

Press release

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Intertextile's key Autumn / Winter 2022 – 23 fabric apparel trends revealed

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Across the globe, people and industries have experienced change like no other over the past year. As 'new norms' emerge and as adapting becomes essential to everyday life, the Intertextile *Directions* Trend Committee has established the theme of **E.VOLUTION** for Autumn / Winter 2022 – 23. Four key trends will represent the theme: **RESILIENCE**, **REFUGE**, **UNREASON** and **BOOSTER**. Fairgoers can utilise the Intertextile *Directions* Trend Forum to discover creative and innovative fabrics that reflect the theme.



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With the restrictions and challenges endured during the pandemic, the new fashion trends focus on a reconnection to nature and freedom, the approach of a new era and the urgency to shape a better future. Innovation and sustainability are key to fashion evolving and expanding, so functional, recycled and eco-friendly fabrics are essential in representing Autumn / Winter 2022 – 23 textile trends.

The Intertextile *Directions* Trend Forum will display on-trend fabric samples submitted by exhibitors and is a valuable resource for buyers to scope out potential suppliers. The Intertextile *Directions* Trend Committee is formed by top trend forecasters from the world's fashion capitals: Elementi Moda (Milan), Doneger Creative Services (New York), NellyRodi™ Agency (Paris) and Sachiko Inoue (Tokyo).

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

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

RESILIENCE

Humans look for a more intimate connection with nature in their desire to return to a slower-paced lifestyle, fully reconnecting with their feelings and fundamental needs. We are able to concentrate on the positive aspects of things that will lend comfort to our everyday life, fostering technology, controlled craftsmanship and sustainable materials. A quiet luxury, designed to last.

Reflecting awareness, sensibility and originality, colours express a range of tinged warm beiges, cold tones and soothing coloured neutrals. Fabrics aim to enhance comfort and functionality such as natural cashmere, wovens, knits, wool fleece, stretch flannel and velvet. Technical fabrics are water repellent, antibacterial, antiviral and thermal.

REFUGE

The quest of escape from the chaos of city dwelling has driven us to uncover the serenity of suburban life and the stress-free countryside, offering refuge awash with greenery. In harmony with nature we find protection in the rugged rusticity, celebrating craftsmanship with frames from the street and homage to the land-art.

Sensitive natural tonalities of amber-tinged vegetable dyes act like a protective shield alongside dense forest darks. Fabrics are regenerated, recycled and developed to follow sustainability: hairy brushed weaves, herringbone textures, wool-cotton blends, tartans, tweeds and country plaid. Materials imitate nature and vegetation: blurring 3D embroideries, trompe l'oeil effects, wallpaper florals, foliage and tapestry jacquards, ombré camouflage, velvety smoothness and optical illusions.

UNREASON

Faced with the current distressing atmosphere, we choose to tinker our own subjective reality. Cultural clashes and sweet nostalgic flashbacks are explored in an inventive spirit, in tune with the second hand and upcycling trend. Incongruous, transgenerational and breaking free of societal norms.

A dual palette transcending time alongside retro inspired mid-tones and dense dark tonalities, along with casual inspiration from the world of denim or sport. Fabrics include denims, boiled and felted wool, schoolboy plaid, vegan leather, workwear compact cottons, distressed velvet, and patchworks and deadstock materials upcycled to avoid waste.

BOOSTER

Freedom is the leading concept of the season. Diversified personalities emerge, enlivened by abundant individuality, celebrating playfulness and inspired by Pop Art. Technology has transcended dimensions, the digital

and physical coexist, blurring beyond imagination and capturing the future.

An assorted palette of modern pastels and shocking brights, where colours mingle in an energising mood. Fabrics are diverse in texture such as jersey, fuzzy fur, terry cloth, mesh and organza. Nylon-mixes incorporate biodegradable fillers, spacer, polyamide foil, Latex and neoprene for a dynamic comfort.

Intertextile Shanghai Apparel Fabrics – Autumn Edition will take place alongside Intertextile Shanghai Home Textiles – Autumn Edition, Yarn Expo Autumn, CHIC and PH Value, from 25 – 27 August 2021 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.

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Notes to editors:

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https://intertextile-shanghai-apparel-fabrics-autumn.hk.messefrankfurt.com/shanghai/en/press/press-releases/2021/ITSA21_PR2.html

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.

Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Messe Frankfurt Group employs around 2,500* people in a total of 30 subsidiaries. The company generated annual sales of approximately €250* million in 2020 after having recorded sales of €738 million the previous year. 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 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

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Frankfurt (60 percent) and the State of Hesse (40 percent). For more information, please visit our website at: www.messefrankfurt.com

* preliminary figures 2020