

Press release

June 2022

## 'Fashion, be ambitious!' Intertextile Shanghai Apparel Fabrics unveils its trend forecasts for Autumn / Winter 2023-24

Flora To  
Tel +852 2230 9226  
[flora.to@hongkong.messefrankfurt.com](mailto:flora.to@hongkong.messefrankfurt.com)  
[www.messefrankfurt.com.hk](http://www.messefrankfurt.com.hk)  
[www.intertextileapparel.com](http://www.intertextileapparel.com)

Change is constant in the textile industry. And now more than ever, the pandemic has given designers and consumers a chance to reconsider their fashion choices and make a fresh start. This year the *Directions* Trend Forum at Intertextile Shanghai Apparel Fabrics – Autumn Edition, has again been formed to help designers and buyers steer their designs in line with the coming fashion seasons. For Autumn / Winter 2023-24, the trend committee has identified **FORWARD** as its core message, with four key themes represented: **SCIENCE +, CRAFT +, FREE + & PREMIUM +.**



The design of this year's *Directions* Trend Forum is led by NellyRodi™ Agency, while top trend forecasters from Milan, New York and Tokyo round out the committee. Reflecting the themes set by the expert panel, exhibitors' fabric samples will be displayed at the Forum make it an important destination at the fairground where buyers can find potential suppliers and anticipate future trends in the market.

Despite the challenges brought by the pandemic, the committee is focusing on passion for fashion in its trend forecasts for A/W 2023-24, encouraging designers and garment professionals to be ambitious in their choices. Most importantly, to be creative with their designs, colour tones,

Messe Frankfurt (HK) Ltd  
35/F, China Resources Building  
26 Harbour Rd, Wanchai, Hong Kong

effects, and finishing for the coming fashion seasons.

View the full Trend Guide [here](#).

## **SCIENCE +**

This theme is inspired by progress, discoveries, unknowns, and the scope to reinvent future-focused perspectives in our daily lives.

New and relaxing fabrics represent the trend, giving the wearer a superior and premium feel. Elegance and comfort are prioritised using visionary materials encompassing elements from chemistry and biology. Fabrics include man-made and natural materials, hybrid fabrics, thermal insulation and foam padded materials. The theme also emphasises gradational and blurred motifs, three-dimensional lace, and protective laminating as finishing.

## **CRAFT +**

Focusing on a sustainable society of tomorrow while striving to better ourselves, this trend raises awareness of the inner comfort nature delivers, infusing a handcraft feel to cherish human warmth and tenderness.

The colour palette reflects this notion with environmentally aware and earth-centric hues. Recycled, eco and organic fabrics that circulate resources are used, leveraging vegetable and botanical dyeing. Featured textiles include those that not only sustain the global environment but also regenerate it for the better.

## **FREE +**

Encouraging fantasy with boundless imagination to express the modern era in explosive colour. The theme explores designs that brim with the vibrancy of colours, encouraging optimism on our quest for esoteric inspiration across genres.

Combinations of high-energy colours that uplift emotions are used, incorporating technical and functional elements. This uplifting spirit is also applied to the fabrics, which are decorative and fantasy-inspired. Further underpinning the theme are modern and colourful geometric patterns, bold graphical designs and interior decoration motifs.

## **PREMIUM +**

A journey through desire, taking us to the unknown within the mystical profundity of an intricate universe, this design direction encourages us to envisage a life of fresh awareness and purpose while rediscovering spirituality and value anew.

The colour palette fuses dramatic and mysterious darks with mineral-based bronze and gold for a lustrous and shady premium-feel reflection. Subtle yet stunning materials with glittering elements are incorporated, as

well as luxury fabrics such as premium wool, alpaca wool, fluid and supple jersey. Foil finishing, graphic patterns, optical effects, superimposed prints and a wealth of embroidery round out the theme.

The *Directions* Trend Committee is comprised of top trend forecasters from the NellyRodi™ Agency (Paris, France), Elementi Moda (Milan, Italy) and TOBE TDG By The Doneger Group (New York, USA), as well as Sachiko Inoue (Tokyo, Japan). The committee members combine their expertise and local influence to come up with the themes of the Trend Forum.

Intertextile Shanghai Apparel Fabrics – Autumn Edition will take place alongside Intertextile Shanghai Home Textiles – Autumn Edition, Yarn Expo Autumn, CHIC and PH Value, from 29 – 31 August 2022 at the National Exhibition and Convention Center (Shanghai).

The fair is organised by Messe Frankfurt (HK) Ltd; the Sub-Council of Textile Industry, CCPIT; and the China Textile Information Center. For more details, please visit: <https://intertextile-shanghai-apparel-fabrics-autumn.hk.messefrankfurt.com/shanghai/en.html>

To find out more about all Messe Frankfurt textile fairs worldwide, please visit: [www.texpertise-network.com](http://www.texpertise-network.com).

-end-

Notes to editors:

#### **Download this press release**

<https://intertextile-shanghai-apparel-fabrics-autumn.hk.messefrankfurt.com/shanghai/en/press/press-releases/2022/ITSA22-PR2.html#download>

#### **Further press information & picture material**

<https://intertextile-shanghai-apparel-fabrics-autumn.hk.messefrankfurt.com/shanghai/en/press/press-releases.html>

#### **Newsroom**

Information from the international textiles sector and Messe Frankfurt's textiles fairs worldwide can be found at: [www.texpertise-network.com](http://www.texpertise-network.com).

#### **Background information on Messe Frankfurt**

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Group employs approximately 2,300\* people at its headquarters in Frankfurt am Main and in 30 subsidiaries around the world. In 2021, the company had to contend with the challenges posed by the pandemic for the second consecutive year. Annual sales will be approximately €140\* million after having been as high as €736 million in 2019 before the pandemic. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our comprehensive

Intertextile Shanghai Apparel Fabrics –  
Autumn Edition 2022  
Shanghai, China  
29 – 31 August 2022

range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. We are expanding our digital expertise with new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: [www.messefrankfurt.com](http://www.messefrankfurt.com)

\* Preliminary figures for 2021