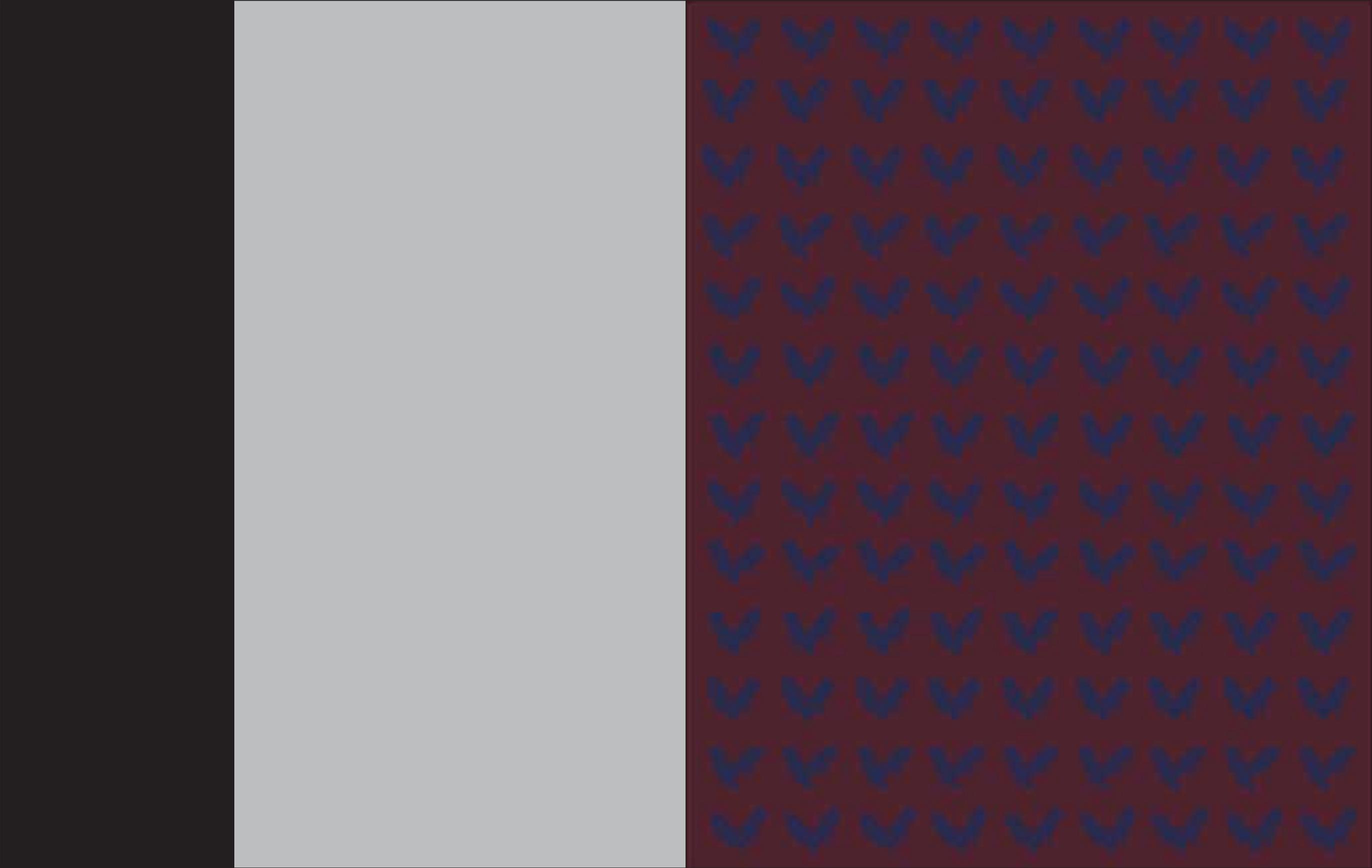


**intertextile**

SHANGHAI apparel fabrics

AUTUMN/WINTER 2020-21 秋冬





INTERTEXTILE  
SHANGHAI APPAREL FABRICS

AUTUMN/WINTER 2020-21 TRENDS

**HUMAN ÷ TECH**

**SENSE-ABILITY**

**RE-MAKE**

**ELECTRO-TONIC**

**KNOW-HOW**

中国国际纺织  
面料及辅料博览会

2020-2021年秋冬季潮流趋势

**人类 ÷ 科技**

**感官能力**

**重造**

**电张力**

**跨界**

# HUMAN

# 人类

# TECH

# 科技

We live in an era referred to as one of transformation, amid various problems scattered worldwide, which is precisely why we must openly reflect on how best we can connect to the future – toward society, ourselves and the globe. Furthermore, another meaningful approach would be to consider our lives in harmony with others and nature, while sensing and sharing energy, to rediscover our sense of self. Equally vital is striving hard to cut waste and nurture a beautiful universe with self-responsibility while treasuring people, things and societies, to create a sustainable environment for the upcoming future. Given the inseparable nature of human awareness and senses and how they clash, our primary focus – above all else – must be the sheer joy of being alive. Let us look to the future, keep global eco-friendliness in mind alongside a broad perspective and flexible mindset, and weave our forward-looking dream.

我们身处一个变化万千的年代，分散在世界各地的种种问题围绕著我们，这亦正是为何我们必须以开放态度反思如何以最佳面貌连接未来 — 面向社会、自身，以至整个地球。除此之外，另一个有意义的方向就是思考如何与其他人和大自然和谐共存，同时感测和分享能量，重新探索我们的自我感官。同样重要的是尽一切努力去减少浪费，视守护美丽的地球为己任，同时珍惜人们、事物和社会，为即将到来的未来创造一个可持续的环境。由于人类的意识和感官有著不可分割的特质，而且两者互相冲击、影响，所以我们首要关注的应该是感受活著带来的纯粹快乐。让我们展望将来，以广阔视野和灵活的思考方式将对地球的生态友好牢记于心，并编织我们的未来梦想。

SENSE-ABILITY

感官能力



# SENSE-ABILITY

Multi-talented ability emerges just like spontaneous ideas or impulses arising from the bottom of the soul. A cool and delicate presence are what underpin the culture that nurtures human minds cocoon-like, while stimulating a union of smart and slow manners and gentle comfort. The key thing here is to superpose elaborate creation and serene strength. Treasure your own identity in the hope of happiness to link to the future.

## 感官能力

多才多艺的显现，就像从灵魂深处唤醒的自然意念或冲动。俐落而细腻的存在是如茧般培养人类思想的文化基础，同时激发聪明、优雅的举止和温柔舒适的结合，关键是将精细创作和平静力量重迭，在盼望快乐中，珍惜自我身份价值，并连结未来。





PANTONE® 15-4307

PANTONE 17-3924

PANTONE 13-1404

PANTONE 12-0109

PANTONE 14-4506

PANTONE 13-0725

PANTONE 11-0701

PANTONE 16-3810

PANTONE 14-1116

PANTONE 15-2706

PANTONE 14-4317

PANTONE 18-4016

## COLOURS

Subtly refined hues tactfully blending intellectual and subdued pale tones and powdery medium-neutrals, evoking a delicate and poetic sensation.

## 颜色

精致的色调巧妙地融合了智慧和柔和的淡色调和粉状的中性色调，唤起了微妙和诗意的感觉。



## FABRICS

- \* Sensitive and expressive materials beautifully breaking down common sense with free conception.
- \* Fabrics evolving by fusing chemistry and nature; technology plus ecology.

Fabrics awash with a sensual mood and a powdery touch. Bulky fabrics. Coarser, archaic materials with a natural look.

Pile, fairy wool, velour, velvet, organic silk, eco-fur, hairy animal fibre-blends, silk, synthetic fibres, sleek drapability, jersey, inlay, fancy tweed, soft fleece.

## 面料

- \* 敏感而富有表现力的物料，以自由的概念美丽地打破常识。
- \* 面料由化学和自然融合演变而成，是技术和生态学的产物。

面料充满著感性的情调和粉状的触感。厚重的物料。粗糙而外观自然的古老材料。

绒面、仙女羊毛、丝绒、天鹅绒、有机丝绸、环保皮草、动物纤维混纺、丝绸、合成纤维、光滑垂坠感面料、平针织、垫纱、花式斜纹软呢、柔软绒头织物。





Photo by Aude Vincent © NellyRodi



## PRINTS & FINISHING

Floating jacquard, lacy-knit, burn-out, pleating finish, gradation dye, embroidery, knit-jacquard, bonding, iridescent effect, glitter finish, burred floral designs.

## 印花和后整理

单面提花、花边编织、烧花、褶皱饰面、渐变染料、刺绣、针织提花、黏合、炫彩效果、亮片饰面、去毛刺花卉设计。



# RE-MAKE 重造



Photo by Aude Vincent © NellyRodi



# RE-MAKE

Now is the time to devote ourselves to building on our human bonds in our daily lives, while honouring our long-fostered traditions and know-how, in search of new inspirational discoveries and approaches ahead. Practical and functional elements meet handmade and sportive tastes spawning mutual growth and paving the way to pursue what only the individual can attain. What is key here is to freely express individuality and awaken internal and tempting human senses.

## 重 造

现在我们是时候致力于日常生活中与人建立更紧密的关系，同时尊重我们源远流长的传统和诀窍，以寻找全新的鼓舞人心的方法。当实用和功能元素遇上人手制作和运动品味，促进了彼此的成长，并为追求个人所能达到的目标铺路。这里的关键是自由表达个性，唤醒内在和吸引人类的感官。





Photo by Bloom Paris © NellyRodi

PANTONE® 19-1314

PANTONE 17-1316

PANTONE 16-1150

PANTONE 18-0312

PANTONE 18-1230

PANTONE 19-4922

PANTONE 19-3622

PANTONE 19-3933

PANTONE 17-4432

PANTONE 18-1550

PANTONE 14-0760

PANTONE 11-0602

## COLOURS

An interplay of modernity and retro; featuring a chic, profound tonality of earthy greens and a neo-uniform gamut as well as bringing basic brights on board.

## 颜色

现代与复古的相互作用；拥有别致、深刻的大地绿色和新颖的均匀色调，并带来基本的亮点。



## FABRICS

- \* Working-collage fabrics inherited from tradition to novelty via individually accumulated emotion.
- \* An evolved version of traditional materials.

Fabrics with partially harmonised/incompatible natures, those having evolved from the basic/standard items and those consistently true to comfort and authenticity.

Recycled wool, organic cotton, mixed feel on tweed, chiné-like or top yarn-dyed, synthetics, iconic yarn-dyed, corduroy, denim-like, functional stretch, wooly fabrics, eco-nylon, vintage-inspiration, bulky home-spun.

## 面料

- \* 工作拼贴面料通过个人累积的情感将传统变为创新。
- \* 传统物料的进化版本。

具有部分协调/不相容性质的物料，从基本/标准物品演变而来的织物，但有著始终如一的舒适性和真实性。

再生羊毛、有机棉、混合感花呢、中国风或顶级色织、合成纤维、标志性色织、灯芯绒、牛仔布、功能性弹力物料、羊毛面料、环保尼龙、复古灵感、厚重家居织物。





## PRINTS & FINISHING

Patchwork assembling diverse fabrics, paisley designs, basic and traditional motifs, komon/kotsuki (fine) patterns, felting finish.

## 印花和后整理

拼凑各种多元化面料，佩斯利设计、基本和传统图案、komon/kotsuki（精细）图案、毡制整理。



# ELECTRO-TONIC

## 电张力





# ELECTRO-TONIC

The story invites you to an indescribable mystic universe, concealed beneath a nuanced sensorial allure, where radiant pop and splendour vibrate, transforming being into fascinating and audacious presence, while dynamic brilliance lights up with ennui sensitivity. Under a dynamic noir-like spell, find yourself enticed to an esoteric electronic-magical world, where techno and fantasy mystically interact.

## 电张力

这个故事带领你进入一个难以形容的神秘国度，隐藏在微妙的感官诱惑之下，那里有著闪耀的流行曲和气势恢宏的震动，将之转变为迷人和大胆的存在，与此同时，动感的亮度随著敏感度而发光。在一个充满活力、仿如写实电影般的咒语下，你会发现自己被一个神秘的电子魔法世界所吸引，技术与幻想有著神秘的互动。



## COLOURS

A palette reflecting an empathy of pop and mysterious allure in resonance with upgraded vivid tones, plus neon for fascinating audacity – and enticingly incorporating basic black and white.

PANTONE® 13-0650

PANTONE 16-1362

PANTONE 17-3020

PANTONE 19-4050

PANTONE 17-4728

PANTONE 14-5721

PANTONE 18-1762

PANTONE 18-2929

PANTONE 15-0545

PANTONE 16-1731

PANTONE 11-0601

PANTONE 19-4007

## 颜色

一个能反映流行和神秘魅力的同理心的调色盘，与升级的鲜明色调产生共鸣，加上霓虹色产生令人著迷的大胆效果——并诱人地融入基本的黑白色调。



## FABRICS

- \* Enchanting fabrics eliciting subtlety, alongside splendid dynamism.
- \* Fabrics encapsulating a sensual and luxurious feel; infused with beautiful and rich nature.

Modish and artificial mixed fabrics awash with individuality, technical materials.

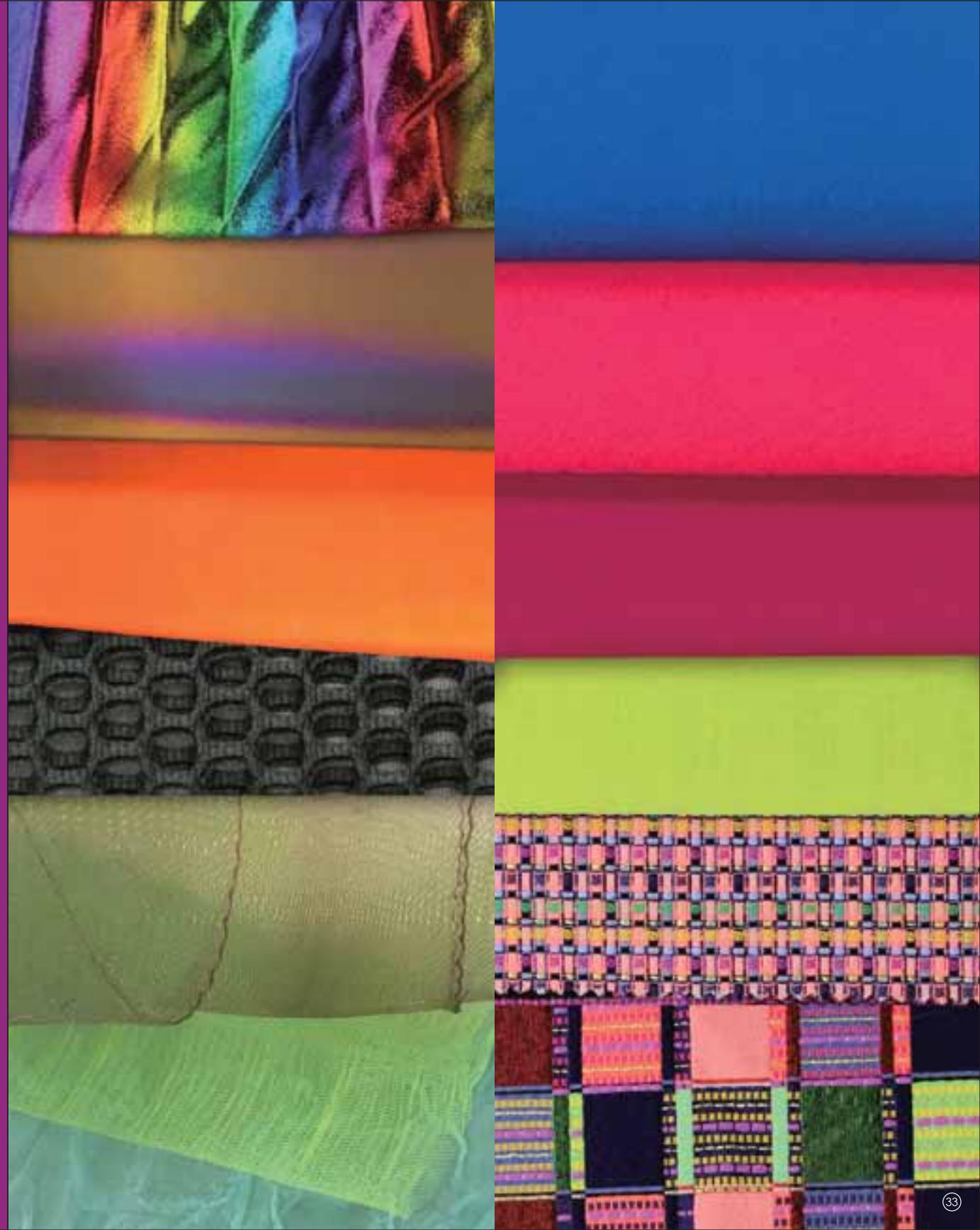
Triacetate, cupro, silk & fluid fabrics, hyper-fabrics, fabrics retaining fluidity, eco-nylon, sportive-tech, eco-wooly fabrics, lustrous aspects, lamé application, hybrid, velvet, organic-wool, fabrics with expressive-surfaces, compact dobby, felt, matte & shine.

## 面料

- \* 迷人的面料诱导出微妙之处，伴随著灿烂的活力。
- \* 面料营造出性感而奢华的感觉，融入美丽而丰富的特性。

时髦和人造混纺面料充满个性，是一种技术性物料。

三醋酸纤维、铜氨丝、丝绸和流体面料、超织物、不稳定性织物、环保尼龙、运动物料技术、环保羊毛面料、光面、金银丝线、混合物料、天鹅绒、有机羊毛、可伸展表面面料、精密提花、毛毡、哑光和光泽。



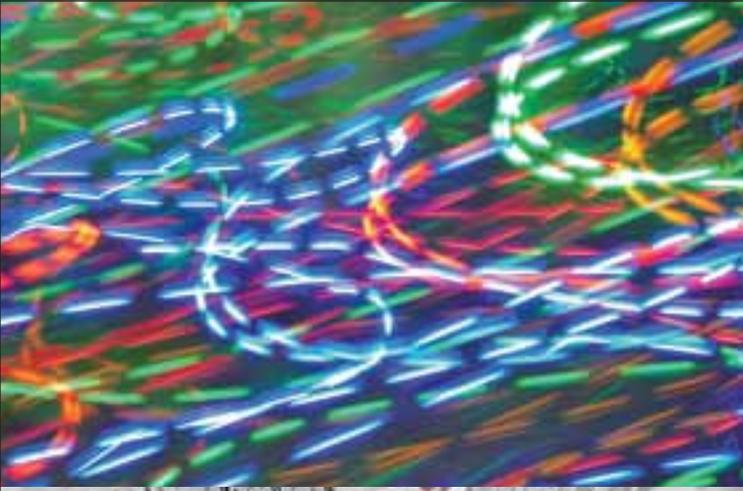


Photo by Grégoire Alexandre © NellyRodi



## PRINTS & FINISHING

Dynamic designs expressing stillness & motion, layered prints, 3D prints, chemical lace, knit-jacquard, embroidery, burn-out jacquard, optic patterns & burn-out, film coating, playing with yarns, metallic application.

## 印花和后整理

生动设计表现出静止和动感，分层印花、3D印花、水溶花边、针织提花、刺绣、烧花提花、光学图案和烧花、涂膜、纱线、金属物料。



# KNOW-HOW

## 窍门



# KNOW-HOW

Philosophy epitomises the identity encompassing one's whole life; namely undiscovered unique aesthetics for the self. Awaken the senses upliftingly while trusting beliefs and emotions on a quest for new romanticism. Let us prioritise emotional values, poetic sentiments and aesthetics, while nurturing thoughts for intellectual creativity, and proceed on to tomorrow.

## 窍门

哲学体现了涵盖人一生的身份价值，即未被发现的自我独特美学。在寻求新的浪漫主义的同时，相信信念和情感，同时唤醒感官。让我们优先考虑情感价值观，诗意和美学，同时培养思想创造力，并继续迈向明天。





PANTONE® 14-2311

PANTONE 14-4811

PANTONE 17-3812

PANTONE 15-0643

PANTONE 18-1312

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PANTONE 18-1629

PANTONE 18-4434

PANTONE 12-5202

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## COLOURS

A palette expressing vintage-pastels subtly incorporating an autumnal tonality – via personal aesthetics as well as practicality, and with a twist of esprit.

## 颜色

一个表达复古粉色调，并巧妙地融合了秋季色调的调色盘 — 通过个人美学和实用性，以及智慧的结合。



## FABRICS

- \* Materials with diverse and expressive textures, as if glorifying freedom and dramatically depicting personal aesthetics.
- \* Fabrics demanding both comfort and high functionality.

Fabrics awash with creativity blending in relief and sensibility, sustainable, recycled/re-used materials, nostalgia-inspired lovely fabrics, relaxing fabrics, uneven-surface feel. Handcraft textile and handloom fabrics.

Felted wool, jersey jacquard, eco-suede, yarn-dyed, soft-tweed.

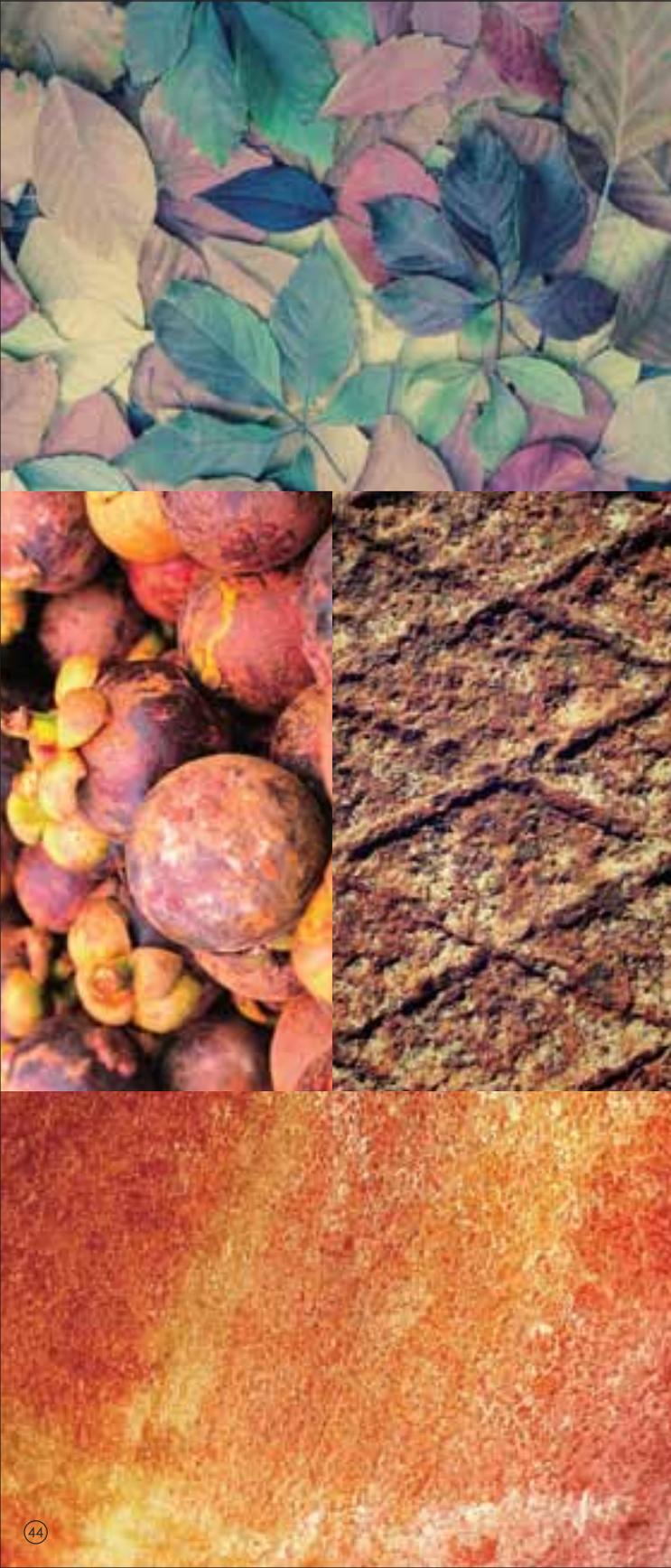
## 面料

- \* 具有多样性和富有表现力的质感，仿佛赞美自由和戏剧性地描绘个人美学。
- \* 面料需同时兼顾舒适和高功能性。

面料充满创意，融合了凸纹和感性，是可持续、可回收/重用的物料，怀旧风格的可爱面料，舒适的面料，表面凹凸不平触感。手工纺织品和手摇纺织物。

毡羊毛、平纹针织提花、环保绒面皮革、纱线染色、柔软花呢。





## PRINTS & FINISHING

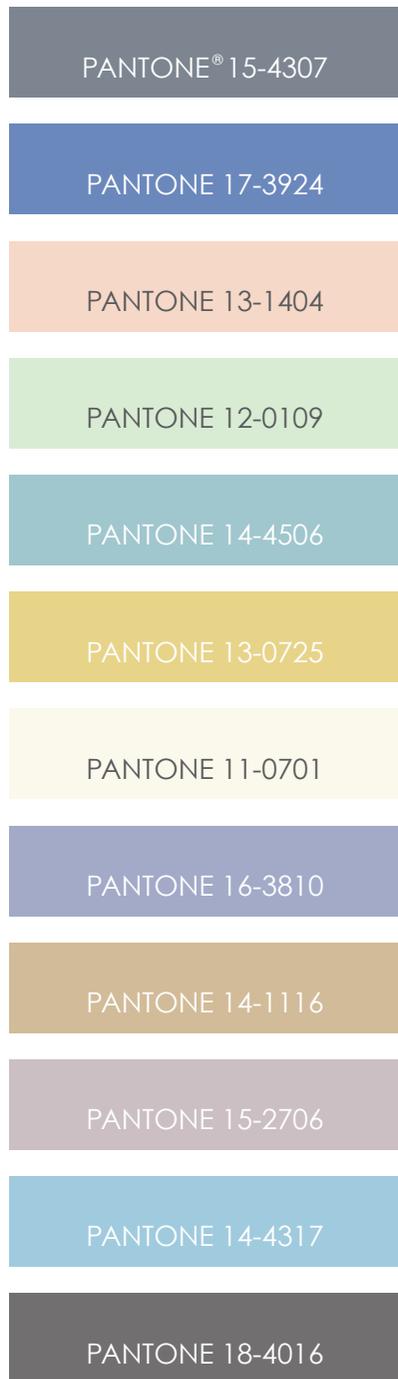
Dobby jacquard, relief effects, lace, needle-punch, bonding, prints with gentle/sensitive motifs, autumnal patterns, lace-on prints, archive-inspired patterns & intricate embroidery, inlay, flock finish, refined appliqués with a touch of bohemian return.

## 印花和后整理

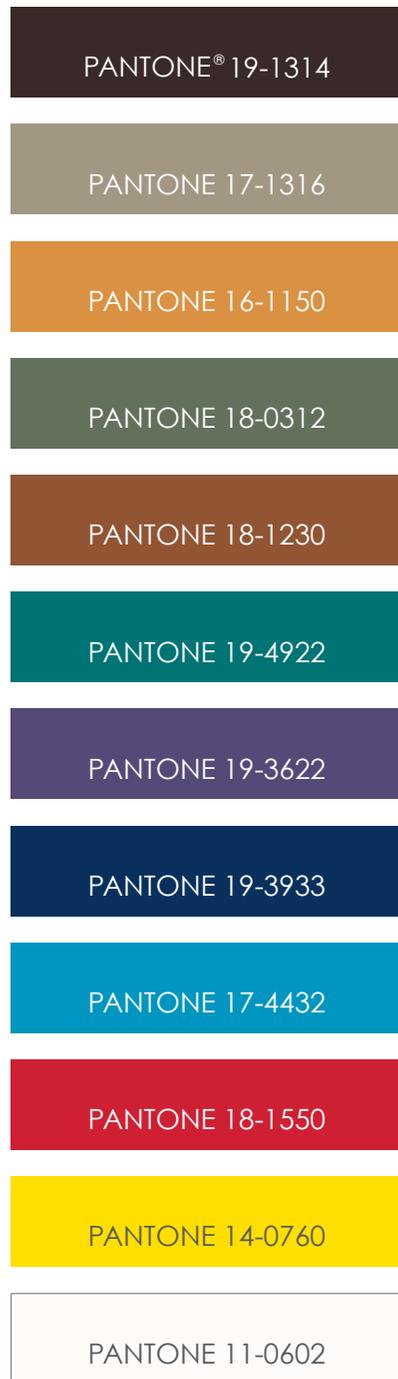
精密提花、凸纹效果、蕾丝、针刺、黏合、柔和/感性图案印花、秋季图案、蕾丝印花、编集风格图案和复杂刺绣、垫纱、植绒整理、有著波希米亚风格的精致贴花。



## SENSE-ABILITY 感官能力

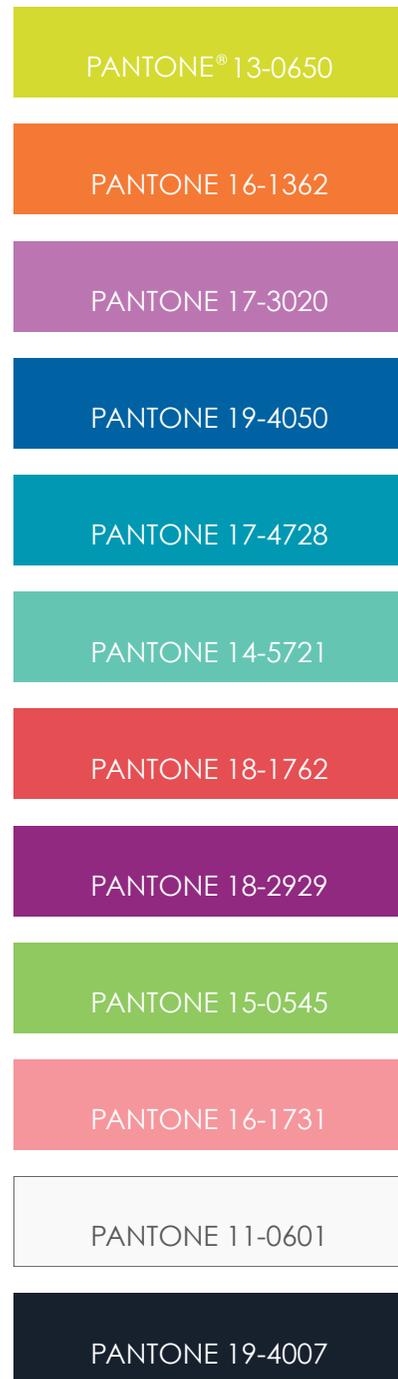


## RE-MAKE 重造



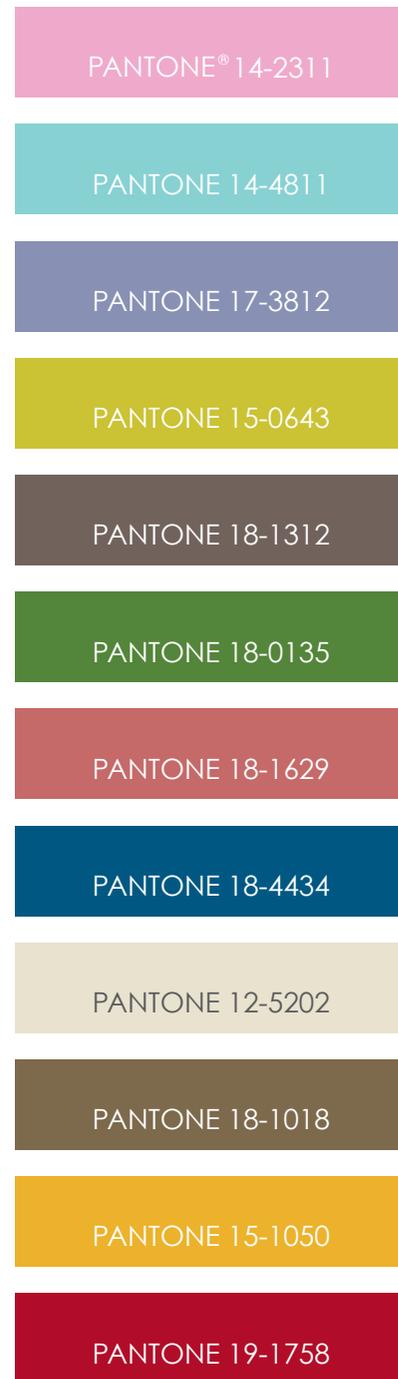
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## ELECTRO-TONIC 电张力



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## KNOW-HOW 窍门



## DIRECTIONS TREND COMMITTEE

Since its foundation in 1998, the *Directions* Trend Committee has provided an invaluable research and marketing tool to designers and garment professionals, helping them steer their designs and manufacturing process in line with coming fashion seasons. The committee comprises of top trend forecasters, selected by Messe Frankfurt (HK) Ltd based on their knowledge and wide experience in all fields of fashion. They come from cities considered the fashion capitals of the major export markets for international garment trade: New York, Milan, Paris and Tokyo. Each season, the committee members combine their expertise and local influences to come up with the themes that tell the story of tomorrow's apparel fabric trends.

### SACHIKO INOUE – TOKYO, JAPAN

Sachiko Inoue graduated from the International Design and Art Institution in 1971, then worked for various textile companies as a fashion and textile forecaster. Currently, she offers consulting services, including trend forecasts and individual guidance for several key material producers, trading firms, converters and fabric manufacturers in Japan. She has also been involved in directing JFW (Japan Fashion Week Organization)/Textile Div. in the trend forecasting and textile consulting field in both Japanese and overseas fairs.

Other production team member: Miyo Hattori (graphic design)

### ELEMENTI MODA – MILAN, ITALY

Elementi Moda has provided consultation services since 1979 as well as styling and product design for the international textile industry. Elementi Moda organises trend conferences for international apparel companies. It also provides extensive research and development services for commercial textile products, such as fibres, yarns, fabrics and knitwear. Creative Director Ornella Bignami is a specialist in fibres, colours, yarns and fabric developments for fashion and home.

[www.elementimoda.com](http://www.elementimoda.com)

### DONEGER CREATIVE SERVICES – NEW YORK, USA

Doneger Creative Services (DCS) is a leading forecasting and creative consultancy at the intersection of lifestyle and commerce. A division of The Doneger Group, retail's trusted advisor and the global leader in merchandising strategies, DCS has a unique perspective in blending breakthrough creativity with commercial practicality. Their mission is to provide design confidence through creative concepts, hands-on inspiration and branding strategies to bring great ideas to life. Kai Chow, Director of DCS, leads a team of forecasters, concept designers, trend analysts and branding strategists to inspire and guide clients through designing products and brands that make an impact.

[www.doneger.com](http://www.doneger.com)

### NELLYRODI™ AGENCY – PARIS, FRANCE

Founded in Paris in 1985, NellyRodi is a consulting firm specialising in innovation and creativity. Today based in Paris, Shanghai, Tokyo and New York, it is an international reference for forecasting the industrial and service sectors. NellyRodi coaches and assists brands, investment funds, and collective organisations in developing their strategy, marketing, product and digital expertise.

NellyRodi is established in China for 16 years, and Michael Bonzom is the Asia creative director.

[www.nellyrodi.com](http://www.nellyrodi.com)

## 潮流导向委员会

潮流导向委员会自1998年成立以来，一直致力为设计师及纺织业专才提供宝贵的市场研究及推广工具，协助他们紧贴未来的时装潮流而进行设计及生产。委员会成员由法兰克福展览（香港）有限公司挑选，均为首屈一指的潮流预测专家，于各个时装领域掌握丰富的知识和经验。各成员来自世界各地的时尚之都，遍布欧洲、亚洲及美国等全球主要成衣出口市场。每一季，委员会都会结合彼此的专业知识和地区实力，以鲜明的主题刻划未来潮流及时装材料趋势。

### 井上佐知子 – 日本东京

井上佐知子在1971年毕业于国际设计及艺术学院 (International Design and Art Institution)，随后于多家纺织品公司担任时尚及纺织品潮流预测专家。现时身兼专业顾问，为日本多家重要的时装材料生产商、贸易公司、加工批发商及布料生产商，提供潮流预测及顾问服务。她同时亦领导 JFW (Japan Fashion Week) 纺织品组别的事务，为日本及海外展览会进行潮流预测及担任纺织面料顾问。

其他制作团队成员：服部美代 (平面设计)

### ELEMENTI MODA – 意大利米兰

Elementi Moda 成立于1979年，旨在为全球纺织业提供顾问、形象设计及产品设计服务。此公司曾为各地服装企业筹办潮流趋势会议，并提供广泛的商业纺织产品研究及开发服务，包括纤维、纱线、布料及针织。其创作总监 Ornella Bignami 女士是纤维、色彩、纱线、时装布料及家用布料发展方面的专家。

[www.elementimoda.com](http://www.elementimoda.com)

### DONEGER CREATIVE SERVICES – 美国纽约

Doneger Creative Services (DCS) 是生活品味及商业界首屈一指的策划及创作顾问公司。作为 The Doneger Group 的子公司，DCS 除了是备受零售业界信赖的策略建议者，亦是商业策略的环球领导者，他们对于突破性的创作意念有著独特的观点，同时又能保留商业元素。公司的宗旨是透过创意思维，灵感实践及品牌策略由去坚定客户设计的信心。DCS 的总监 Kai Chow 带领著一群出色的市场前瞻者、概念设计师、潮流分析师和品牌策划师，透过设计产品及品牌，启发及指导客户塑造具影响力的市场策划。

[www.doneger.com](http://www.doneger.com)

### NELLYRODI™ AGENCY – 法国巴黎

1985年于巴黎成立，NellyRodi 是一间专注于创新及创意的顾问公司。

时至今日，于巴黎、上海、东京及纽约均设有办事处，有助以国际视野预测业界趋势及提供服务。

NellyRodi 为不同品牌、投资基金，以及集团机构提供顾问服务，协助他们发展事业策略、市场推广、产品开发及数码化技能。

NellyRodi 已在中国设立办事处16年，而 Michael Bonzom 是现时的亚洲创意总监。

[www.nellyrodi.com](http://www.nellyrodi.com)





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Intertextile Shanghai Apparel Fabrics – Autumn Edition  
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