

Press release

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Intertextile *Directions* Trend Forum explores tomorrow's fashion in a turbulent future

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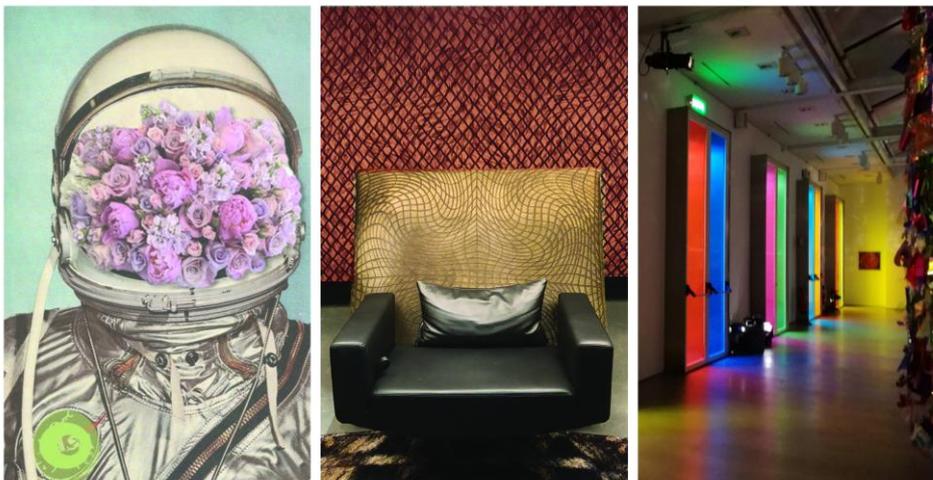
With over 70,000 trade buyers attending this year's Intertextile Shanghai Apparel Fabrics – Autumn Edition, the Intertextiles *Directions* Trend Forum in hall 5.1 is a well-established research and marketing tool for international designers and garment professionals. Wild textures and bold colours represent a journey as society asks itself the important question – what will tomorrow look like?

Merging humanity and technology in a shared future

In a time where clouds of technology dictate real social movements, A/W19 trends are set to explore the unknown world. The uncertainty of the future is reflected in a dreamlike imagination of a new world, whilst holding onto the strengths of heritage. Linking past memories with future potentials, trends encourage reflections on the individual as innovation and technology merge to a point where personalities and online personas become two different beings.

Intertextile *Directions* Autumn/Winter 2019 Trend Forum

Developed by handpicked global trend experts from Milan, New York, Paris and Tokyo, three trends that tell the story of a transformative world will be presented: Fairy Tech, Classic Plus and Crossworld.



This year's three trends: Fairy Tech, Classic Plus and Crossworld

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

Fairy Tech

Injecting colour into concrete, the A/W19 Fairy Tech trend balances soft and hard. Cool tinted neutrals harmonise with clean pastels. It adds a playful sense to the season, matching delicate silky aspects and superlight blends to more technical sport qualities.

Classic Plus

Looking to nature, and the rapidly increasing movement of sustainability, is the Classic Plus trend which takes warm natural fabrics with an elegant, powerful luxury. Precious textured fabrics – warm cashmere, brushed mohair, alpaca blends – are impeccably enhanced with glazed, lacquered materials and protective, resistant technologies. As the name of the trend suggests, Classic Plus is a sense of security and familiarity in a turbulent present, enhanced to its best potential.

Crossworld

The Crossworld trend sets out to discover a raw, unknown world. Natural influences are grasped and revised in an unexpected mix of colours. Fabric technology defends the individual with reflective surfaces, chameleon effects, spectacular holographics and a myriad of protective coatings. Rich and dark, at this trend forum visitors are encouraged to allow their dreams to run wild.

Domestic Trend Forums

As well as the international trend showcase, the Fabrics China Trend Forums will present more insight into the latest fabric trends in China. To discover the A/W19 season of ladieswear and menswear fashions, buyers can visit the Fabrics China Trend Forums in hall 1 (Techno and Functions), hall 6.2 (Accessories), hall 7.1 (Sustainable Fashions) and hall 8.1 (Fashion Focus).

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Notes to editors:

Download A/W19 Trend Guide photos from this press release here

<https://www.hk.messefrankfurt.com/hongkong/en/press/fair-press/textiles-and-textile-technologies/intertextile-shanghai-apparel-fabrics-autumn/press-releases/2018/itsa18-pr3.html#download>

Further press information & picture material

<https://www.hk.messefrankfurt.com/hongkong/en/press/fair-press/textiles-and-textile-technologies/intertextile-shanghai-apparel-fabrics-autumn.html>

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Shanghai, China, 27 – 29 September
2018

NEW: Newsroom

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

Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,400 employees at 30 locations, the company generates annual sales of around €669 million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A 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. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. 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 | www.congressfrankfurt.de | www.festhalle.de