

Eschler: New Collection of Fashionable Knitwear

FASHION MEETS SPORTS

Technical fabrics with a fashion statement – that is exactly what apparel brands expect from fabric producers. In close cooperation with students of the Swiss Textile College STF and designer Annette Kohn, Swiss knitwear specialist ESCHLER has created an entire fashion collection of functional fabrics. Entitled “Fashion Meets Sports”, the line fuses fashion and function presenting reptile looks, shimmering, fluid surfaces and sophisticated colours.

The world of fashion flirts with function – and vice versa: the world of sports takes more and more inspiration from fashion. The industry calls this trend “Fashion goes Function” or “Function goes Fashion”, and it involves cutting lines, styling, as well as the choice of fabrics. Swiss knitwear specialist Eschler proves that a fabric manufacturer with technical expertise can produce an entire collection of high-end fabrics that meld fashion and function.

For all three layers, the Swiss brand offers sophisticated performance fabrics, separated into four colour and design schemes. The futuristic fashion statement, entitled “Fashion meets Sports”, has been created by students of the Swiss Textile College STF and designer Annette Kohn.

FLASH & GLOW

This theme presents lightweight, structured knitwear and bonded qualities with matt surfaces. The soft yet bright and vibrant yellow green shade signals a fast, athletic aesthetic.

PALE GOLD

A fresh, powdery gold creates an elegant style for fabrics with a wavy or waffle structure. One of the highlights is the ribbed stretch quality shimmering with a very discreet reptile print.



SILVER DE LUXE

High-tech performance fabrics in futuristic, clean grey and silver shades. Eschler introduces a ripstop look in its refined, lightweight knits and plays with contrasts of shiny and matt surfaces.

COPPERLICIOUS

The warm copper shades create a collection of romantic, feminine fabrics. Eschler delivers an exciting collection that embodies the concept of sophisticated design for athletic materials.

THE LAYERING PRINCIPLE

e1: Worn directly on the skin, this layer promotes moisture and temperature management. It acts like a second skin, providing physical comfort thanks to its skin-friendly properties, hygiene and freedom of movement. The textile is a single or multi-layer knit structure that uses spun or textured yarns.

e2: With its great insulation properties, the second layer protects the body from cooling down at low temperatures. It also transports moisture on to the next layer. The different styles range from the sporty/rustic look to ultra-fine brushed microfibrines.

e3/e3+: e3 textiles are provided with a wind- and water-repellent finish. They therefore offer excellent protection from the weather while ensuring air circulation for optimal breathability. e3+ fabrics are wind- and waterproof multilayer laminates. The elastic PU membrane offers full weather protection and great comfort.



Image Data for download:

http://www.k-g-k.com/download/ESCHLER_e1_11161+Fashion_S10_HR.jpg

http://www.k-g-k.com/download/ESCHLER_e2_11274+Fashion_S10_HR.jpg

http://www.k-g-k.com/download/ESCHLER_e3_63263_copper_Fashion_S10_HR.jpg

http://www.k-g-k.com/download/ESCHLER_e3_63263_gold_Fashion_S10_HR.jpg

For more information see www.eschler.com

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swiss **TEXTILES**



ESCHLER – Touch Swiss Comfort: Founded in 1927, the Christian Eschler AG quickly advanced to become one of the world's leading manufacturers of functional knit fabrics. Today, the family owned business, based in Bühler/ Switzerland, is managed by the third Eschler generation and specialises in sportswear, work wear, technical textiles and lingerie. As one of the first textile companies, Eschler committed itself to an environmentally friendly production cycle by becoming a bluesign® system partner (www.bluesign.com). The independent bluesign® standard meets strict requirements regarding sustainability, health and safety as well as resource efficiency.