

HEIMTEXTIL [TRENDS 27/28]

[FFM]

[HOME-MAXXING]

[THE PERFORMANCE OF EVERYDAY LIVING]

[ALCOVA]

MATERIAL BRIEFING

SAMPLE SUBMISSION [FUNCTIONALS]

For each material submitted to the Heimtextil Trends Library, please indicate, where applicable:

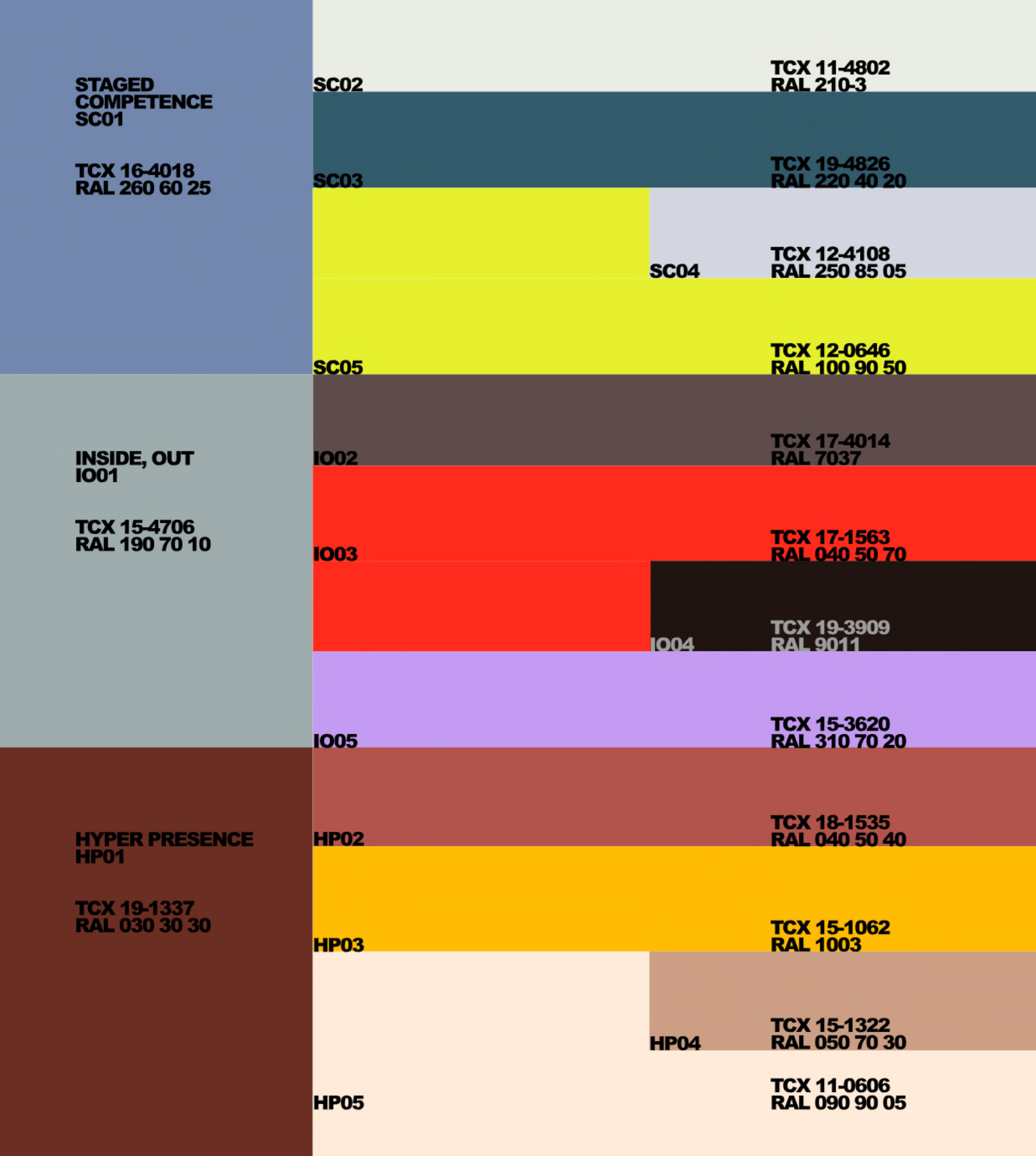
- **fibre composition**
- **functional performances of all kind**
- **certifications and blend (GRS, GOTS, ratios, OEKO-TEX, Cradle to Cradle, or equivalent)**
- **end-of-life properties: biodegradable, compostable, recyclable, mono-material**
- **production notes: solution-dyed, deadstock, recycled or regenerated content, reduced water or energy claims**

Materials included for decorative or aesthetic only are equally welcome. Besides, we are particularly pleased to receive materials with this specific functionalities and the respective certifications for them:

- **Flame-retardant**
- **Antimicrobial**
- **Lightfast**
- **Water- and stain-repellent**
- **Sound absorbing**
- **Hard wearing**

These materials will form a dedicated tour within the trend, focusing specifically on functionality and performance. The respective certifications and technical claims will be reviewed by a specialist, while the final curation will take place as part of the trend selection by Alcova.

[Click here for registration]



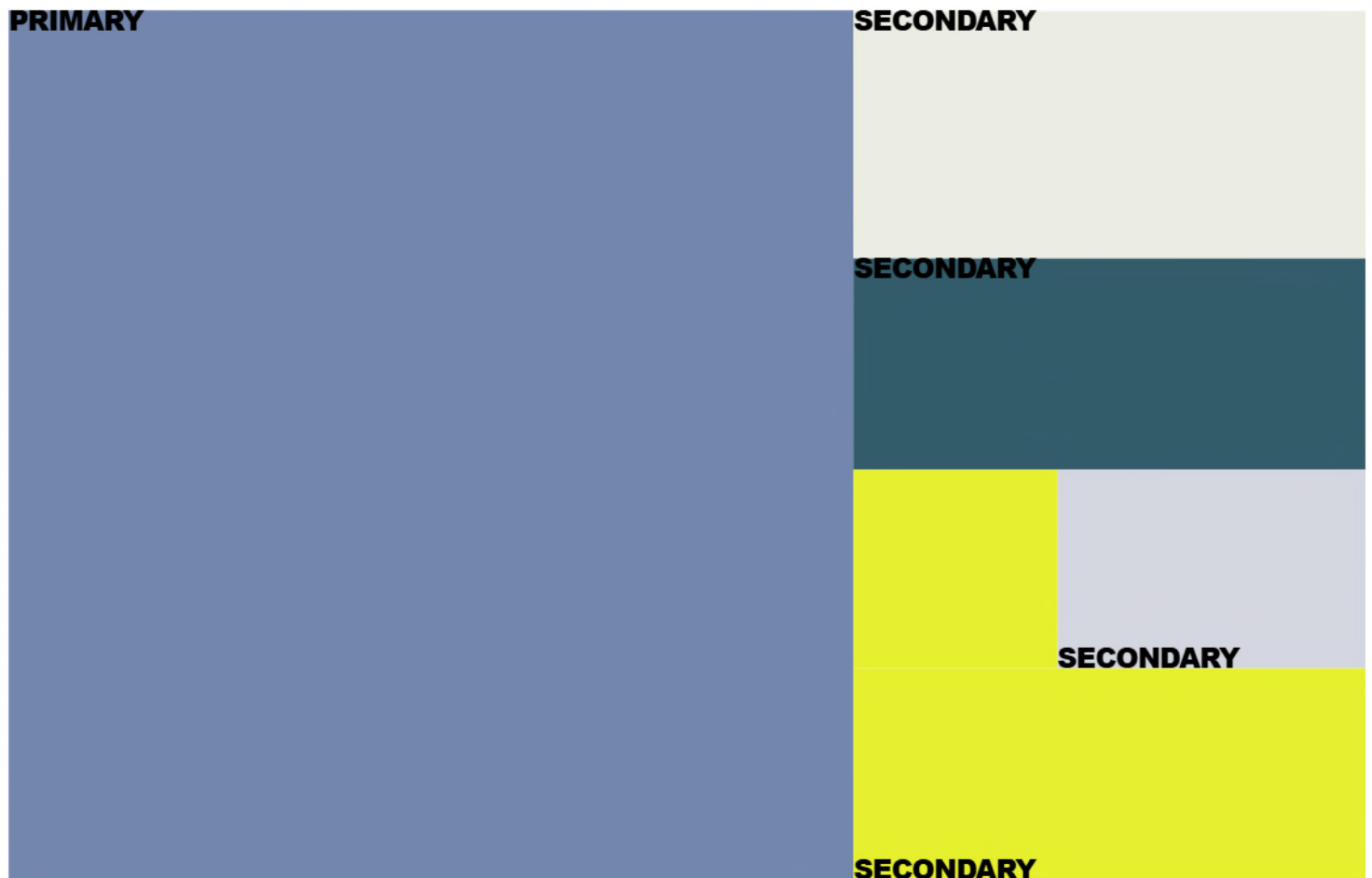
TREND COLOURS

[OVERVIEW]

STAGED COMPETENCE

Staged Competence borrows its material logic from performance wear and outdoor gear, brought indoors. The direction reads as domestic space dressed for a task it has not been asked to perform: bedding, bath and living textiles engineered as if for altitude, weather or endurance, even when the highest-stakes activity in the room is a Sunday morning.

Fabrics privilege technical construction over decorative surface — laminated film, laser-cut edges, spacer mesh, solution-dyed recycled polyester. Where pattern appears, it borrows the vocabulary of spec sheets and safety labelling: grids, barcodes, QR codes, typography. Competence here is staged, not practised. The textile has to look capable of surviving conditions the room will never see.



STAGED COMPETENCE

PATTERNS

- Pixel, data grids, barcodes, QR-inspired graphics
- Octagonal patterns, honeycomb patterns
- Codes, numbers, letterforms, typography
- Grid structures
- Stripes, checks, colour blocks
- Monochromatic patterns, shadow patterns
- Reflective patterns

EFFECTS / TEXTURES / ATTRIBUTES

- Transparent / translucent
- Bold graphic contrasts
- Reflective / shimmering
- Changeant
- Elastic / flexible
- Perforated / cut-outs
- Laser cut

SPECIFIC TEXTILE NAMES

- Artificial leather, quilted vinyls
- Shot weaves, two-tone weaves
- Nylon, ripstop weave
- Grid weaves, plissés
- Open weaves, twisted weaves (technical / engineered)
- Mesh, diamond mesh, 3D mesh, air mesh
- Spacer fabrics
- Non-woven fabrics, laminated textiles, fibre composites
- Fine-gauge 3D knits, fine-gauge structured knits, warp knits, relief knits
- Twill weave
- Solution-dyed recycled polyester or bio-based polymers

FINISHED PRODUCTS

- Performance sleep textiles — inlays, duvets, pillows
- Performance bed textiles — Lyocell / Tencel blends, man-made cellulosic fibres
- Performance bath textiles — fast-drying, lightweight, antimicrobial / odour-resistant
- Beach towels, bath mats
- Engineered pile constructions, variable pile heights, waffle weaves
- Towels with bold dobby bands, stripes or borders
- Outdoor Soft Furnishing, Outdoor blankets, Picnic blankets, padded throws, fleece blankets
- Outdoor rugs
- Wallpaper

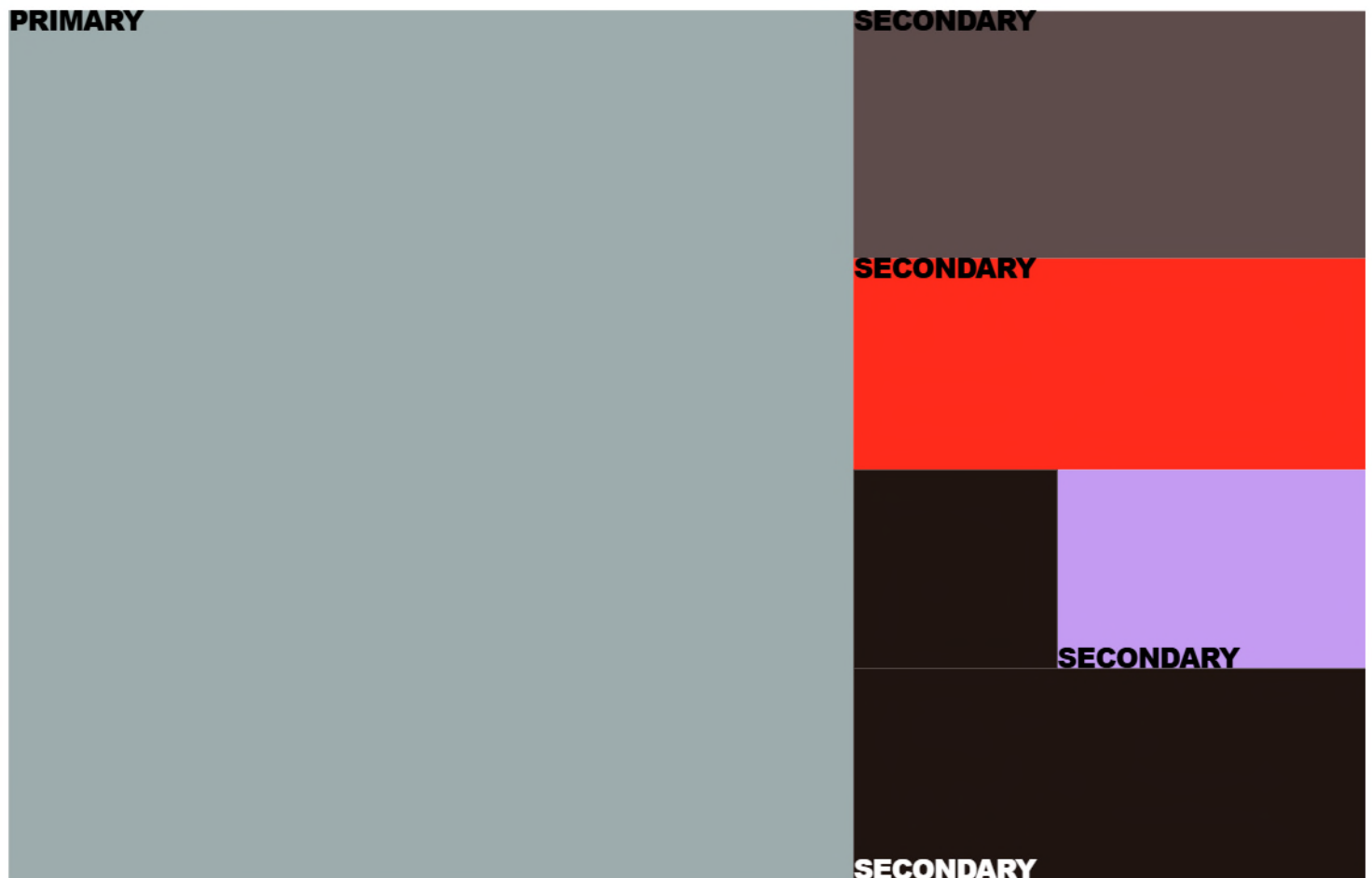
STAGED COMPETENCE



INSIDE, OUT

Inside, Out takes the textile's construction and puts it on display. Where garment and interior technology increasingly disappear into seamless, gapless, algorithmically optimised surfaces, this direction insists on visible making — exposed seams, pintucks, smocking, pins, stitching left in view rather than finished away.

Reversible constructions, jacquards in particular designed to be used on either face, extend the same logic to the whole object: nothing is hidden, nothing is back-of-house. The appeal is not nostalgic. It is closer to relief — the textile equivalent of choosing a mechanical watch you can see the gears of, in a domestic landscape increasingly run by systems nobody can open.



INSIDE, OUT

PATTERNS

- Topographic lines, contour patterns
- Irregular grids & linear systems
- Circular geometries, concentric forms
- Circuit-inspired graphics
- 3-dimensional tubular lines
- Chain-like graphics & structures
- Graphic optical patterns & reliefs
- Cellular structures & patterns
- Stitch-inspired and stitch-based patterns
- Embossed linework

EFFECTS / TEXTURES / ATTRIBUTES

- Crinkles & engineered crash effects
- Smocked & gathered effects
- Bubble-like, irregular reliefs
- Layered optical effects
- Assembled & constructed compositions
- Pleated / permanently set folds
- Eyelets, pins and exposed hardware
- Contrasting stitching & exposed construction
- Structured reliefs evoking topographies, irregular foam-like structures, or digitally generated surfaces rather than traditional pattern

SPECIFIC TEXTILE NAMES

- Reversible jacquards, positive-negative Jacquards
- Double-face fabrics, double cloth
- Fabrics designed to be reversible, with both sides intended for use
- Fil coupé
- Brocade
- Metal yarns, effect yarns
- Matelassé
- Real cloqués, cloqué effect
- Fabrics combining different weaving techniques and structures within one construction
- Layered textiles, fabric assemblies
- Wallpaper

FINISHED PRODUCTS

- Jacquard bedlinen, Damask bedlinen
- Bed throws & cushions
- Jacquard bath textiles
- Relief-structured towels & bath mats
- Reversible cushions, reversible blankets
- Construction as visible feature: technical / overlocked edges, exposed seams / turned-out seams, textile tie closures and other visible closure options

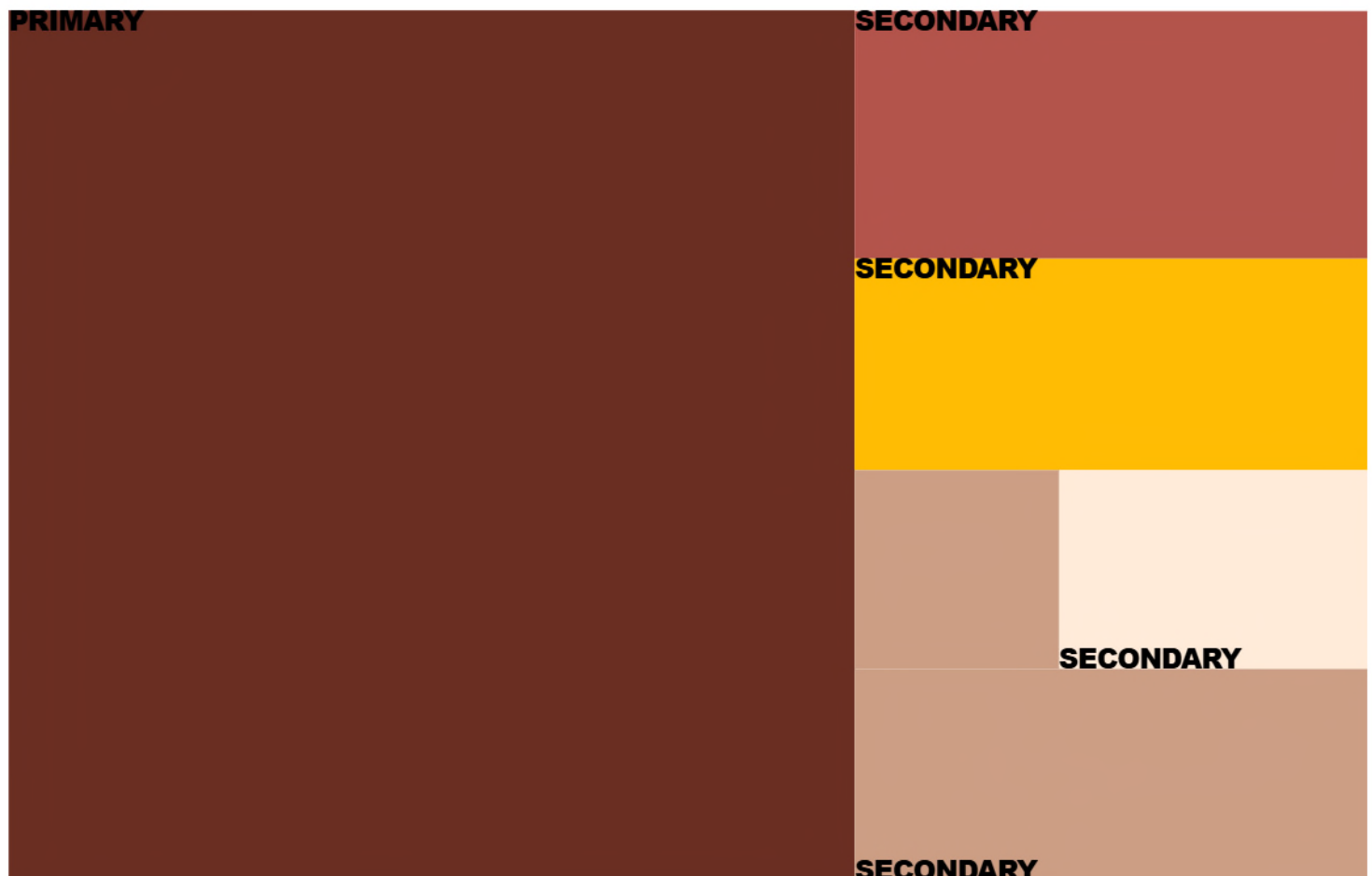
INSIDE, OUT



HYPER PRESENCE

Hyper Presence works in the opposite direction from processing: raw, low-intervention fibres, minimally treated, allowed to keep their irregularities. Cork, sisal, coir, hemp, undyed or irregularly dyed linen and wool, handloom constructions where the maker's hand is still legible in the weave. Nothing here performs.

The textiles are heavy, matte, slow to the touch, resistant to the glossy uniformity of the other two directions. Where Staged Competence borrows the vocabulary of performance and Inside, Out borrows the vocabulary of construction, Hyper Presence borrows nothing. It asks the material simply to be present, unprocessed and unhurried, in a room that has stopped optimising.



HYPER PRESENCE

PATTERNS

- **Soil-like textures & patterns**
- **Interlaced textures**
- **Bark-like textures & patterns**
- **Basket-inspired patterns**
- **Geometrical checks & stripes**
- **Bauhaus, art déco, mid-century modern inspired**

EFFECTS / TEXTURES / ATTRIBUTES

- **Raw / rough**
- **Unprocessed / untreated**
- **Irregular**
- **Natural dye, irregular dye**
- **Creased effect & texture**
- **Aged**
- **Earthy textures**

SPECIFIC TEXTILE NAMES

- **Cork, sisal, coir, hemp, jute, nettle, pineapple**
- **Matte velvet, low-lustre velvet, cotton velvet**
- **Chenille / chenille-like textures**
- **Brushed flannel, brushed textures**
- **Canvas, batiste, voile / muslin**
- **Panama / basket weave, plain weave**
- **Seersucker**
- **Linen, cotton, wool, cashmere, alpaca**
- **Natural grain faux leather — plant-based**
- **Handloom fabrics**
- **Leno weave / gauze weave / open textured weaves**
- **Homespun linen, heavy linen upholstery**

FINISHED PRODUCTS

- **High-pile towels / bath mats**
- **Flannel bedlinen, linen bedlinen, organic cotton bed linen**
- **Texture-woven cushions, crafted cushions**
- **Wool-knit / cotton-knit cushions & blankets**
- **Linen and other natural fibre cushions, voluminous blankets & throws**
- **Wool blankets**
- **natural deep-pile / high-pile rugs, flat-woven & kilim-inspired rugs, sisal / jute / coir rugs**
- **Kitchen textiles — napkins, tablecloths, placemats**

HYPER PRESENCE





THANK YOU!

[FFM]

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[ALCOVA]

WE'LL BE IN TOUCH.