The independence of new generations, the multiplicity and uniqueness of new ideas, along with the ability to propose innovative solutions, manifest in the freedom of expressive fashion. The season’s offerings encourage the use of fashion as a barometer, dressing to one’s mood and emotion. Seemingly juxtaposing styles coexist in harmony.
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**2017-18 秋/冬**

**中国国际纺织面料及辅料（秋冬）博览会**

新时代的纺织业：新主题的特性和多样性，通过设计和材料创新，呈现出独特的时尚魅力。
A luxurious, sensual and thoroughly modern story is based on the blurring delineation between what is considered masculine and what is feminine. Tailoring is balanced by touches of lingerie. Urban and countrified settings meet. An artist’s sensibility touches everything with creative blends. The mood is executed in a range of warm neutral tones, frosted pastel accents and metallic touches that emphasise the imperfect, yet precious nature.
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irregular and organic surfaces · oxidised wool · fancy loop yarn · random dye · lofty towed · waffle blanket · wool tweed · double-face felt · functional bonded · evoked needle-punch · macramé lace · sensual sheer · pleating · fil coupé · tubular jacquard · sensitive techno materials
irregular and organic surfaces • oxidised wool • fancy loop yarn • random dye • lofty towel • seersucker • wood veneer • double-face felt • functional bonded • evolved needle-punch • macramé lace • sensual sheer • pleating • fil coupé • tubular jacquard • semi-elastic textile materials.
PRINTS. 街東
blurred/blurry - 幻焦/模糊
painterly floral - 水墨花卉 -
handkerchief foulard - 手帕画
wood grain - 木纹 -
linear drawing.
PRINTS: 植物花卉 - painterly floral - wood grain - handkerchief foulard - linear drawing.
Authenticity and nostalgia resonate. Industrial inspiration is now coupled with an upcycled/recycled and sustainable mentality. Everyday casual and street styles look to uniform dressing and the waltz of pragmatism of protection and functionality. An active and rebellious spirit fuels newness. A practical dichotomy of colour mixes to great effect, with deeps and pop shades converging.
mixtures abound · compact felt · brushed loden ·

melton · blaser · 3-D weave · embossed surfaces ·

colored tweed · classic plaid · stripes knit · suede ·

lavender velvet and sweat · wide wale corduroy ·

vintage denim · patchwork · stretch jersey

混合面料，经典的编织，织物元素很多。羊绒、气泡，3D编织，正反两面。两色调印花，衍编格子，条纹

针织，麂皮，洗水格子，复古灯芯绒，复古牛仔，

复古棉布，弹力运动装。
mixtures abound · compact felt · brushed loden ·
melton ·bleriar · 3-D weave · embossed surface ·
recycled felt · classic plaid · stripe knit · suede ·
laundered velvet and suede · wide wale corduroy ·
vintage denim · patchwork · stretch jersey.
PRINTY - 画意

graphic / eastern movement · 画意 / 东方色彩

Russian geometrics · poster typography ·
Eastern European floral

俄罗斯几何图形 · 海报字体 · 东欧花型
The world becomes a fashion stage, with performers passionate about creating highly original presentations, at once playful and opulent. Embracing chic or geek, and without fear of convention or looking overdone, these fashion muses exhibit dramatic, arty showmanship. Historic, antique and '70s references mix with casual elements for a personalised effect. Precise chromatic pairings or unexpected colour combinations bring the fantasy to life.
decorative treatments · brushed mohair blanket · furnishing and velvet · brocade and cut jacquard · handloom twined · patent leather · metallic coatings · enamal coatings · iridescent sheer · devore · compact satin · fluid jersey · fancy pile · patchwork...
decorative treatments · brushed mohair blanket · furnishing and velvet · brocade and cut jacquard · handloom twill · patent leather · metallic coatings · enamel coatings · iridescent sheer · devoré · compact satin · fluid jersey · fancy pile · patchwork.
PRINTS: 色彩

- festive / bold
- 放大经典
- 动感图形
- 70s
PRINTS：圖案

Decorative / bold • lavish wallpaper • enlarged classic • playful graphic • funky ’70s.

奢華壁紙、放大經典、嬉皮風圖案、70年代時髦。
Since its foundation in 1998, the Direction Trend committee has provided an invaluable research and marketing tool to designers and garment professionals, helping them to choose the right designs and develop a successful merchandise mix for changing market trends. The committee comprises top trend forecasters, selected by Messe Frankfurt (HK) Ltd based on their knowledge and wide experience in all fields of fashion. They are members of the fashion capitals of the major export markets for international garment trade: New York, Milan, Paris and Tokyo. Each season, the committee members combine their expertise and local influences to come up with the themes that tell the story of tomorrow’s apparel trends.

DONEGAR CREATIVE SERVICES – NEW YORK, USA

DONEGAR Creative Services, with its trend and colour forecasting division of The Doneger Group – a US leading merchandising consultant and trend forecasting company – offers a wide range of products and services in keeping with the direction of the industry. The Doneger Group has been providing innovative and influential trends for the apparel and accessory markets through its publications, integrated digital platforms and live presentations to address the needs of retailers, manufacturers and other style-related businesses.

www.doneger.com

SACHIKO INOUE – TOKYO, JAPAN

Sachiko Inoue graduated from the International Design and Art Institute in 1972. Having worked for various textile companies as a fashion and textile forecaster, she was honoured with the ‘Display Industry Encouragement Award’ after producing an excellent trend collection for ‘Japan Innovatory Textiles Ltd’ in 1998. Since then, she has been offering consulting services, including trend forecasts and individual guidance for several key material producers, trading firms, and textile industry professionals in Japan. Her work has also been involved in directing DPF Fashion Week.

www.chow-int.com

NELLYRODI™ AGENCY – PARIS, FRANCE

The NellyRodi™ Agency is a trend forecasting agency, established in 1985 by Mrs Nelly Rodi, with a passion for the future and a unique vision of consumers’ behaviour in the fashion, retail and lifestyle sectors. Gathering more than 35 collaborators, including designers, and marketing and sociology experts, the agency’s observations, forecasts and predictions inspire more than 1,200 companies from all over the world in the development of their creative strategies and products. Laurent Le Mouël is the agency’s creative director since 2011 on fashion and beauty sectors.

www.nellyrodi.com

ELEMENTI MODA – MILAN, ITALY

Elementi Moda has provided consultancy services since 1979 as well as research and product development for the international textiles industry. Elementi Moda organises trend conferences for international apparel companies. It also provides extensive research and development services for apparel-related products, such as yarns, fabrics, and accessories. Creative Director Elena Bignami is a specialist in fibres, colours, yarns and fabric developments for fashion and home.

www.elementimoda.com
1. Enigmatic

2. Manifesto

3. Eccentric

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National Exhibition and Convention Center (Shanghai)

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