INTERTEXTILE
SHANGHAI APPAREL FABRICS
AUTUMN/WINTER 2020-21 TRENDS

HUMAN ≡ TECH
SENSE-ABILITY
RE-MAKE
ELECTRO-TONIC
KNOW-HOW

中国际纺织
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
窍 门
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.

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SENSE-ABILITY

感官能力
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。飘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。
Subtly refined hues tactfully blending intellectual and subdued pale tones and powdery medium-neutrals, evoking a delicate and poetic sensation.
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、麻纱、花式斜纹软呢、柔软绒头织物。
FLOATING JACQUARD, LACY KNIT, BURN-OUT, PLEATING FINISH, GRADUATION DYE, EMBROIDERY, KNIT-JACQUARD, BONDING, IRIDESCENT EFFECT, GLITTER FINISH, BURIED FLORAL DESIGNS.
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手作制作和运动品味，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。
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.

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, chinté-like or top yarn-dyed, synthetics, iconic yarn-dyed, corduroy, denim-like, functional stretch, wooley 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。
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 sensibility. 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.
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.


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、精密切花、毛毡、哑光和光泽。
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.
KNOW-HOW
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.
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，融合了纹理和质感，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.
COLOURS

SENSE-ABILITY 感官能力

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- PANTONE 12-0109
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- PANTONE 13-0725
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RE-MAKE 重塑

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- PANTONE 17-1316
- PANTONE 16-1150
- PANTONE 18-0312
- PANTONE 18-1230
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- PANTONE 18-1550
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ELECTRO-TONIC 电触感

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- PANTONE 16-1362
- PANTONE 17-3020
- PANTONE 19-4050
- PANTONE 17-4728
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KNOW-HOW 翱门

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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 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 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 knittwear. Creative Director Ornella Bignami is a specialist in fibres, colours, yarns and fabric developments for fashion and home.

DONEGER CREATIVE SERVICES – NEW YORK, USA
Doniger 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.

NELLYRODI™ AGENCY – PARIS, FRANCE
Founded in Paris in 1985, NellyRod 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. NellyRod coaches and assists brands, investment funds, and collective organisations in developing their strategy, marketing, product and digital expertise. NellyRod established in China for 16 years, and Michael Bonzom is the Asia creative director.

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25 – 27 September, 2019
National Exhibition and Convention Center (Shanghai)

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