

Press release

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CONTRADICTION – Intertextile Apparel reveals *Directions* trends for Autumn / Winter 2024-25

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While Intertextile Shanghai Apparel Fabrics – Autumn Edition focuses on delivering certainty in the realm of business results, it will also embrace the theme of *uncertainty* in a changing world to inspire its latest trend forecast – CONTRADICTION. This year's Intertextile *Directions* Trend Guide captures the essence of this theme with four key trends: PURIST, NAIVE, HYPNOTIC and SPECTACULAR. From 28 – 30 August, trade buyers can seek inspiration for next season's vogue at the Intertextile *Directions* Trend Forum in Hall 5.1 at the National Exhibition and Convention Center (Shanghai).



intertextile

SHANGHAI apparel fabrics
Autumn / Winter 2024-25

The Intertextile *Directions* Trend Committee is comprised of four well-known creative trend forecasters, namely Sachiko Inoue (Tokyo, Japan), NellyRodi™ Agency (Paris, France), DONEGER | TOBE (New York, USA) and Elementi Moda (Milan, Italy). This edition's Trend Forum is led by NellyRodi™, with the Trend Guide designed by Sachiko Inoue. Each sourcing season, the Committee combines their geographical expertise and international influence to tell thematic stories of the upcoming apparel fabric trends.

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

CONTRADICTION examines how to utilise grounded values and new influences to explore the coexistence of terms such as dreams and reality; tangible and virtual; and yesterday, today, and tomorrow. The theme will come to life at the fair's Trend Forum in the International Hall (Hall 5.1), to which exhibitors can submit their on-trend fabrics in advance. Selected samples will be featured and labelled, providing centralised sourcing inspiration for buyers who can afterwards connect with contributing exhibitors.

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

PURIST

In a universe steeped in sophistication, luxury and comfort, take a step back into silent simplicity and rationality. Choose purity, discover the raw and real beauty of the untouched, and enjoy the accompanying calmness and serenity.

A neutral, natural tone of raw purity and understated elegance allows a strong focus on the essential charm of natural fabrics. Whether dyed naturally or undyed, materials such as recycled and regenerated fabrics, premium-quality wool, cashmere, or cotton, are carefully made and delicately finished.

NAIVE

As we revisit the past and reminisce, we unearth artisanal and traditional treasures bequeathed over generations. Cherish the handcrafted, folkloric charms, and continue to live in harmony with nature and an art-filled wonderland.

This neo-retro palette evokes a nostalgia and warmth that heals the human mind, with reinvented fabrics elaborately combining tradition and modernity. Textiles include vintage fabrics, recycled/upcycled materials, handmade leather, patchwork, jacquard, multi-blends of diversified fibres, and more.

HYPNOTIC

We drift into a world of long dreamt-of, unimaginable fashion, flitting between the realms of the real and the illusory, and fall into a fantasy inspired scene of fairy-tale romance.

A bright palette fuses ephemerality and reality. By applying beads and fringes, virtual and wondrous patterns, and colour variation, premium fabrics including silk, cupro, polyester, and cellulose fibre are delicately crafted to express timeless emotion.

SPECTACULAR

We witness a breath-taking scene with an inexplicable atmosphere, as authentic luxury, ornate elements and experimental aspects all blend into one, uniting the real and virtual worlds with an enchanting beauty.

A range of dense and dark-coloured fabrics, featuring extravagant, dramatic, opulent aspects and elements of sustainability. Prints and finishing include ornate jacquard, bold embroidery with design yarns, heavy satin, sensual motifs, elegant and gorgeous tweed, metallic

coating and laminated gold.

Intertextile Shanghai Apparel Fabrics – Autumn Edition 2023 is co-organised by Messe Frankfurt (HK) Ltd; the Sub-Council of Textile Industry, CCPIT; and the China Textile Information Centre. For more details on this fair, please visit: www.intertextileapparel.com.

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Notes to editors:

Further press information & picture material

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

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Newsroom

Intertextile Shanghai Apparel Fabrics is part of Texpertise, the textile business network. The network of Messe Frankfurt unites current topics, trends, and events around the textile business and connects more than 500,000 people from all over the world.

With more than 50 international textile trade fairs in 11 countries, Messe Frankfurt is the global market leader for textile trade fairs. Texpertise covers the entire textile value chain: research, development, yarns, fabrics, apparel, fashion, contract manufacturing, home and household textiles, technical textiles, processing and cleaning technologies.

In collaboration with the United Nations Office for Partnerships, supported by the Conscious Fashion and Lifestyle Network, the Texpertise Network informs and mobilises the textile sector to implement solutions for social, economic and environmental change. Our aim is to create awareness for the Sustainable Development Goals at all our textile trade fairs worldwide – from Frankfurt, to New York, Atlanta, Shanghai and Paris.

For more information from the international textile sector and Messe Frankfurt's global textile events, visit:

<http://www.texpertise-network.com>

<https://www.linkedin.com/company/texpertise-network/>

Background information on Messe Frankfurt

The Messe Frankfurt Group is one of the world's leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of some 2,200* people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2022 were around €450 million*. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt's key strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of the world. Our comprehensive 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 using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity.

Intertextile Shanghai Apparel Fabrics –
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Shanghai, China, 28 – 30 August 2023

For more information, please visit our website at: www.messefrankfurt.com/sustainability. With its headquarters 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

* Preliminary figures for 2022