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# AATCC NEWS



Association of Textile, Apparel & Materials Professionals



September 16, 2014

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## Street Fashion Takes Center Stage

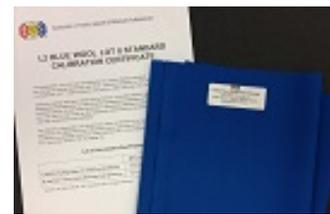
Every year about this time the world's fashion glitterati descend on New York City for that iconic biannual event, New York Fashion Week. Although the traditional mission of NYFW, as it's known, is to showcase the new styles being unveiled by the world's leading designers and couturiers, increasingly, street fashion is capturing notice at this event.

[More info...](#)

## Blue Wool Now Available

The dyes originally used for blue wool lightfastness control fabrics are no longer commercially available, and finding even a limited supply of the dye used to prepare a new lot of the L2 lightfastness control fabric was no simple task. The good news is AATCC now has a large supply of L2 lightfastness control fabric in stock and available!

[More info...](#)



## Moisture Management

Under Armour and Sports Authority to provide insight on their products at upcoming Moisture Management Symposium.

[More info...](#)



## Corporate Members

Are you looking for qualified interns? Post on the AATCC website internships available to AATCC Students only!

[More info...](#)



## AATCC Student Chapters

AATCC wants to chat with all of our Student Chapters. Please schedule a meeting by signing up [here!](#)

[More info...](#)



## UPCOMING EVENTS

[For complete list and updates, visit the AATCC Events page](#)

### October 8-9, 2014

Moisture Management: Enhancing Product Performance from Absorbency to Repellency  
NC State University, Raleigh, NC  
[more info...](#)

### October 9, 2014

NY Metro Section Meeting  
4:30 PM  
[more info...](#)

### October 14, 2014

IFAI Specialty Fabrics Expo 2014  
AATCC session: Functional and Nano Finishes for Industrial Textiles  
Minneapolis, MN  
[more info...](#)

### October 22, 2014

SGIA Expo  
AATCC presentation: Digital Textile Printing—Technology, Processing and Testing,  
by Kerry M. King, Spoonflower Inc. Las Vegas, NV  
[more info...](#)

### Nov 11-13, 2014

AATCC Fall Committee Meetings: [more info...](#)

### Dec 1, 2014

Herman and Myrtle Goldstein Student Paper Competition  
Entry Forms and Abstracts Due  
[more info...](#)

### February 11-12, 2015

Wet Processing of Textiles with Spandex: Best Practices  
Textile Technology Center  
Belmont, NC  
Mark your Calendar!

### March 24-26, 2015

2015 International Conference (IC)  
Hilton DeSoto, Savannah, GA  
Call for Posters Posted  
[more info...](#)

### Open Enrollment

Textile Fundamentals Web-Based Training  
[more info...](#)

Online AATCC Test Method Training  
[more info...](#)

AATCC Recorded Webinars  
[more info...](#)

Getting White Right  
[more info...](#)

### Proficiency Testing Registration

October 7, 2014  
[Water Resistance/Repellency](#)

November 5, 2014  
[Colorfastness](#)

# AATCC NEWS

September 16, 2014

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## Street Fashion Takes Center Stage

By Glenna Musante

Every year about this time the world's fashion glitterati descend on New York City for that iconic biannual event, New York Fashion Week. Although the traditional mission of NYFW, as it's known, is to showcase the new styles being unveiled by the world's leading designers and couturiers, increasingly, street fashion is capturing notice at this event.

[Elle Magazine's](#) coverage of Fashion Week 2014, which takes place over nine days during the first two weeks of September, is just one example of a major fashion magazine publishing an internet site [devoted to street fashion](#) during NYFW. Even [Vogue](#) had a website dedicated to street fashion during this year's event.

Meanwhile, sites dedicated to street fashion at other runway shows are popping up, including one featuring clothes worn during last March's [Charleston Fashion Week](#) in Charleston, SC, USA. It's all testimony, says fashion trend consultant Manuela Fassbender, to the growing influence street fashion is having on the entire fashion industry.



Says Fassbender, founder of the New York-based MBF Consulting, "Street fashion is definitely shaping what we see in stores and on the runways." She adds that it's also a major social influencer throughout the internet and social media platforms.



"Basically, it's everywhere. While it's become popularized because of the internet, street style is more personal, more accessible, and has added a new angle to the way we view fashion; specifically, how we style our clothes," she says. One example of this, she adds, is the growing popularity of festivals like [Coachella](#), [Bonaroo](#) and the subsequent birth of [festival fashion](#), which she says "is all over blogs, in stores, and has even sparked the growth of both mainstream and emerging brands."

Although the iconic pre-NYFW publication, The [New York Times Style Magazine](#), published August 24th of this year, largely ignored the influence of street fashion on the fashions showcased at NYFW 2014, the paper's Style section is paying attention to the general impact of street and festival fashion. For example, on August 28, the Times ran a story titled [The Crazy Quilt of Fall](#) that highlights the interaction of Pinterest

and the West's Burning Man Festival on fall fashion trends. Pinterest, by the way, has its own sections devoted to street fashion, including [Street Style 2014](#), which, during the first week of September, had over 1,500 pins.

Says Fassbender, festival-inspired street fashion is being seen in emerging styles trends “like band t-shirts, flower crowns, cutoff denim shorts, fringe kimonos, [and] tribal printed jumpsuits,” which are all currently in demand from consumers.

But whether inspired by festivals or individual fashionistas walking down the street, anywhere, anytime, designers and major fashion brands are now “looking to the streets for inspiration, just as we look up to [designers].” It's all a cycle, Fassbender says, “and everyone bounces off each other.”



# News Release

For Immediate Release

## AATCC Announces Availability of Blue Wool Standards

**RESEARCH TRIANGLE PARK, N.C., USA, September 9, 2014** —AATCC, the Association of Textile, Apparel & Materials Professionals, announces the availability of L2 lightfastness control fabric. The AATCC Blue Wool Lightfastness Standard is “one of a group of dyed wool fabrics distributed by AATCC for use in determining the amount of light exposure of specimens during lightfastness testing.”

A small amount of the existing L2 lightfastness control fabric, referred to as Lot 8, is still available. Effective immediately, there are no limits on the sale of L2, Lot 8. A new lot of L2 lightfastness control fabric, referred to as Lot 9, has now been produced, analyzed for color and fading characteristics, and approved. L2, Lot 9 will be available for purchase as soon as the supply of Lot 8 is exhausted.

AATCC research committee RA50, Lightfastness and Weathering Test Methods, recently approved revisions to AATCC test methods to clarify the use of [L2 lightfastness](#) control fabrics for both 5 AFU and 20 AFU tests. The updated versions of the following AATCC Test Methods are available for purchase from AATCC as downloadable PDFs at [www.aatcc.org/products](http://www.aatcc.org/products). They will also appear in the *2015 AATCC Technical Manual*.

- [16.1, Colorfastness to Light: Outdoor](#);
- [16.2, Colorfastness to Light: Carbon-Arc](#);
- [16.3, Colorfastness to Light: Xenon-Arc](#)

**About AATCC:** AATCC, the Association of Textile, Apparel & Materials Professionals, is the world’s leading not-for-profit association, serving textile professionals since 1921. AATCC, headquartered in Research Triangle Park, NC, USA, provides test method development, quality control materials, and professional networking for members around the world.

###

For photos of the blue wool standards, please see the following:

[L2 Blue Wool Lot 8 Standard](#)

[L2 Blue Wool Lot 8 Standard of Fade for 5 AFU](#)

[L2 Blue Wool Lot 8 Standard of Fade for 20 AFU](#)

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Association of Textile, Apparel & Materials Professionals

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