

Press release

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Transition is the core message of the Intertextile *Directions* trends for Autumn / Winter 2021-22

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As the world, including the fashion industry, adapts to the coronavirus pandemic, change is constant. The Intertextile *Directions* Trend Committee has identified TRANSITION as the theme for Autumn / Winter 2021-22 apparel fabric trends, which is represented by four key trends: FEEL GOOD, IMPACT, PRESERVATION and LYRIC. From 23 – 25 September, trade buyers can visit the Intertextile *Directions* Trend Forum at Intertextile Shanghai Apparel Fabrics – Autumn Edition 2020 to be inspired by revolutions that are changing the way fashion is designed, produced and addressing new generations.



Photo © Elementi Moda

The 2020 decade is about meshing up past and present, tradition and future, and technology and craft to determine the new trends for fashion. While the trends for Autumn / Winter 2021-22 focus on comfort, self-expression and reconnection to nature, evolution and transformation in the fashion industry is also further promoting a circular economy, inclusivity and the rational use of global resources to protect and preserve shared cultures.

FEEL GOOD

A retrospective feeling for tenderness. This gentle atmosphere reinvents the basics in a new emotional light. An appreciation of the composition of natural and artificial materials with a simple, comfortable, therapeutic

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effect can create warmth.

A broad range of soft coloured neutrals and gentles tones, reflecting textural feelings and senses. Protective, functional, inflated and padded materials create a new warmer, cozier look, while dense combed wools and soft brushed surfaces add a vintage feel.

IMPACT

Reshaping the idea of elegance in a contemporary spirit, functional, sharp, essential inspired by the '90s tech world. Beauty with dynamism, with a sharpened aesthetic sense transcending time and liberation from fixed concepts.

Bright colours in harmonious dissonances or monochromes, with a range of masculine-inspired neutrals. Fabric mix includes recycled polyester and cotton to pump up the volume, jersey and jacquard knit with geometric design, as well as extravagant prints, macramé and guipure laces in strong colours.

PRESERVATION

New appreciation in the preservation of cultures and products that have withstood the test of time to construct conscious lifestyle focused on the reconnection to nature. Honesty, integrity, individuality will be prized character traits.

A palette that is both aged and optimistic, nurtured by organic, mineral, vegetable, soil elements evoking earth and forests. Sustainable fabrics such as eco fur, leather look and coarse stiff cottons with functional coatings are used, with cultural reference for jacquards and natural camouflage prints.

LYRIC

Revolutionise the codes of opulence with a flamboyant spirit rebelling against minimalism. An attitude shared with a generation who wants to reconnect with the highly codified norms of elegance.

The accent is placed on colours with a luxurious aura, historical, dramatic and like a parade. Fabrics range from dense rich satins, cloqué, moiré and taffeta to crushed velvet and fine chenille. Multicolour new baroque florals in jacquard or print are also highlighted.

The Intertextile *Directions* Trend Committee comprises of top trend forecasters from the world's fashion capitals: Elementi Moda (Milan, Italy), Doneger Creative Services (New York, USA), NellyRodi™ Agency (Paris, France) and Sachiko Inoue (Tokyo, Japan). View the full Trend Guide [here](#).

Intertextile Shanghai Apparel Fabrics – Autumn Edition 2020 is co-organised by Messe Frankfurt (HK) Ltd; the Sub-Council of Textile Industry, CCPIT; and the China Textile Information Centre. It will take

Intertextile Shanghai Apparel Fabrics –
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place alongside Yarn Expo Autumn, CHIC and PH Value from 23 – 25 September at the National Exhibition and Convention Center (Shanghai).

For more details on Intertextile, please visit: www.intertextileapparel.com. Information from the international textiles sector and Messe Frankfurt's textile fairs worldwide can be found at: www.texpertise-network.com.

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Notes to editors:

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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 just under 2,600 employees at 29 locations, the company generates annual sales of around €736 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