

SHIRT FASHION INFO 2021



for men's shirts and women's blouses

2021

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WHO WE ARE

Wendler Interlining Group

The Wendler Interlining Group is an owner-managed company with German roots and is specialised in top-quality interlining for men's woven and knit shirts, women's shirts and blouses as well as for many other garment applications. Founded in 1843 in Reutlingen/Germany, the specialist has its headquarters in Reutlingen and has networks and service points all over the world. Many internationally renowned fashion brands in the apparel industry rely on interlinings from Wendler for the production of their garments. The extensive range of interlinings is produced in Germany, China, Bangladesh, India and - most recently - in Vietnam.



Headquarters in Germany

FACTS & FIGURES

- Founded as shirt fabric manufacturer 1843 in Reutlingen, Germany
- Since more than 50 years the specialist for cotton interlining for the clothing industry
- Owner-managed by the Wendler family
- About 250 employees worldwide
- Head office in Reutlingen
- Locations: Hong Kong, China, Bangladesh, India, Italy and Vietnam

What we stand for

Our core skills are in woven interlining fabrics for shirts and blouses. For more than 50 years, we have been a reliable partner in the shirt industry. This means for us: Consistently high quality in every market segment, innovation, speed and punctuality - combined with personal advice and tailored solutions for our customers.



KNOW-HOW

As global market leader in shirt interlining, we find the perfect interlining for every shirt.



RELIABILITY

We keep our promises! Punctual, constant high quality - in every market segment.



SPEED

Globally present, globally available - we operate quickly and flexibly to your requirements.



Our Customer Experience Centre in Hong Kong



Worldwide quality control



Our "Green factory " in Vietnam

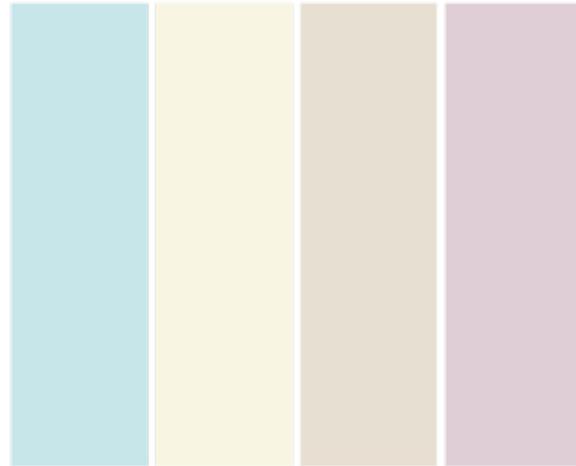


TRENDS

PASTEL COLOURS

Traditional international fashion houses are at the forefront of the trends towards soft pastel shades. Colors that were considered “no-go” for men’s fashion just a few seasons ago will bring a new lightness, carefreeness and positive energy in 2021.

Delicate, nature-inspired pastel shades as blue, green and yellow dominate the summer season. The colors express the desire for more “Go-Green” and more closeness to nature. The colors contrast with the new technical fabrics and the new tailor-made shapes and looks of streetwear. Combined with classically cut, iconic pieces and streetwear shapes, they give men’s clothing a new complexity and an interesting new look.



PRINTS & MATERIALS

Stripes and prints are still a topic for casual shirts in 2021. In different colors and streetstyle, inspired by neon stripes.

Regarding the fabric materials, there is a large selection. Besides the classic cotton materials for shirts, there is now much more to discover as the comfort and use of the material is becoming more and more important.

From functional to stretch materials, polyester and nylon, jersey and polo piqué. The choice is huge. Seersucker is also an important material, which is offered in different variations from prints to stripes.



TRENDS

CASUALNESS

A major on-going trend since several seasons is a new casualness.

Consumer shift from the classic formal business shirt to more smart-casual and casual shirts, made of comfortable jersey materials, cotton or viscose-cotton mixes.

One example the jersey shirt, which has become a real all-rounder. With their fine surface structures and overprints, the latest products in this area are very similar to conventional shirt fabrics. The shirt is soft, light and comfortable.

Another major trend in mens- and womens wear are overshirts influenced by streetwear. The overshirt is an easy way to dress up or down any outfit and is the ideal layering piece.

Usually made of heavy cotton fabric, it can also be made of wool and flannel, with a zipper or with buttons. A versatile piece for the whole year. For cotton materials, the emphasis is on navy style and denim, while for more unusual designs the focus is on tiger prints.



TRENDS

SUSTAINABILITY

An important trend is the question of sustainability in products and manufacturing processes. Sustainability must be comprehensible and transparent. Buyers and fashion designers still decide on style, but they are now paying more attention to the technical innovations and performance the products offer, e.g. water repellent cotton like Thomas Mason Stone Island cotton, linen-polyester blends or fabrics with more stretch for better comfort.



Products made of raw materials, such as TENCEL by Lenzing, are still highly valued because of their biodegradability. In cooperation with the Lenzing company, Wendler has developed the "T interlining series", which was designed for women's blouses. It supports the soft fall of the outer fabric materials and at the same time offers good standing volume in collar and cuff. The fabric material consists of 100% TENCEL fibre.

Sustainability goes beyond the product and is also increasingly required in production and recycling processes, for example the use of recycled materials such as PET bottles or used cotton fabrics is a trend. In addition, buyers are now also paying more attention to the garment manufacturing process. It is about saving water in dyeing processes or reducing or completely avoiding chemicals in coating processes and reducing CO2 emissions across all processes.



NOTE: Sustainability@Wendler:
Currently we offer cotton interlinings in organic cotton (GOTS & OCS) and polyester interlining in recycled polyester (GRS). For further information on sustainability at Wendler, please contact us.

HIGHLIGHTS

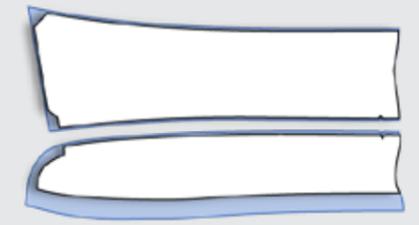
ATHLEISURE SHIRT

Athleisure is a way of dressing that combines sportswear with ready-to-wear. It can be defined as a category of casualwear that combines aspects of athleticwear (workout clothing focused on comfort, mobility, and moisture-wicking and streetwear) and casual clothing made popular by high-fashion, social media, and pop culture.

Though athleisure uses many of the same high-performance fabrics as techwear, the two clothing styles differ slightly. While techwear prioritizes function over aesthetics, athleisure finds an equal balance between the two.

The athleisure shirt has become a very popular lifestyle trend between office, homeoffice and leisure.

RECOMMENDATION



Premium Line // Classic Line
Collar Skin: SE670T
Collar Patch: n/a
Inner Band: SE670T

OVERSHIRT

The trend is streetwear influenced. The overshirt is an easy way to dress up or down any outfit and is the ideal layering piece. Usually made of heavy cotton fabric, it can also be made of wool and flannel, with a zipper or with buttons. A versatile piece for the whole year.

For cotton materials, the emphasis is on navy style and denim, while for more unusual designs the focus is on tiger prints.

RECOMMENDATION



Premium Line // Classic Line
Collar Skin: DV81 R // 3040R
Collar Patch: n/a
Inner Band: DV81 R // 3040R

ECO-FRIENDLY SHIRT

With the growing awareness of the environment, the demand for eco-friendly shirts with more sustainable materials such as recycled cotton, recycled polyester or biodegradable fabrics is increasing.

RECOMMENDATION



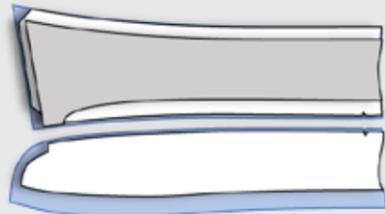
Premium Line // Classic Line
Collar Skin: SE310rPET
Collar Patch: n/a
Inner Band: SE310rPET

THE FORMAL SHIRT

The sharp look.

The shirt for an elegant appearance. A luxurious and elegant tailor-made looking collar style, traditionally with a very heavyweight fused skin interlining and a lighter weight patch. Both are brushed to give an extra soft, voluminous handfeel of top collar and cuff. The collar band comes either with an extra brushed and soft handfeel or a firmer finish for better stability. Other options with polyester solutions in the patch are also available by still keeping the firm and elegant appearance.

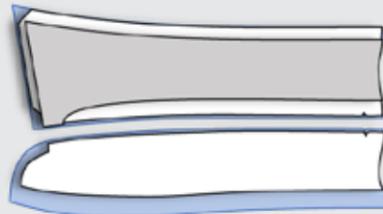
RECOMMENDATION 1



Premium Line // Classic Line

Collar Skin: DV93R // 3060R
Collar Patch: DV31R // 3020R
Inner Band: DV93M // 3062

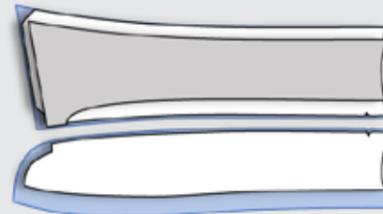
RECOMMENDATION 2



Premium Line // Classic Line

Collar Skin: DV81R // 3040R
Collar Patch: SE695T
Inner Band: DV81M // 3042

RECOMMENDATION 3



Premium Line // Classic Line

Collar Skin: DV8 // 3008 or SE695T
Collar Patch: E301RW // 1160R
Inner Band: DV93M // 3062

***NOTE:** For post-cured shirts with non-iron finish, we offer also interlining combinations in our post-cure line 7000.

Additional seam stabilization with tapes are also available. For enquiries, please contact your local sales team.



collar pattern 760



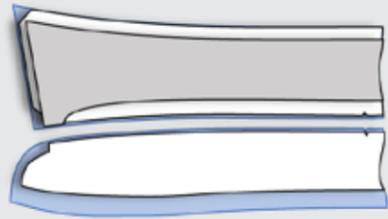
collar pattern 1612

THE SEMI-FORMAL SHIRT

The classic look.

The shirt for the business look. Whether high-end, classic, formal or fashionable. A classic shirt with a formal collar with a solid, highly fused skin lining and a light polyester patch for a clean and sharp collar break line. Soft and voluminous touch of upper collar and cuff. The collar band comes with a medium soft finish. Options with polyester as well as water-soluble interlinings are also appropriate alternatives.

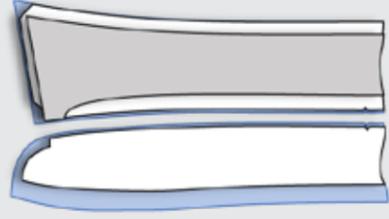
RECOMMENDATION 1



Premium Line // Classic Line

Collar Skin: DV51R // 3030R
Collar Patch: DV19RW // 3015R
Inner Band: DV51M // 3031

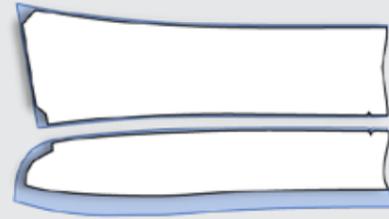
RECOMMENDATION 2



Premium Line // Classic Line

Collar Skin: DV51R // 3040R
Collar Patch: SE655
Inner Band: DV51M // 3031 OR
3630REL*

RECOMMENDATION 3



Premium Line // Classic Line

Collar Skin: HF8W // HF80W*
Collar Patch: n/a
Inner Band: DV81R // 3040R

*NOTE:

- 3630REL is from our elastic interlining range "EL". This line is perfect solution for stretch fabrics with high content of spandex/elastane.
- HF is our water-soluble interlining line and suitable to reach a perfect lightweight, uncoated result.
- For uniform and workwear shirts, we have a special PC articles available, which are tunnelfinisher-resistant.



collar pattern R-collar



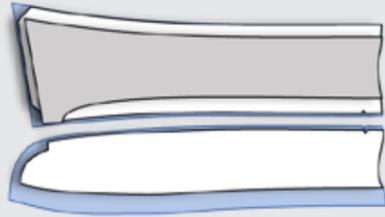
collar pattern 9468

THE SEMI-CASUAL SHIRT

The informal look.

Those collar shapes are classified for being among the current favourites in mens' shirts fashion, especially in slim fit models. A fused option with mediumweight skin and a lightweight patch for a smart and soft appearance of top collar and cuff. The collar band comes with an extra soft handfeel, based on woven cotton or polyester.

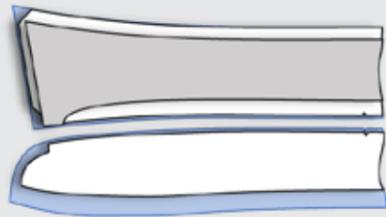
RECOMMENDATION 1



Premium Line // Classic Line

Collar Skin: DV31R // 3020R
Collar Patch: DV16RW // 3010
Inner Band: DV31R // 3020R

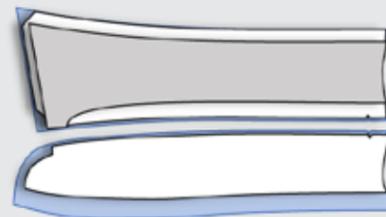
RECOMMENDATION 2



Premium Line // Classic Line

Collar Skin: E23W // 1130
Collar Patch: DV8 // 3008
Inner Band: DV31R // 3020R

RECOMMENDATION 3*



Premium Line // Classic Line

Collar Skin: DV19RW // 3015R
Collar Patch: SE645T
Inner Band: DV31R // 3020R

*NOTE:

We also recommend our water-soluble line HF as an additional option to achieve a lightweight and soft interlining result without coating. For enquiries, please contact your local sales team.



collar pattern 9508



collar pattern 9462



collar pattern
MODERN STAND-UP



(inside folded stand-up collar)

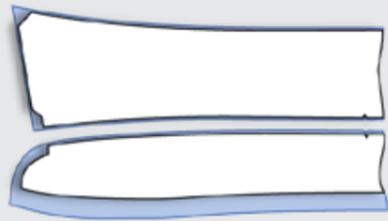
THE CASUAL SHIRT

The modern style look.

Comfortable leisure shirts, including jersey shirts need to have shape stability. A perfect fit and nice appearance will be achieved with the suitable interlining. combination. A fused option with a light-weight fusible interlining for skin and band - for a cleaner appearance.

The jersey shirt has become a real all-rounder and fits the casual trend well due to its comfortable wear. The latest products no longer show that it is a knitted fabric. With their fine surface structures and overprints, the latest products in this area are very similar to conventional shirt fabrics. The shirt is soft, light and comfortable. For an accentuated, sophisticated jersey shirt, they are combined with a synthetic interlining to achieve a flawless look for a better fit and collar stand.

RECOMMENDATION 1



Premium Line // Classic Line

Collar Skin: DV16RW // 3010
Collar Patch: n/a
Inner Band: DV16RW // 3010

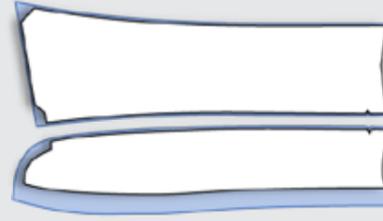
RECOMMENDATION 2



Premium Line // Classic Line

Collar Skin: HF2W // HF20W
Collar Patch: n/a
Inner Band: HF2W // HF20W

RECOMMENDATION 3

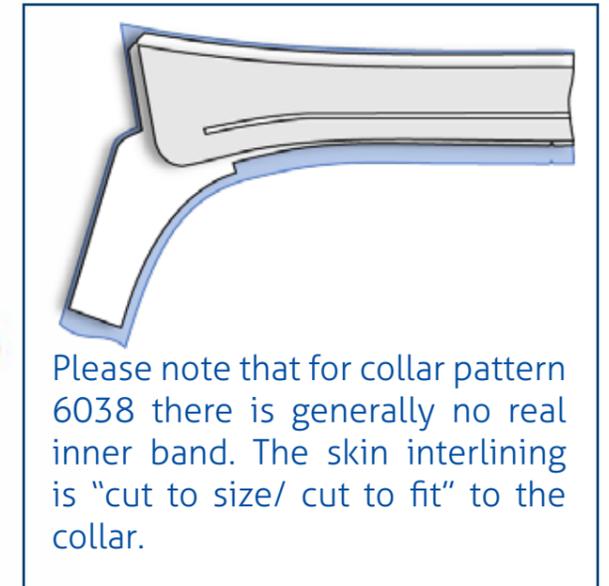


Premium Line // Classic Line

Collar Skin: SE670T
Collar Patch: n/a
Inner Band: SE670T



collar pattern 6038



Please note that for collar pattern 6038 there is generally no real inner band. The skin interlining is "cut to size/ cut to fit" to the collar.



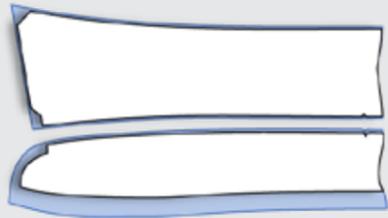
collar pattern 9587

THE BLOUSE

The classic is back in style.

The business blouse is back, and classic is back in style! On the streets of the metropolitan cities it can be seen that the colors white, black and light blue are most often combined with pants and skirts. Many overprints are also used. Also blouses with floral print are widely advertised by the international design houses.

RECOMMENDATION 1



Premium Line // Classic Line

Collar Skin: DV8 // 3008
Collar Patch: n/a
Inner Band: DV8 // 3008

RECOMMENDATION 2



Premium Line // Classic Line

Collar Skin: SE625
Collar Patch: n/a
Inner Band: SE625

RECOMMENDATION 3



Premium Line // Classic Line

Collar Skin: SE635T
Collar Patch: n/a
Inner Band: SE635T



collar pattern 9954



collar pattern 9587

INTERLINING CONFIGURATOR

...You are looking for more interlining combinations?
 ...Visit our website and try out our INTERLINING CONFIGURATOR.

On our website, our interlining configurator assists you to find the suitable interlining combination for your unique shirt requirements. Based on selected questions considering topical, specific and individual design philosophies for collar, cuffs and front placket, the configurator combines your choices and recommends a suitable mix of interlining qualities from our wide product range – from our Premium, Classic and Basic Lines .



Only in seven steps to your perfect shirt interlining combination!

<https://www.wendlerinside.com/en/interlining-configurator>



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