary surfaces across interiors becomes an increased area of importance for consumers. Respond to their needs by designing textile products that support cleanliness, offer reassurance and help consumers stay well.

1. Nature comes first: while embracing the beneficial cleaning properties of wool, flax and other plant-based fibres, use ethical extraction methods to protect the original environment.
2. Partner up: collaborate with a research centre, smart textile expert or manufacturer to create innovative fibres and update your existing ranges.
3. Return initiative: put incentives in place to encourage consumers to return their biodegradable goods so they can be properly recycled or upcycled into new products. Communicate these via labelling and social media.
4. Provide cleaning guidelines: create bitesize content online of handy techniques and quick solutions to maintain your product. This can also promote cleaning products or tools you supply.

NATURALLY HEALTHY

Natural fabrics remain important for their inherently antibacterial qualities that can be used for interiors.

EASY TO CLEAN

Address the importance of staying hygienic with self-cleaning or easy-to-clean textiles for busy consumers who want fuss-free solutions. Offer resourceful guides to help users maintain cleanliness and prolong the product's lifespan.

ANTI-MICROBIAL QUALITIES

Invest in antimicrobial materials that fend off micro-organisms, safeguard bacteria-causing odour and prolong the lifespan of textile goods • To Prevent odours from lingering in the home: develop finishes that can be applied across many home textiles, such as silver-ion technology

METAL-INFUSED

Different metals have natural antibacterial and antifungal properties, making them a focus for home textile. Its antimicrobial properties keep undesirable bacteria and microbes at bay to prolong the product's life span • The antibacterial fabric remains soft, light and airy

POLLUTION-PROTECTIVE TEXTILES

Environment charity Global Action Plan revealed pollution inside London homes is 3.5 times worse than outside. Respond to this with pollution-protective textile goods to help consumers gain air-care and healthier habitats.



LATEST INNOVATIONS

Latest innovations include a fabric that eliminates coronaviruses as well as the flu virus, the fabric technology that transforms ultra-violet light into ozone and purifies the air, cleaning and disinfecting the surface.

Anemotech's theBreath fabric reduces the pollutants generated by heating systems and chemical products with active nanomolecules that block the impurities inside its fabric structure, preventing them from being released. This can apply to wall hangings and furniture - ideal for commercial and residential spaces.

As consumers spend more time indoors, sound pollution is important for those trying to work from home or find a moment of solitude. Vescom's transparent acoustic curtain fabrics have a high sound-absorption level, are soft and flexible for varied window coverings.

SUSTAINABLY DRIVEN

Sustainable upholstery and textiles remain important and are growing as brands create planet-healthy solutions and products for the conscious consumer's home.

Consider a product's end-of-life cycle.

Sea waste remains a source of opportunities to develop ranges. The polyester yarn is spun from PET, mainly bottles which tend to be clear or lightly coloured, meaning they are ideal for the textiles industry as they can be transformed into a dyeable yarn.