



## FASHION

# WORLD DEBUT: SEAMLESS WARP KNITS CONTAINING WOOL

Cifra's Warp Knit Seamless® made from merino wool was premiered at ISPO in Munich, 28. – 31. 01 2018

Clothing and underwear belong to a market that is constantly reinventing itself. Innovative new developments keep customers wanting to buy more, but above all, they help stylish and comfortable pieces to find their way from the shelf into the shopping basket. Among the most spectacular and important innovations of recent times is undoubtedly Warp Knit Seamless® from Cifra. This Italian manufacturer is taking a completely new path with this new product line, in terms of both the production technique and product, which is setting it apart from conventional products produced on circular and flat weft knitting machines. There is a particularly high demand for Warp Knit Seamless® in the sports sector. More than in any other segment, there is a demand here for clothing that can do it all, i.e. for garments that look stylish and modern, yet which are functional, high-performing, comfortable and durable.

### Comfort for every activity

The clever concept behind Warp Knit Seamless® can meet these high expectations. The garments are produced in a single piece, without any seams whatsoever, so that there are no points to chafe the skin. Areas having an open construction allow for ventilation and also control moisture. The mesh and grid-like constructions, combined with a specific elasticity, guarantee a perfect fit, regardless of the wearer's movements. This makes Warp Knit Seamless® perfect for yoga, cycling, running and many other sports.

### Growth through innovation

With its all-round characteristics, Warp Knit Seamless® is becoming established on the market and guaranteeing growth for Cifra. "With a production capacity of around 10,000 articles of clothing per day,



combined with special know-how, Cifra leads the way in terms of style, but also in production volumes," says Cesare Citterio, the CEO of Cifra. "Over the course of 2017, turnover grew by over 70% and, with recent investments made in new machinery, our position has been strengthened even more." In addition to the machine technology, this CEO also focuses on design. "Our design department, with its ten CAD stations, creates new, customised models every day for the most important brands worldwide, in both fashion and sports related sectors," says Cesare Citterio.

#### **A technology without seams or design restrictions**

The advantages of Warp Knit Seamless® are based on the company's own WKS™ (Warp Knit Seamless) technology. With this special production process, the garments are produced in a single piece on double-bar raschel machines with jacquard facility. The front and rear needle bars each work a fabric web, which is joined at the sides by the centrally located jacquard bar to form a tubular article. As well as requiring high-tech machines, the technology also needs know-how, but enables a wide variety of different designs to be produced. For example, the jacquard system enables any diameter to be worked. Items having different diameters, such as bodies, sleeves, gloves and leggings, can be produced simultaneously next to each other. There is virtually no limit to the patterns that can be produced: designs and logos of every style, size and shape can be worked without any problems. On the basis of body mapping, breathable mesh constructions can be placed in those areas where they are needed most. WKS™ articles also offer advantages during use. The stylish, functional articles are ladder-proof and abrasion-resistant, and any holes or tears do not fray.

#### **Cifra is bringing the natural look to Warp Knit Seamless®**

Cifra is using its WKS™ technology to constantly develop new innovations. Alongside its other innovations presented at the recent ISPO trade fair, which was held from 28 to 31 January 2018 in Munich, this company was showcasing a seamless project involving wool, which is noted for its natural comfort properties. For the first time in history, this project involves processing a yarn made from 100% merino wool by the WKS™ technology. This natural product is supplied by an industry pioneer, Schoeller. The new seamless articles are high-tech yet completely natural, and guarantee a constant body temperature. The thermal insulating effect, high breathability and absorption of moisture and perspiration create the perfect micro-climate.

In this project, Cifra combined a variety of different materials with merino wool. The combination with elastane resulted in a perfect fit and total comfort during a variety of activities – perfect for use in baselayer clothing, yogawear and leisurewear. Another new innovation combines the warmth, comfort and naturalness of merino wool with the technical features of Tencel®. Produced from eucalyptus wood, Tencel® is based on a renewable and recyclable material. Fabrics made from this regenerated fibre are light and airy and have a pleasant feel. It is perfect for use in base layers, which cannot be felt during wear, and meets stringent comfort requirements, regardless of the weather. Tencel® absorbs excess moisture in a natural way and wicks it to the outer surface of the garment so that it can evaporate, guaranteeing comfort and freshness throughout every season of the year.

The dry micro-climate also inhibits the growth of bacteria – without the use of any chemical additives.

#### **Cifra - the seamless pioneer**

Cifra was founded in northern Italy in the late 1970s and is known as a warp knitting Centre of Excellence. With its exclusive technology, it produces clothing that can meet even the highest expectations. The company focuses on B2B business and manufactures for major international brands. In so doing the company is committed to innovation, flexibility, strong production capacities and know-how. This makes Cifra a leading player in the seamless sector.

The technology behind this success is based on an innovative plant equipped with a total of 25 raschel and double-bar raschel machines, all supplied by KARL MAYER. Cifra operates a reliable partnership with this machinery building company, which has resulted in many new product developments. "Cifra is currently the biggest and most innovative producer of seamless, warp-knitted apparel," says Oliver Mathews, the Sales Director of the Warp Knitting Business Unit at KARL MAYER.

Production is carried out exclusively in Verano Brianza, Italy, in a plant covering an area of 4,000 m<sup>2</sup>.