

**RASSEGNA STAMPA
EUROJERSEY
DAL
01 AL 28 AGOSTO 2026**

<https://www.elle.com/it/moda/ultime-notizie/g71506537/fashion-news-estate-2026/>

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Lo stile sportswear chic firmato INDIES



Nata nel 1993 nei pressi di Aix-en-Provence, **INDIES** propone un guardaroba pensato per la donna contemporanea, dove eleganza, comfort e funzionalità si incontrano in uno stile sportswear chic. A definire il DNA della maison sono soprattutto i *Sensitive Fabrics* di Eurojersey, tessuti tecnici prodotti in Italia, caratterizzati da elasticità, morbidezza, resistenza e proprietà antipiega. Una scelta che permette a INDIES di combinare vestibilità e funzionalità con una ricerca estetica fatta di tonalità luminose e stampe esclusive. Per la nuova collezione, il brand gioca sui contrasti e interpreta una femminilità insieme delicata e decisa attraverso silhouette fluide e naturali, evocando la luce del Mediterraneo e l'atmosfera di una fuga sulla costa. Una proposta versatile e disinvolta, fedele all'estetica solare della maison.

<https://underlinesmagazine.com/2026/08/03/blue-instinct-eurojerseys-beachwear-ss28-fabric-collection/>

Swimwear & Resortwear ♦ Textiles & Fibres

BLUE INSTINCT, EUROJERSEY'S BEACHWEAR SS28 FABRIC COLLECTION

03/08/2026

EUROJERSEY's Beachwear SS28 fabric collection: a creative journey that captures the contemporary desire to escape through innovative textiles, refined surfaces and a colour palette drawn from the natural world.



The collection unfolds across four distinctive themes, each with its own character yet connected by a shared language of light, texture and performance. From sun-drenched, luminous shades to the laid-back spirit of tropical destinations, from the authentic beauty of the Mediterranean to organic textures inspired by nature's elements, every story celebrates a summer that is sophisticated, understated and timeless.

Smooth and textured fabrics alternate seamlessly, opening new creative possibilities for contemporary beachwear and resortwear. Every quality balance aesthetic research, exceptional comfort and technical performance, reaffirming EUROJERSEY's expertise in transforming textile innovation into a creative expression of style.

With BLUE INSTINCT, EUROJERSEY responds to the evolving world of beachwear with elegance, innovation and an authentic Made in Italy heritage. Renowned for its premium warp-knit fabrics, the company continues to develop high-performance materials that combine impeccable fit, lasting quality and complete freedom of movement, meeting the needs of a constantly evolving market.

SOLAR ESCAPE

Light takes centre stage, capturing the essence of a summer that is pure, radiant and full of vitality. Sunlight amplifies every hue to its brightest expression, while textured, three-dimensional fabrics create tactile surfaces that interact with clean, graphic prints. White becomes a design element, illuminating the purest shades and adding depth and dimension to every pattern.

The colour palette flows from crystalline turquoise and sunlit yellows to vibrant coral, delicate lilac and rich, saturated blues, evoking sparkling pools, cloudless skies and Mediterranean architecture bathed in brilliant light. Prints embrace an understated aesthetic, featuring timeless stripes, micro-geometric motifs, refined graphics and subtle tone-on-tone textures that reinterpret beachwear with effortless modernity.

A world of essential fabrics, sophisticated in construction yet naturally effortless in appearance, designed to celebrate the purity of colour and the richness of every surface. Versatile, fresh and inherently elegant, this selection embodies the most iconic and enduring expression of EUROJERSEY's textile expertise.



ISLAND MIRAGE

A journey towards distant horizons, where time slows down and nature becomes an endless source of inspiration.

This theme expresses the desire for escape through a selection of smooth and textured fabrics that are lightweight, versatile and effortlessly elegant, designed to accompany beachwear both in and out of the water with natural ease.

Prints evoke lush tropical landscapes, abundant vegetation and untouched shorelines, while warm, enveloping tones—golden sand, terracotta, natural greens, soft coral and amber nuances—blend into a harmonious and sophisticated balance. Inspired by exotic flora and organic motifs, the designs suggest a timeless holiday state of mind, defined by soft light, quiet moments and a sense of wellbeing.

EUROJERSEY fabrics combine high performance with a fluid, refined hand, making them ideal for garments that transition naturally into elevated resortwear looks, accompanying every moment with comfort, lightness and understated style.



OCEAN DENIM

The depth of the sea meets the passage of time in a narrative that elevates materiality through richly textured fabrics and three-dimensional surfaces, evoking the authenticity of artisanal craftsmanship and the timeless character of denim.

Blue takes centre stage, expressed through an infinite spectrum of shades—from deep, intense indigo to powdery, faded tones, and sun-bleached blues softened by salt and light. This chromatic range recalls the Mediterranean, distant islands, timeworn ceramics and fabrics shaped by summers gone by. Prints reinterpret classic motifs through a contemporary lens, striking a refined balance between heritage and modernity.

EUROJERSEY fabrics explore a new dimension of beachwear, where the richness and sophistication of surface become the focal point, while performance and style evoke a relaxed, authentic, and naturally sophisticated elegance, inspired by the colors and atmosphere of the sea.



ANIMAL ESSENCE

Nature expresses itself through its most authentic textures. From this dialogue emerges a meeting between earth and sea tones, giving shape to a harmonious chromatic world of warm sands, mineral greens, aquatic blues, natural browns and deep shades inspired by the elements.

Prints reinterpret animal patterns—both terrestrial and marine—with refined elegance, transforming them into sophisticated, contemporary textures. Organic motifs remain understated, evoking desert landscapes opening onto the sea, where the strength of nature meets the calm of untouched places.

Smooth, lightweight fabrics, also ideal for resortwear and out-of-water garments, alternate with finely textured bases, creating a balanced interplay of comfort, movement and refined detail.

A wild inspiration is translated into an essential, naturally elegant language through EUROJERSEY fabrics, interpreting contemporary luxury through authentic colours and high-performance materials designed for a holiday defined by style, versatility and ease.



BLUE INSTINCT

EUROJERSEY'S BEACHWEAR SS28 FABRIC COLLECTION



LOOK RILASSATO

In spiaggia senza pensieri
con la trousse Duo Alta Protezione
& Prevenzione delle Macchie,
con Siero Solare In Stick spf 50
e Spray Solare Delizioso Alta
Protezione spf 50 Viso e Corpo, Nuxe.
Costume di tessuto Eurojersey
Maryan Mehlhorn. Telo Sézane.

ELLE 107



SENSITIVE – Sensitive® Fabrics _Eurojersey
REGNO UNITO – PCIAW.ORG - 10 AGOSTO 2026
Period: WEB



<https://pciaw.org/welcome-to-pciaw-eurojersey/>



Founded in Italy in 1959, Eurojersey is a leading manufacturer of premium warp-knit textiles, renowned worldwide for its patented Sensitive® Fabrics. With decades of expertise in textile innovation, the company has built its reputation on combining Italian craftsmanship, advanced technology, and sustainable manufacturing to create high-performance fabrics for the fashion, sportswear, swimwear, lingerie, and ready-to-wear markets. Today, Eurojersey continues to set industry benchmarks by delivering textile solutions that meet the evolving needs of global brands seeking performance, comfort, durability, and design excellence.

At the heart of Eurojersey's offering is its expanded Fabric Solutions approach, which goes beyond supplying fabrics to providing versatile textile innovations tailored to modern product development. The company's solutions are designed to support designers and manufacturers from concept to finished garment, combining technical expertise with creative flexibility. Through continuous research and development, Eurojersey creates fabrics that enable innovative garment construction while maintaining exceptional aesthetic appeal and functionality. This customer-focused approach reflects the company's commitment to delivering value across the entire textile supply chain.

Performance is a defining characteristic of Eurojersey's textiles. Sensitive® Fabrics are engineered to deliver lightweight comfort, four-way stretch, excellent shape retention, breathability, quick drying, wrinkle resistance, and long-lasting durability. These properties make them ideal for garments that demand both technical functionality and refined style. Whether used in activewear, travel apparel, tailoring, or intimate wear, the fabrics provide freedom of movement, easy care, and a consistently premium appearance throughout the garment's lifecycle. Eurojersey continuously enhances these performance attributes through innovative manufacturing technologies and strategic collaborations, ensuring its fabrics meet the highest international standards.

Sensitive
FABRICS

Sustainability is embedded throughout Eurojersey's operations. The company has invested in an integrated, vertically managed production process that enables rigorous quality control while minimising environmental impact. Its manufacturing philosophy focuses on responsible resource management, efficient production technologies, and continuous improvement in environmental performance. By producing durable fabrics designed to extend garment life and supporting more responsible consumption, Eurojersey contributes to a more circular and sustainable textile industry. The company also promotes employee wellbeing and corporate responsibility through initiatives that support health, environmental awareness, and community engagement.

Reflecting on the company's membership of PCIAW®.

"Eurojersey Spa is thrilled to continue the partnership with PCIAW®. We look forward to sharing our service, expertise and products with the other members of the association. We strongly believe in the importance of collaborating with partners who share the same principles. We are committed to creating durable fabrics for garments made to last, building long-term business relationships founded on mutual trust, and continually striving to do better with less."

Eurojersey is much more than fabrics. Our technical team supports customers in developing new projects and applications, and we encourage our partners to visit us to explore our production process, R&D department, showroom and styling department, while discussing co-branded projects and future partnerships. We believe they will be inspired by the many possibilities available.

Our Fabric Solutions are a perfect match for the professional clothing sector, offering durable, easy-care and refined fabrics that enable the creation of premium uniforms and workwear, helping professionals feel well dressed, confident and free to move."

Eleonora Zaffaroni



SENSITIVE – Sensitive® Fabrics _Eurojersey
REGNO UNITO – PCIAW.ORG - 10 AGOSTO 2026
Period: WEB



Innovation remains central to Eurojersey's vision. By embracing digital technologies, including its expanding 3D Digital Library, the company enables designers and brands to accelerate product development while reducing physical sampling. This integration of textile expertise with digital tools demonstrates Eurojersey's forward-looking approach to the future of fashion and manufacturing. Through its commitment to innovation, sustainability, and Italian excellence, Eurojersey continues to strengthen its position as a trusted partner for leading international brands and a recognised pioneer in technical textile solutions.

Buy tickets to the PCIAW® Summit, Exhibition & Awards 2026 today.



<https://knittingindustry.com/eurojersey-follows-blue-instinct/>

Warp Knitting/Crochet **Eurojersey follows Blue Instinct**

SS28 beachwear collection combines natural colours, tactile surfaces and high-performance warp-knitted fabrics.



17th August 2026
Knitting Industry
Caronno Pertusella (VA), Italy
Swimwear/Beachwear

Blue Instinct will be presented at Functional Textiles in Shanghai from 22-23 September 2026 and at Performance Days in Munich from 13-14 October 2026.

© Eurojersey

Eurojersey has unveiled Blue Instinct, its beachwear fabric collection for Spring/Summer 2028, inspired by the colours, textures and emotions associated with the sea.

Developed for contemporary beachwear and resortwear, the collection combines smooth and textured surfaces with a palette drawn from natural landscapes. Its fabrics are designed to balance visual appeal with comfort, freedom of movement and technical performance.

Blue Instinct is organised around four creative themes. Solar Escape presents a radiant palette of turquoise, sunlit yellow, coral, lilac and deep blue, with white used to emphasise each colour. Textured constructions, clean graphic prints, stripes and micro-geometric patterns give the theme a modern character.



Island Mirage.
© Eurojersey

Island Mirage draws on tropical landscapes, vegetation and remote shores. Lightweight fabrics are offered in golden sand, terracotta, natural green, coral and amber tones, combining fluidity and versatility for garments intended to be worn both in and out of the water.



Ocean Denim.
© Eurojersey

The Ocean Denim theme explores the relationship between the depth of the sea and the weathered appearance of denim. Three-dimensional surfaces and richly textured fabrics appear in shades ranging from deep indigo to faded, sun-bleached blue. Prints reference Mediterranean ceramics and traditional motifs through a contemporary lens.



Animal Essence.
© Eurojersey

Animal Essence completes the collection with warm sand, mineral green, aquatic blue, natural brown and deeper elemental shades. Refined animal patterns and subtle organic motifs are applied to lightweight smooth and finely textured fabrics, evoking landscapes where land meets sea.

Eurojersey says the collection reflects the changing demands of the beachwear market while retaining its Italian manufacturing heritage. The company specialises in premium warp-knitted fabrics engineered to deliver lasting quality, reliable fit and unrestricted movement.



SENSITIVE – Sensitive® Fabrics _Eurojersey
REGNO UNITO - KNITTINGINDUSTRY.COM – 17 AGOSTO 2026
Period: WEB

Knitting Industry

Blue Instinct will be presented at Functional Textiles in Shanghai from 22–23 September 2026 at booth F53. It will also be shown at Performance Days in Munich from 13–14 October 2026 at booth O12 in hall A4.

www.sensitivefabrics.it



S.p.A.

SENSITIVE – Sensitive® Fabrics _Eurojersey
ITALIA – F MAGAZINE – 19 AGOSTO 2026
Period: SETTIMANALE



O-RANGE INTERPRETA IL DESIGN CONTEMPORANEO attraverso una visione essenziale, tecnica e sofisticata. Gli zaini, leggeri, resistenti e pratici, sono realizzati con i tessuti tecnici Sensitive® Fabrics di Eurojersey che, accoppiati a una membrana impermeabile e a una fodera tecnica, garantiscono performance elevate e una resa estetica impeccabile. La superficie ultrapiatta valorizza la grafica e i colori, mentre la termosaldatura seamless esprime una nuova idea di sartorialità tecnica.

Sensitive
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<https://www.rga.de/lokales/oberbergischer-kreis/hueckeswagen/winklers-hemdenkollektion-in-koelner-pop-up-store-GFFT5FGB6PQEDNVZZPG6MFB5V4.html>

+ Winklers Hemdenkollektion in Kölner Pop-up-Store



Mit 58 Jahren hatte sich der Hückeswagener Einzelhändler Christoph Winkler 2024 einen Lebenstraum erfüllt und seine erste eigene Hemdenkollektion auf den Markt gebracht. Die Erfolgsgeschichte geht weiter. Anfang September zeigt Winkler seine Hemden in Köln für drei Tage in einem Pop-Up-Store.

Erfolgsgeschichte der Hemden-kollektion von Christoph Winkler geht weiter. Mittlerweile hat der Modehändler von der Islandstraße seine siebte Kollektion auf den Markt gebracht.

Von Joachim Rüttgen

Bevorzugen

Hückeswagen. Mit so einem Erfolg hatte Christoph Winkler nicht gerechnet. 2024 konnte der Hückeswagener Einzelhändler seinen Traum von einer eigenen Premiumhemden-Kollektion verwirklichen. Seitdem wurden bereits 1200 Hemden produziert. Er wollte ein eigenes Hemd kreieren – kein klassisches Business-Hemd, sondern eher klassisch-sportlich. Die Vision war, ein hochelastisches Hemd zu entwickeln, das schmal und kurz geschnitten ist und sich über der Hose tragen lässt. Winkler hat den Schnitt so gestaltet, dass es auch für Männer mit Bauch geeignet ist. „Es passt sich proportional an die Größe an, sodass es dennoch schmal geschnitten ist und am Bauch nicht spannt“, erklärt er.

Modedesignerin Jessica Liepelt aus Schlangen ermöglichte ihm den Kontakt zum Stofflieferanten und zum Produzenten in Polen, wo auch sie ihre Damenkollektion produzieren lässt. Vier Muster und Anläufe brauchte es, bis Winkler zufrieden war.

Marktführer **Eurojersey** heißt das berühmte italienische Textilunternehmen mit Sitz in der Nähe von Mailand, das 1960 gegründet wurde. Die Firma ist laut Winkler Marktführer für patentierte Kettenwirk-Jersey-Stoffe (bekannt als **Sensitive® Fabrics**), die aus Polyamid und Lycra hergestellt und weltweit für Sport-, Bade- und Unterwäsche sowie Reisekleidung genutzt werden.

RGA

<https://www.cylmodaintima.com/eurojersey-adelanta-tendencias-banoi-pv28/>

Eurojersey adelanta las tendencias de baño para PV'28

La empresa italiana articula su nueva colección, Blue Instinct, en cuatro tendencias que exploran el color, la textura y la innovación aplicada a la moda baño.

Tomando el mar y la naturaleza como punto de partida para explorar nuevas posibilidades estéticas y técnicas en el desarrollo de las próximas colecciones, la compañía textil italiana Eurojersey presenta Blue Instinct, su nueva colección de tejidos para moda baño para la temporada Primavera – Verano 2028,

Así, la nueva colección venidera plantea un recorrido creativo en torno al deseo de evasión y a una forma de entender el verano en la que color, textura y sensorialidad adquieren especial protagonismo. El azul actúa como hilo conductor de una colección que combina tejidos innovadores, acabados refinados y una paleta cromática estrechamente vinculada al entorno natural.



Blue Instinct se estructura en cuatro tendencias; Solar Scape, Island Mirage, Ocean Denim y Animal Essence, diferentes en carácter e inspiración, pero conectadas por un lenguaje común basado en la luz, las superficies y las prestaciones del tejido.

La combinación de bases lisas y texturadas amplía las posibilidades de aplicación tanto en moda baño como en prendas destinadas al universo resort y vacacional. Una propuesta en la que Eurojersey busca conciliar investigación estética, confort y rendimiento técnico, trasladando su experiencia en tejidos de punto por urdimbre a las necesidades de un mercado en continua evolución.

Solar Scape: la intensidad de la luz

Solar Scape sitúa la luminosidad del verano en el centro de la propuesta. Turquesa, amarillo solar, coral, lila y azul intenso conforman una paleta vibrante en la que el blanco funciona como contrapunto y potencia la intensidad de los diferentes tonos.

Los tejidos con textura se combinan con estampados gráficos de líneas depuradas, rayas, microgeometrías y efectos tono sobre tono. El resultado es una interpretación contemporánea de la moda baño que apuesta por superficies táctiles y una estética limpia y versátil.



Island Mirage: evasión tropical

La naturaleza y los destinos lejanos inspiran Island Mirage, una tendencia construida alrededor de tejidos ligeros, suaves y texturizados concebidos para acompañar las prendas tanto dentro como fuera del agua.

Paisajes tropicales, vegetación exuberante y costas prácticamente intactas se trasladan a estampados dominados por tonalidades cálidas de arena dorada, terracota, verde natural, coral y ámbar. Una gama cromática que refuerza el carácter relajado de la propuesta y se combina con materiales fluidos y de altas prestaciones.



Ocean Denim: el azul y la huella del tiempo

En Ocean Denim, Eurojersey explora la relación entre la profundidad cromática del mar y el aspecto desgastado de los materiales por el paso del tiempo. Las superficies tridimensionales y las texturas más marcadas toman como referencia el carácter artesanal y atemporal del denim.

El azul recorre una amplia escala cromática, desde el índigo profundo hasta tonalidades lavadas y blanqueadas por el sol. Referencias al Mediterráneo, a la cerámica envejecida y a la memoria de los veranos pasados construyen una tendencia en la que los estampados contemporáneos reinterpretan motivos clásicos desde una perspectiva actual.



Animal Essence: naturaleza en estado esencial

Animal Essence dirige la mirada hacia los elementos más orgánicos del paisaje. Arenas cálidas, verdes minerales, azules acuáticos y marrones naturales construyen una paleta de inspiración terrestre y marina.

Los estampados animales se presentan de manera refinada y conviven con motivos orgánicos más discretos. Tejidos ligeros y suaves se alternan con bases de textura fina para aportar movimiento y riqueza visual sin renunciar al confort.

Con Blue Instinct, Eurojersey refuerza su apuesta por una moda baño en la que diseño y tecnología textil avanzan de forma conjunta. La compañía continúa desarrollando desde Italia materiales de altas prestaciones orientados a proporcionar ajuste, durabilidad y libertad de movimiento, trasladando su experiencia técnica a una colección que anticipa algunas de las claves estéticas y materiales de la temporada primavera-verano 2028.

