



intertextile
SHANGHAI apparel fabrics

China International Trade Fair for Apparel Fabrics and Accessories – Autumn Edition
中国国际纺织面料及辅料(秋冬)博览会

autumn

winter

2021

22

秋冬趋势

AUTUMN/WINTER 2021-2022 秋冬

Change is the only constant in a pendulum rhythm between tradition and future, techno and craft.

Trust in **evolution** is going through an authentic dialogue with people, moving from storytelling to story-acting connections. Fashion is no longer a trend. It will be no season, no gender, spontaneous and globalised, joining extremes. It will promote **transformation**, enhancing a circular economy, inclusivity and the rational use of global resources, protecting and preserving the resources and cultures we share.

The 2020 decade will inspire profound **revolutions** in the way we think, produce and address the new generations, meshing up past and present to produce the projects of the future.

TRANSITION

过渡

在传统与未来、技术与工艺的钟摆状节奏之间，**变化**是唯一恒常不变的元素。

对**进化**的信任正在经历人与人之间的真诚对话，然后将天方夜谭付诸实践。时装不再是潮流，而是没有季节性，无分性别，而且随性和全球化，并将极端融为一体。它将促进**转型**，加强循环经济、包容性，且能合理利用全球资源，保育我们共享的资源和文化。

以2020为起点的十年，我们思考、生产和解决新一代问题的方式将有翻天覆地的根本性**变革**，而过去和现在将紧密结合以产生未来的计划。

全新冲击

IMPACT

FEEL GOOD

感觉美好

抒情 LYRIC

PRESERVATION

保育

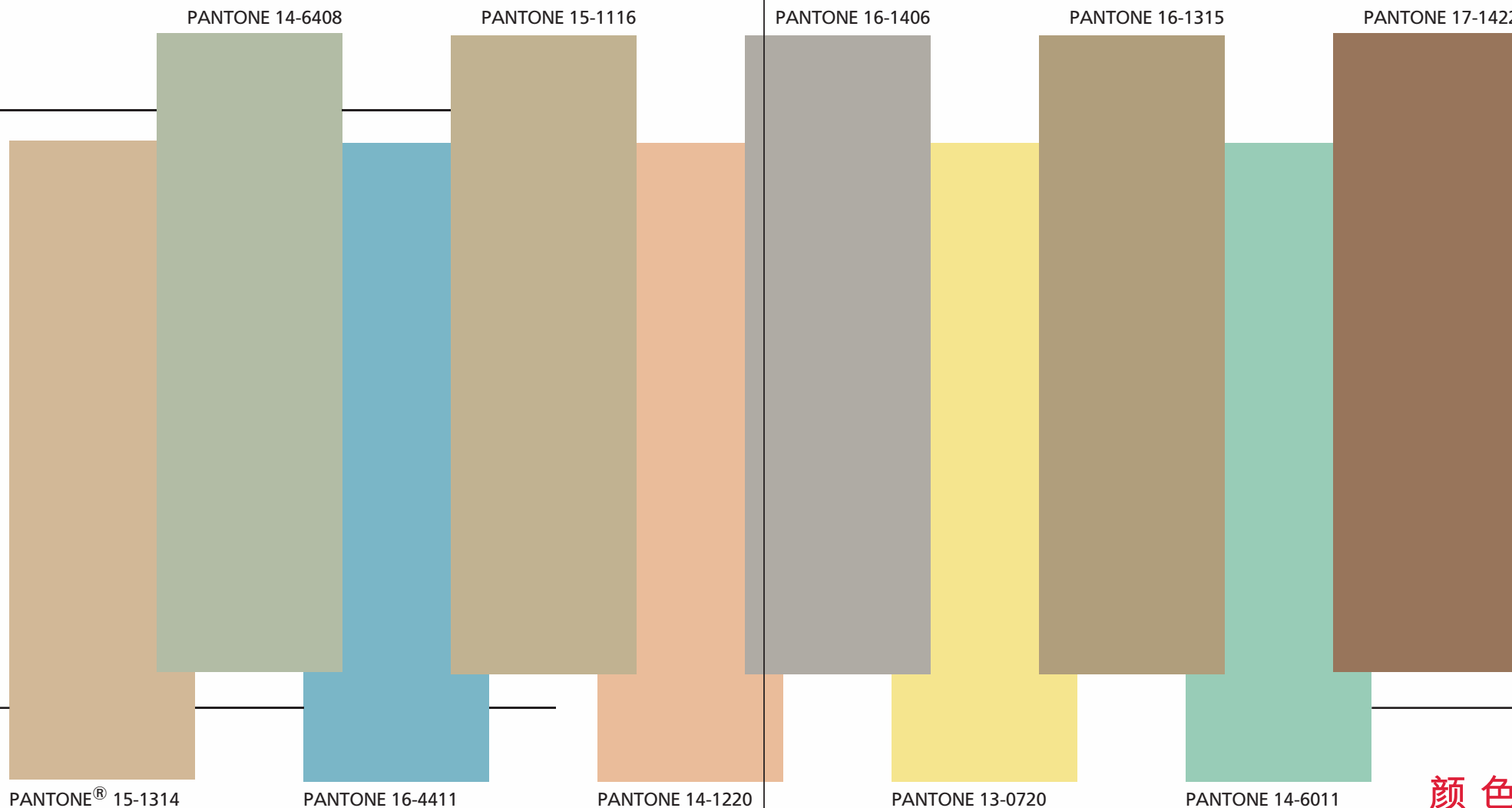
FEEL GOOD

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 effect can create warmth.



感觉美好

似曾相识的柔和感觉。此温和气氛透过充满情感的轻柔重塑基础。欣赏利用天然和人造材料制造出简单、舒适且具治愈效果的暖意。



COLOURS

Developed in a broad range of soft coloured neutrals and gentle tones, the palette reflects textural feelings and senses. A quiet respite in our noisy world.



颜色

结合各种广泛的中性及柔和色调，此用色风格反映了感官和质感，让我们在嘈杂的世界中得以安静喘息。

FEEL GOOD FABRICS

Materials are responsible, recycled and adopt a new warmer, cozier look. Protective, functional, inflated and padded. Dense combed wools, soft brushed surfaces with a vintage feel.



感觉美好 面料

使用对环境负责任以及可循环的材料制作，外观崭新而温暖舒适。具保护性的、功能性的、膨胀的和填充的。密集的精梳羊毛、柔软的拉绒表面具有复古感觉。

FEEL GOOD FABRICS

Donegal tweed. Lightweight wool-cashmere-silk blends, essential and flat or finely brushed. Fur aspects with a retro feel. Dense flannel melanges, burnt-outs, raised mohair. Second skin jersey, sparkling materials. Gobelins. Layered prints.



感觉美好 面料

多尼盖尔粗花呢。基本、烫平或精梳的轻质羊毛、羊绒及真丝混纺。具有复古感的皮革。密集的法兰绒混织物、烧花布、养殖马海毛。仿如第二层皮肤的针织紧身衬衣、闪闪发光的材料。哥白林织品。分层印花。

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.



全新冲击

受90年代科技界的启发，以当代的精神、功能性、敏锐度、本质化重塑优雅的理念。由超越时空并从既定概念中解放的敏锐美学创造出动态的美感。

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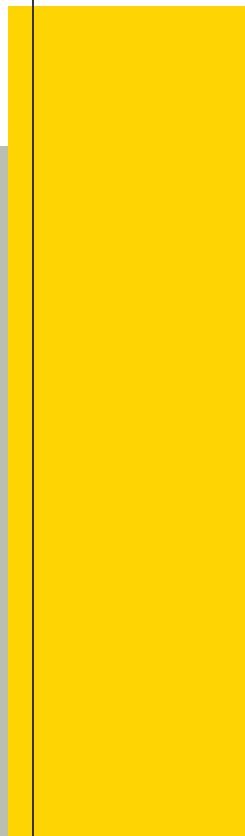
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颜色

一种具有和谐色调或人造单色的极亮丽色板，具有一系列受男性魅力启发的中性色调，而饱和的色彩亦鼓励表达自我。

COLOURS

A Colorama of ultra brights acting in harmonious dissonances or faux monochromes with a range of masculine-inspired neutrals. Saturated hues encouraging self-expression.



IMPACT FABRICS

With Millennials becoming the fastest growing demographic, a new lifestyle movement will emerge dictating print and pattern direction. Recycled polyester and cotton, quilted polyamide, liquid polyamide/Lycra pumping up the volumes. Leather & latex. Arty puzzles. Colour blocking inspired by Pop Art.

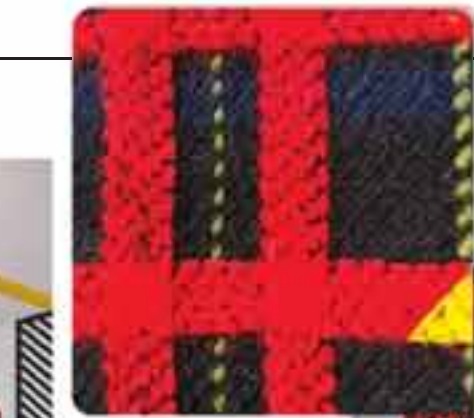


全新冲击 面料

随著千禧一代成为增长最快的人口，一种新的生活方式将出现并指引着印花和图案的方向。回收重用的聚酯和棉、纤维尼龙、液态聚酰胺和莱卡纤维使体积增加。皮革和乳胶。充满艺术感的拼图。受流行艺术启发的色块。

IMPACT FABRICS

Jersey and jacquard knit with geometric design. Plush qualities. Suiting wool fabrics, double-sided coats. Laser, enamel, embossed finishings and technical processes. Extravagant prints, macramé and guipure laces in strong colours.



全新冲击 面料

采用几何设计的针织紧身衬衣和提花针织物。毛绒品质。羊毛织物西装面料、双面大衣。镭射、瓷釉、压纹饰面和工艺流程。色彩丰富的奢华印花、流苏编织和凸花花边。

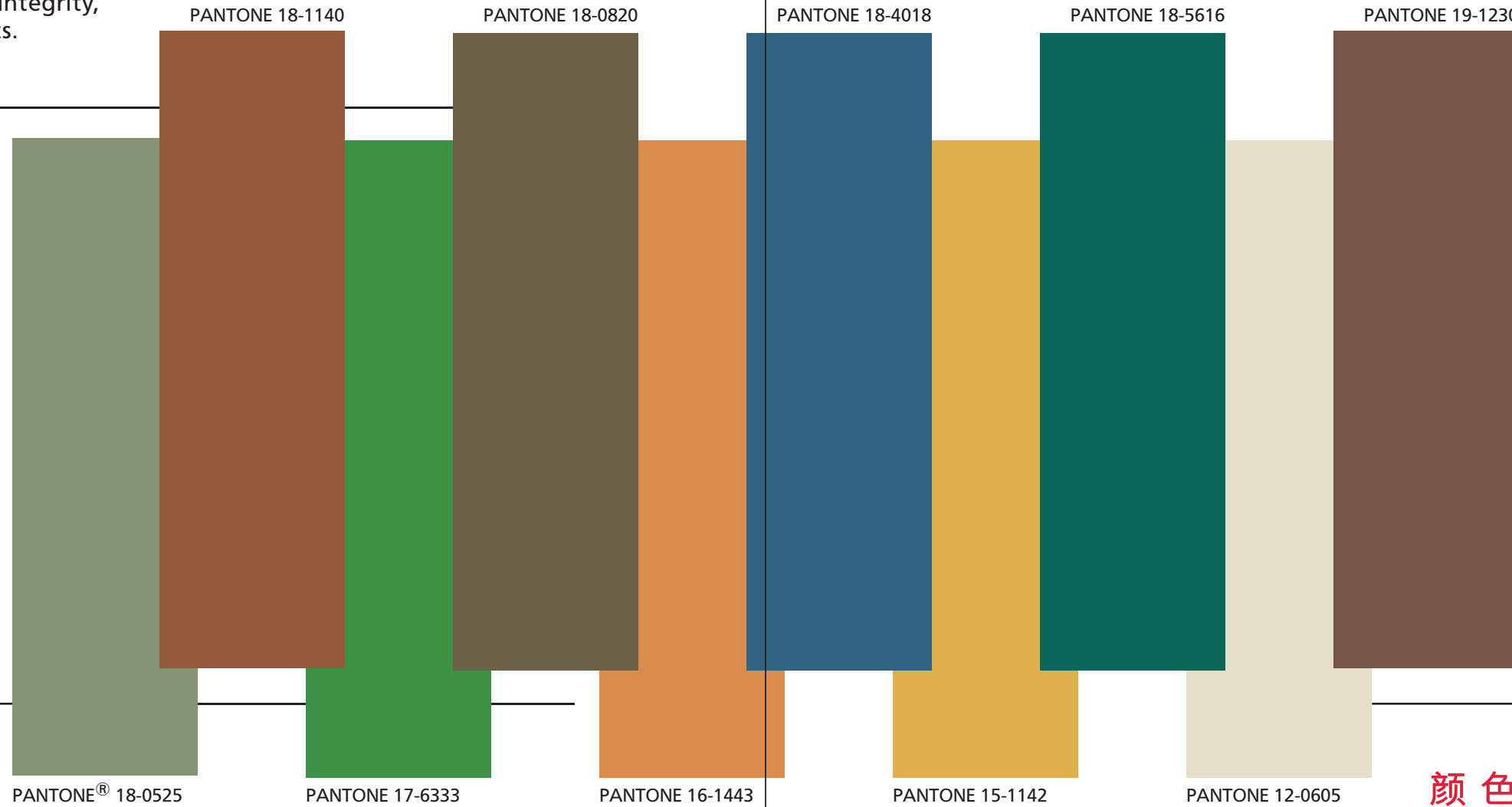
PRESERVATION

In a world that feels increasingly fast-paced, unstable and digitally-driven, we will find 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.



保育

在这个节奏日益急速、日新月异且受电子科技推动的世界中，我们重新赏识文化保育和久经考验的产品，构建与自然重新连系的生活方式。诚实、正直、具有个性将成为珍贵的人格特质。



COLOURS

A sensitive palette depicting the natural realm, nurtured by organic, mineral, vegetable, soil elements evoking earth and forests. The palette is both aged and optimistic.



颜色

描绘自然境界的用色风格乃由有机、矿物、蔬菜、土壤等令人联想到地球和森林的元素组合而成。是一种既成熟又乐观的色调。

PRESERVATION FABRICS

Sustainable fabrics featuring the symbiosis of the natural universe. Materials awash with strength and wild feel. Blends with alpaca and camel hair. Bulky wovens with fancy checks. Bold stripes in coarse wool.



保育面料

突显自然宇宙共生特徵的可持续面料。物料充满力量和野性感。与羊驼毛和骆驼毛融合。大量带有花式格子的梭织。粗羊毛上的粗体条纹。

PRESERVATION FABRICS

Tweedy aspects. Eco fur and leather look, coarse stiff cottons with functional coatings. Mackintosh. Archaic raw felted embossed materials. Cultural reference for jacquards and prints, natural camouflage prints.

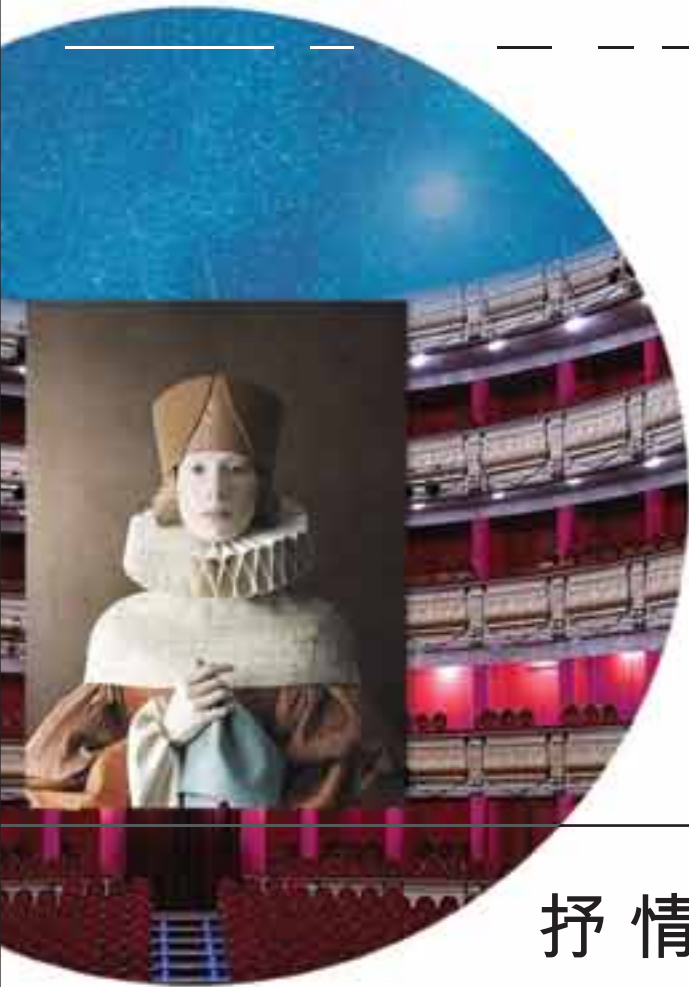


保育面料

粗花呢。环保皮草和皮革外观，带有功能性涂层的粗硬棉布。防水胶布。古老的原始毡状浮雕物料。提花、印花和天然迷彩印花的文化参考。

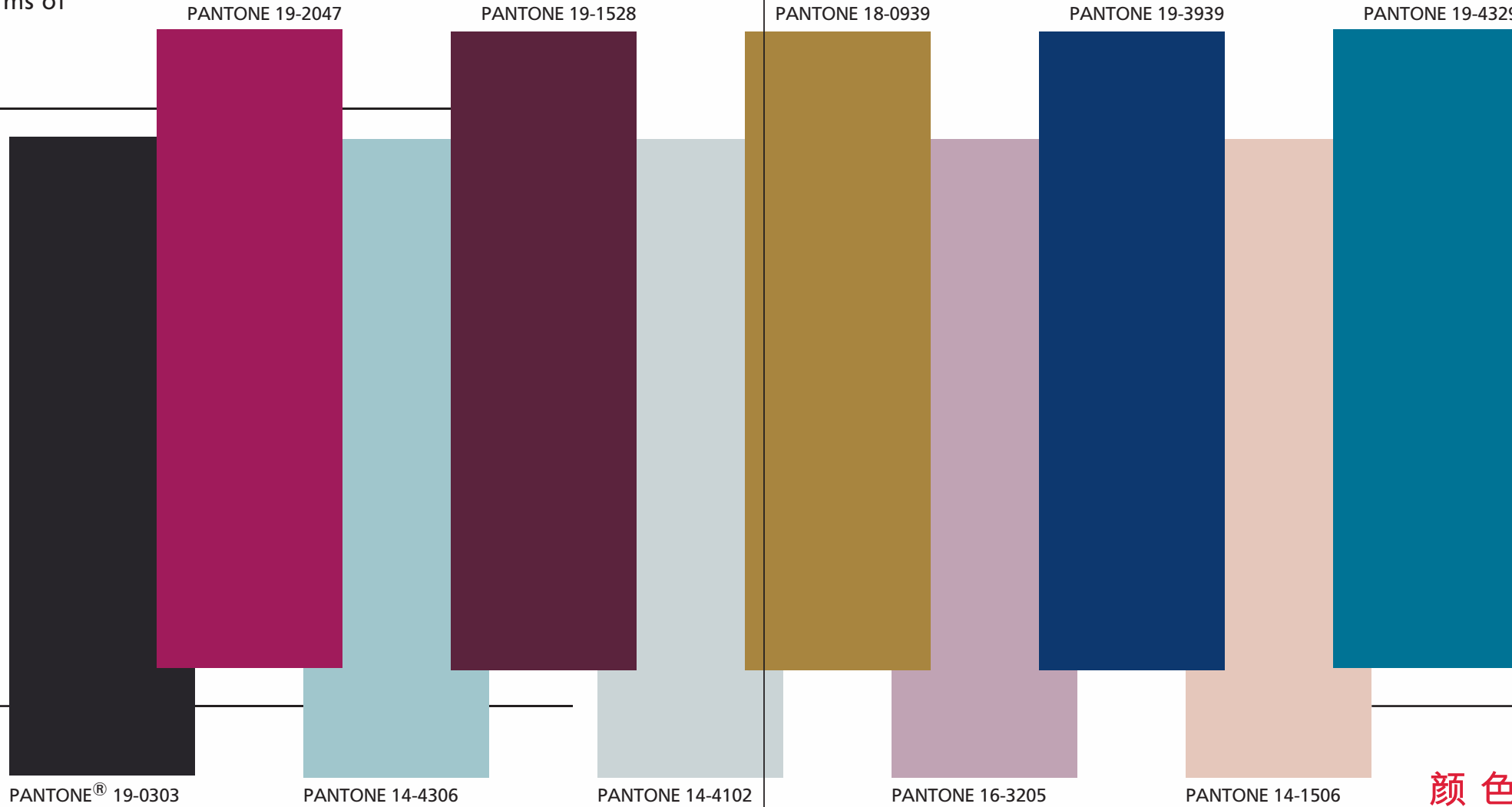
LYRIC

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



抒情

透过革新富裕规范的华丽精神对抗极简主义，与危言耸听的讯息背道而驰。这代人的共同态度是重新与高度典范化的优雅常规重新连系。



COLOURS

The accent is placed on colours with a luxurious aura, historical – dramatic – parade. Refined decorative range, to be clashed with classic darks and few pale precious tints inherited from nobility or the aristocracy.



颜色

强调带有豪华气息、具有历史意义、戏剧性和巡游意味的色彩点缀。精致的装饰范围，与从贵族或特权阶层那里继承来的经典深色和极少数的清淡珍贵色彩相融合。

LYRIC FABRICS

Materials go on stage. Dense rich satins, cloqué, moiré, taffeta, crushed velvet and fine chenille. Fluid drapy, glossy jersey with liquid coatings. Fine jacquards in polyester-silk with shiny/mat effect.



抒情面料

舞台上的物料。华丽的高密度缎织、泡泡纱、波纹丝绸、塔夫绸、碎天鹅绒和精细雪尼尔纱。带液体涂层的液体悬垂、光滑平针织物。具有光泽或哑光效果的涤纶桑蚕丝提花。

LYRIC FABRICS

Precious wool-silk-cashmere blends, rich brocades with shimmering bronze or the metallic gleam of jet black. Rare laces, extra fine tulle, metallic embroideries. Sequin and rhinestone appliques. Multicolour new baroque florals in jacquard or print. Lightweight, inflated, metallic silky polyamide outerwear.



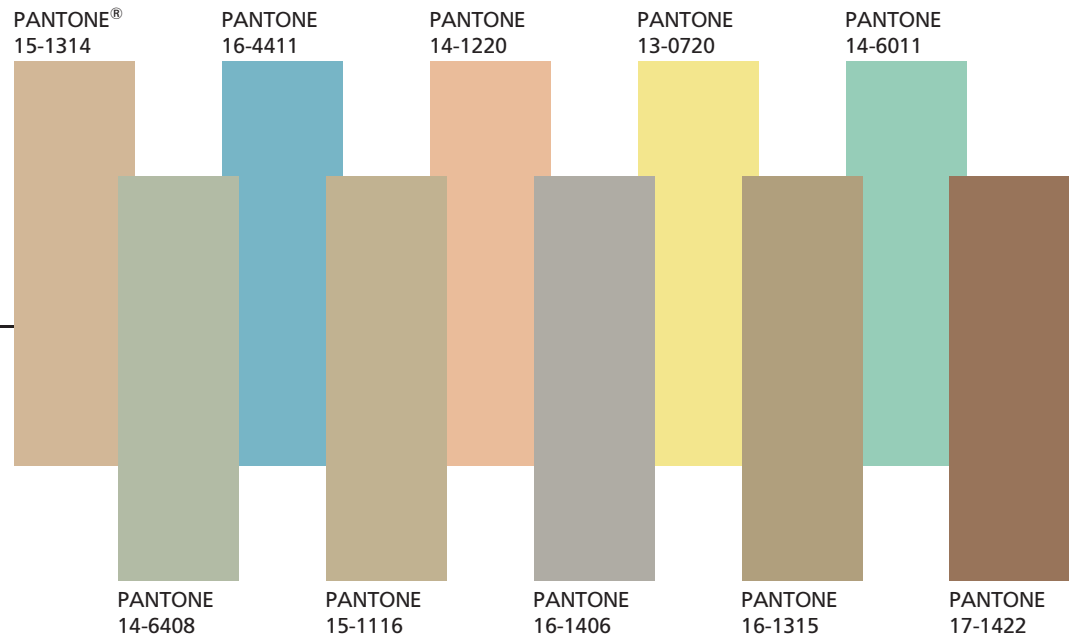
抒情面料

珍贵的羊毛、真丝和羊绒混纺、带微闪青铜色或黑色金属光泽的华丽锦缎。稀有花边、超精细薄纱、金属刺绣。亮片和水钻贴花。带有多色新巴洛克花纹的提花或印花。轻便的充气金属丝质尼龙外套。

colours 颜色

autumn 2021

winter 22 秋冬趋势

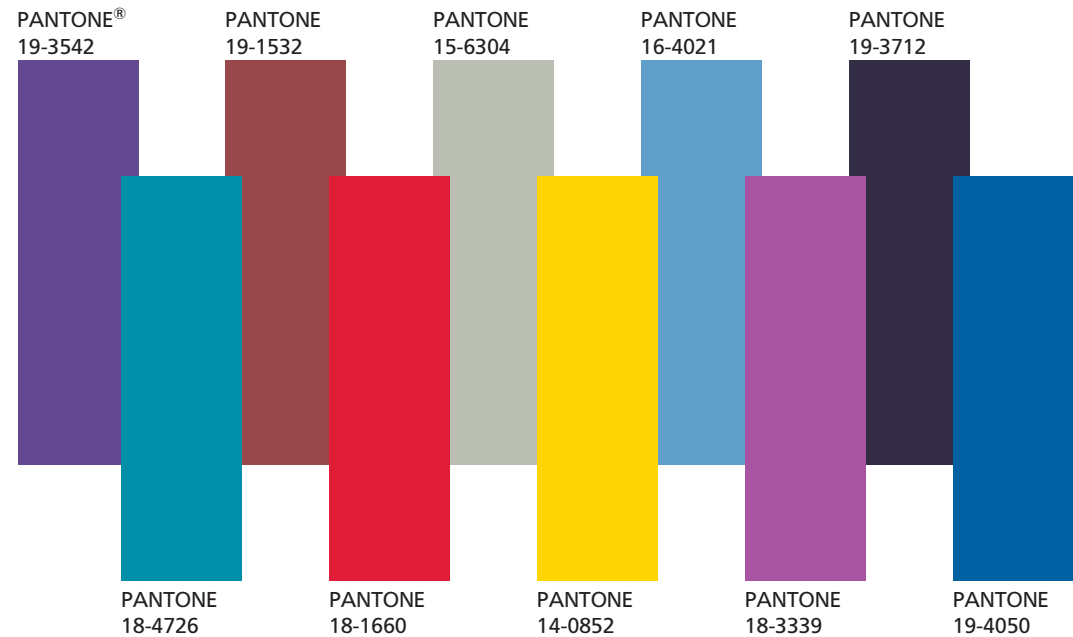


FEEL GOOD

感觉美好

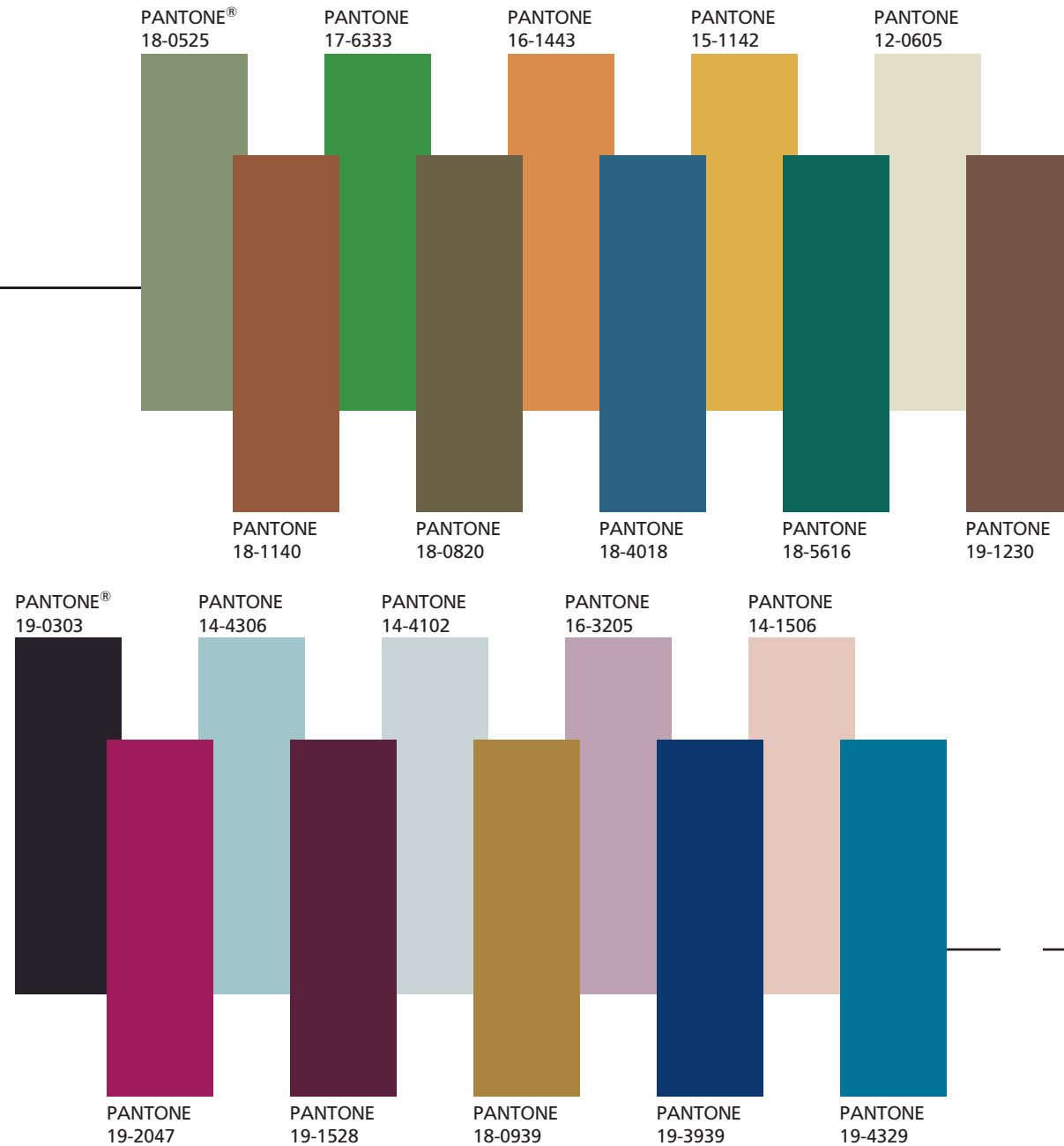
全新冲击

IMPACT



抒情

LYRIC



PRESERVATION

保育

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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.

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

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

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 has been established in China since 2002, and Michael Bonzom is the Asia creative director.
www.nellyrodi.com

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.

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。

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

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。公司的忠旨是透过创意思维，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

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自2002年起已在中国设立办事处，而Michael Bonzom是现时的亚洲创意总监。
www.nellyrodi.com

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。



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23 – 25 September, 2020
National Exhibition and Convention Center (Shanghai)

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