

the main destination being France, followed by Portugal, Italy and Germany.

The Centre for Textile and Clothes Manufacturing Information (CITYC) forecasts an upturn for the industry in the current year, pointing out in a study that the developed markets, which receive some 75% of Spanish exports, are now entering a new cycle of growth. However, it cautions that this cycle is still limited and irregular.

According to the Spanish Fur Business Association (OEEP), the country's fur sector managed to weather the storm and save its overall performance in 2010 thanks to raw and processed fur exports that increased 20.86% in value to reach 71 million euros during this period.

Fashion: innovation and new ideas are the keys

As always, fashion, creation, innovation and new ideas were the key themes at SIMM, which is held twice every year in February and September to highlight the winter/autumn and spring/summer collections respectively. The fair, the third most important in Europe, is a key trade forum for Spain to take a seasonal look at the health of its textile and apparel production industry, promote and market its new collections for each season and highlight the country's fashion sensibility.

The winter collection sported a romantic and vintage appeal that paid tribute to the styles of the 1950s and 1960s, knit, leather

and fur — both synthetic and organic — being the main players. One of the welcome features this year was the appearance of new lines targeting a younger audience of consumers while the party lines reflected glamour and elegance.

SIMM groups exhibitors' products and services in the following sections, depending on the style and philosophy of each participating company.

Agents: The most prestigious and influential high-quality brands in the European market.

Charm: Fashion items for the romantic woman who is looking for a practical and urban style. Floral prints, embroidery, beads, zips and clasps predominated the collec-

tions, with skirts and dresses of soft, warm and airy materials featuring simple and beloved forms to enhance feminine appeal. Overcoats made of wool, cashmere and velvet. The colours were pastel and natural shades, together with varieties of green, ochre, mauve, brown, grey and blue. The approach with its military style and hip-chic fashion appeal was also seen.

Class: A range of contemporary basics.

Gala: Cocktail dresses, evening-wear, formal attire and ceremonial fashion. The fashion creations in the Class and Gala sections paid homage to the women of the 1950s this year, featuring simple and clean designs that enhance symmetrical lines above tailored waistlines together with wide trousers and airy skirts. Elegance was achieved with the use of fine materials such as velvet and silk combined with embroidery, passementerie and premium fur varieties. The winter colours that will remain supreme include warm shades such as ro-

CITYC forecasts an upturn for the industry as the developed markets entering a new cycle of growth



Sara Coleman

Sara Coleman: a new collection

Fashion designer Sara Coleman has participated in several editions of SIMM as well as EGO Cibeles Madrid Fashion Week. She presented her Autumn-Winter 2011/12 collection in the premium section at Pure London from February 13-15.

The Sara Coleman brand was created in 2007, with both critics and the global media highly valuing the enthusiasm and positive energy of the designer.

A brand specialising in cutting-edge fashion for women, it emphasises the use of natural fabrics with a unique design and refined organic styling to offer a product of outstanding value.

Coleman's professional career began with plastic arts and continued with pattern technology cutting; costume design for cinema, theatre and TV; master's in fashion management (Escuela Superior de Diseño y Moda Felicidad Duce, Spain) and experimental fashion drawing at Central St Martins in London.

She took her first steps in the fashion industry with Roberto Verino and later worked as a freelance designer and pattern cutter for several companies. Her artistic experience branched out into costume design and different workshops in textile technics, working

closely with Kei Ito, Elisabeth Salgado and Teresa Rosa Aguayo.

At the same time, she worked hand-in-hand with sculptor Jorge Varela. She later worked as a teacher for Escuela Superior de Diseño y Moda Felicidad Duce for three years.

Coleman has presented her own label in fashion shows such as a: Ego Cibeles Madrid Fashion Week, Valencia Fashion Week, Meliá Bilbao Fashion Show (Spain), Cluj Napoca Fashion Week (Rumany) and Galicia Fashion Week (MACUF, Union Fenosa Contemporary Art Museum, A Coruña, Spain).

The brand's business approach is to participate in different national and international trade fairs such as Daisy Market (A Coruña, Spain), SIMM (Spain) and Pure London (UK).