

intertextile

SHANGHAI apparel fabrics

AUTUMN & WINTER 2024-25 秋冬趋势

TEXTILE
utumn / Winter 2024-25 ap

Autumn - Winter
2024-25 秋冬

CONTRADICTION

鲜明对照

Autumn - Winter
2024-25 季节

CONTRADITION

顛覆與和諧

Winter
2024-25

NO
Woolen



PURIST

纯粹主义者



NAIVE

天真烂漫



HYPNOTIC

催眠放松



SPECTACULAR

壮观夺目



CONTRADICTION

鲜明对照

Overview 概况

Our world of accelerating change has become mired in uncertainty. Guided by our fantasies, we will explore, drifting between the tangible and the virtual; dreams and reality; yesterday, today and tomorrow, all while accepting grounded values and new influences. Contradictions coexist, combining opposing yet harmonious elements. Let us explore conflicting universes to seek shared happiness and freedom, and embrace a more egalitarian society.

我们的世界因加速变化而陷入不确定的旋涡之中。天马行空的幻想引领我们开启探索之旅，穿梭于有形和虚拟世界之间；游走于梦想与现实之间；在昨天、今天和明天之间循环往复，同时又必须接受扎根现实的价值观，迎接新生事物带来的影响。这是一种矛盾并存的现象，既二元对立又和谐统一。让我们共同探索这个充满各种冲突的宇宙，寻求共同的幸福和自由，拥抱一个更加平等的社会。



Photo by Mélanie Rey © NellyRodi

Fashion View 时尚观点

- Undeviating Focus -

Amid ever-unpredictable upheaval, we reaffirm the value of a solid fashion story that transcends fluctuating profits. Specifically, leveraging its unwavering power to turn the corner while keeping contemporary context top of mind. We should rethink our approach and prepare to envision a new chapter, while respecting the philosophy and aesthetic sense of the creator. All of which will help us greet a universe brimming with a unique charm that captivates, amuses, and enriches all-comers. Through a succession of episodes that come and go, a fascinating drama is unfolding.

- 不屈不挠的精神 -

在永远不可预测的动荡剧变中，我们不断重申并坚守著时尚价值理念，这种价值理念凌驾于变化不定的利益之上。具体来说，就是要秉持这股坚定不移的力量，以其扭转局面，同时又不必将融入当代背景放在首位。我们应当重新调整我们的思路，并准备迎来新篇章，同时尊重创作者的哲学和审美理念。这一切都将引领我们迎接一个充满独特魅力的宇宙，它吸引、娱乐并丰富了所有来访者。在这里，一幕又一幕的情节来回上演，一场精彩绝伦的好戏正在拉开帷幕。

PURIST

纯粹主义者

Let us defy superabundance, and step back into silent simplicity and rationality. Let us choose purity over pretentiousness, and discover the raw and real beauty of the untouched. What now attracts us is calm, serenity, and slow values, without the need for gaudiness. In a universe steeped in sophistication, humble luxury and comfort, we uncover an inner world of purity and simplicity.

让我们摒弃过剩，回归到简单质朴，重拾静默和理性。让我们选择纯粹澄澈，抛弃自以为是的傲慢，去探索那未经雕琢的原始和真实之美。我们不需要华而不实的东西，当下吸引我们的就只有平静、安宁和缓慢的价值观。当我们沉浸在这样一个精美优雅、低调华贵和舒适放松的宇宙里，我们发现了一个纯洁而又简单的内在世界。



PURIST

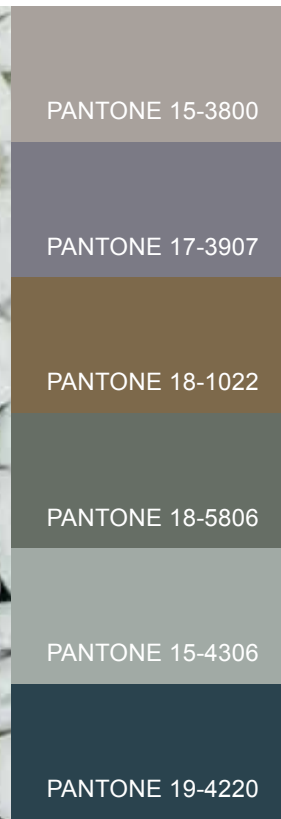
纯粹主义者

Colours : 颜色



A neutral, natural tonality of raw purity and understated elegance, entwined with nature and embracing our daily life.

原始纯净而又低调优雅的中性、自然色调，融入了大自然气息，给我们的日常生活增添了一抹色彩。



PURIST

纯粹主义者

Fabrics：面料

< Keywords >

- A strong focus on the essential charm of natural fabrics.
- Prioritising the authentic value of materials.
- Premium fabrics made painstakingly and carefully.
- Primitive yet precious fabrics with an understated taste.

< 关键词 >

- 强调天然面料的本质魅力。
- 优先考虑材质的真实价值。
- 高级面料的制作费尽心思。
- 原始但珍贵的面料，低调富有内涵。



PURIST

纯粹主义者

Prints & finishing : 图案及后整理

Recycled and regenerated fabrics, premium-quality wool (woollen/worsted), cashmere, alpaca, yak wool, linen & hemp, cotton, regenerated wool fibre, brushed fleece, blurred motifs/jacquard, dynamic yet delicate surface finishing, natural dyes and undyed.

可循环再用和再生的面料、品质上乘的羊毛（羊毛/精纺）、羊绒、羊驼毛、牦牛绒、亚麻和麻、棉、再生羊毛纤维、拉绒羊毛、朦胧图案/提花、多变但细腻的面料处理，天然染料和未经染色。



NAIVE

天真烂漫

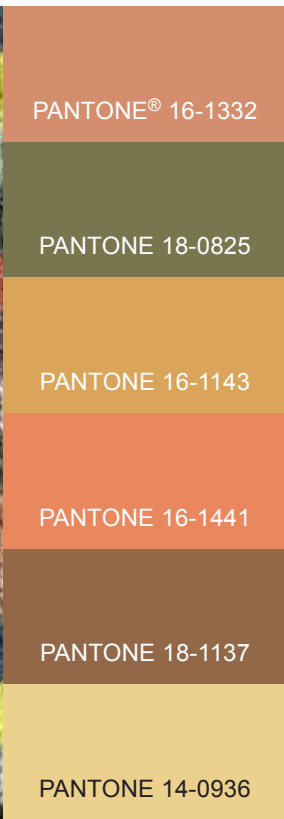
We continue to live in harmony with nature, opposing urban or materialistic attitudes. As we revisit the past and reminisce, we unearth artisanal, traditional treasures bequeathed overgenerations. Cherishing the handcrafted, folkloric charms, our conscious mind delves into a naive and art-filled wonderland.

我们继续与自然和谐共处，对抗都市霓虹或物质主义。在重温过去、追忆往昔的过程中，我们发掘出世代相传的传统手工艺珍品。因为珍惜手工制作的民俗魅力，我们的意识钻进了一个天真烂漫而又充满艺术气息的仙境。



NAIVE 天真烂漫

Colours : 颜色



An updated neo-retro palette, evoking a nostalgia and warmth that tenderly heals the human mind.

一种经过革新的新复古色调，唤起了怀旧情绪，给人以温暖的触感，温柔地治愈著人们的心灵。

NAIVE 天真烂漫

Fabrics : 面料



Photo by Cécile Rosenstrauch © Nellyhodi



< Keywords >

- Fabrics elaborately combining tradition and modernity.
- Reinvented amusing fabrics, overflowing with handwork and folkloric elements.
- Nostalgia-inspired fabrics unearthed at vintage clothing outlets.
- Fabrics/patterns evoking retro and graphic feels.

< 关键词 >

- 精心结合了传统与现代的面料。
- 经过重新设计的有趣面料，充溢著手工和民俗元素。
- 在复古服装店发掘出来、充满怀旧风格的面料。
- 唤起复古和图形感觉的面料/图案。



NAIVE 天真烂漫

Prints & finishing : 图案及后整理

Vintage fabrics, recycled/upcycled materials, handmade leather/knits (jersey/ double-knit), patchwork, needle punch, folkloric motifs & crochets/appliqué, jacquard, dobby, checkered items, multi-blends of diversified fibres.

复古面料、再生/升级再造的材质、手工皮革/针织（平纹针织/双面针织）、拼布、针刺、民俗图案和钩针/贴花、提花织物、多臂提花织物、方格图案、多种纤维制成的多重混纺。

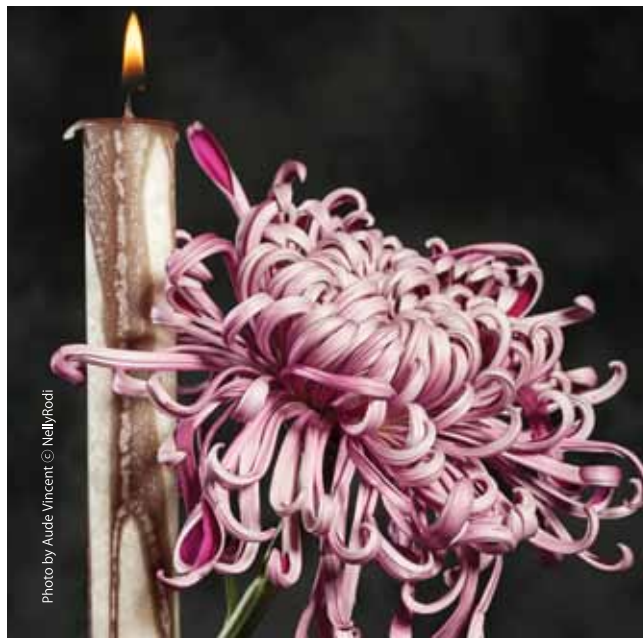


HYPNOTIC

催眠放松

Into a world of long dreamt-of, unimaginable fantasy. Flitting between the realms of the real and the illusory, we fall into a trance of fairytale romance. A fantastic scene unfolds as we remain mesmerised by the seductive spell.

进入一个长久以来梦寐以求、无法想像的幻想世界。穿梭于真实与虚幻的境界之间，我们仿佛坠进唯美浪漫的童话世界之中。当我们被这诱人的咒语迷住时，一个奇妙的场景即将呈现眼前。



HYPNOTIC

催眠放松

Colours : 颜色

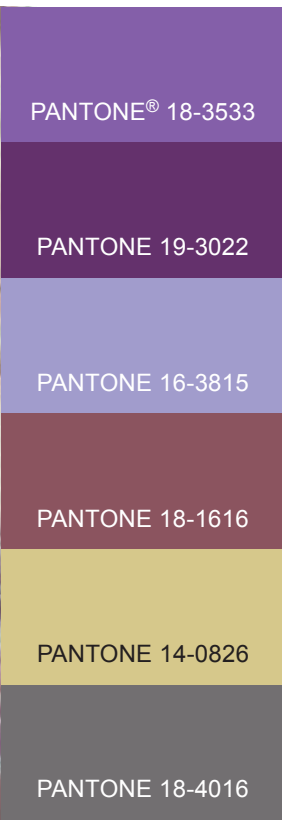


Photo by Grégoire Alexandre © Nelly Rodi

Fusing ephemerality and reality, the palette depicts liberated aesthetics in harmony with mesmerising bright hues.

色彩的使用既体现世间的虚无短暂，又回归现实的踏实安稳，描绘出了一幅自由美学与迷人的明亮色调和谐共生的画面。

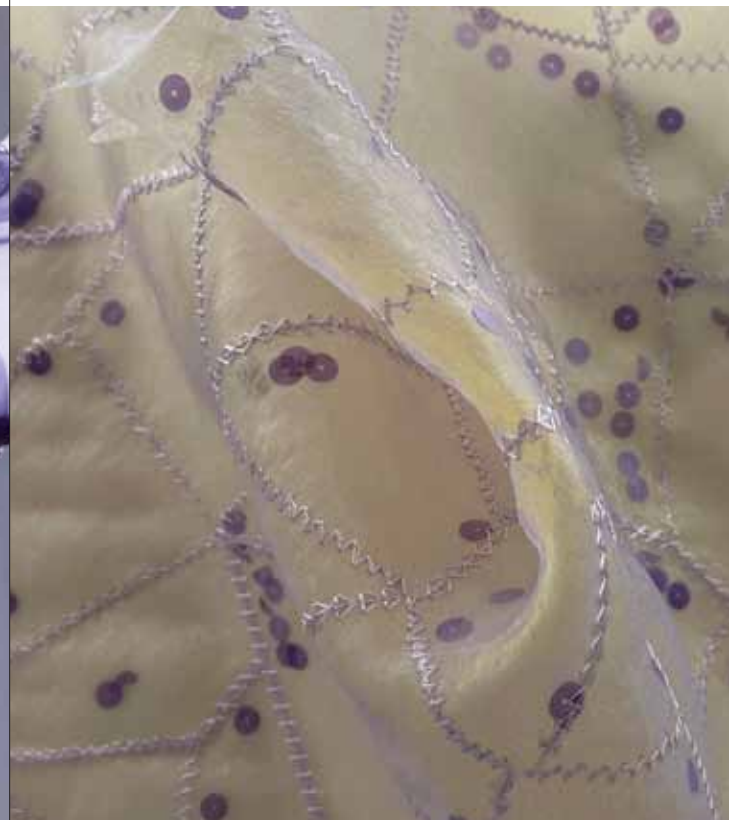


Photo by Grégoire Alexandre © Nelly Rodi

HYPNOTIC

催眠放松

Fabrics : 面料



< Keywords >

- Fairytale inspiration for delicate and romantic fabrics.
- Digital-oriented fabrics inspiring a different dimensional universe.
- Items delicately crafted to express timeless emotion, rich in nuance.
- Mysterious fabrics and motifs leveraging abundant individuality and colour variations.

< 关键词 >

- 灵感源自童话、精致而又浪漫的面料。
- 以数字化为导向的面料，激发出一个不同维度的宇宙。
- 精心制作的物品代表著一份永恒的情感，富于细微差别。
- 充满神秘感的面料和图案，充分利用了丰富的个性和颜色的变化。



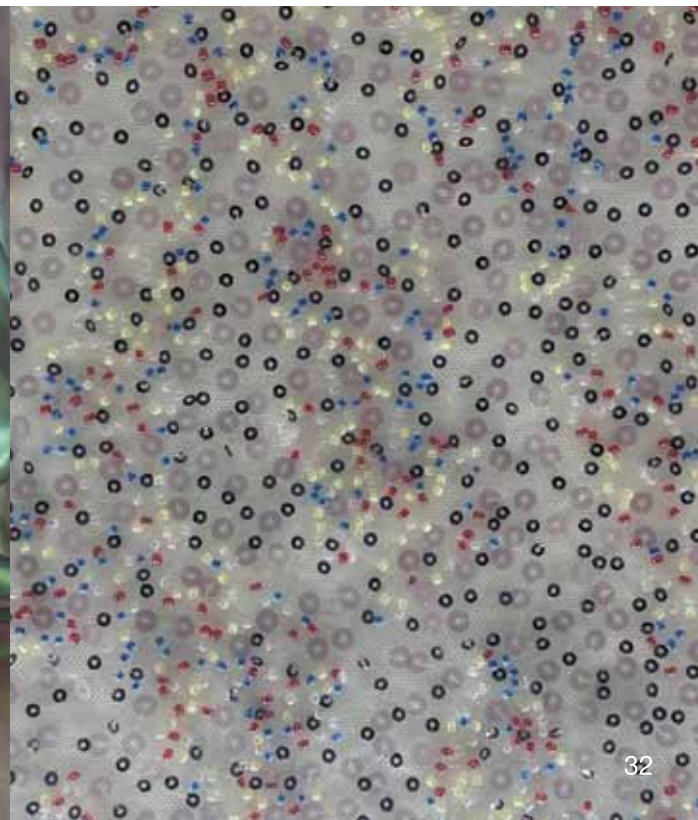
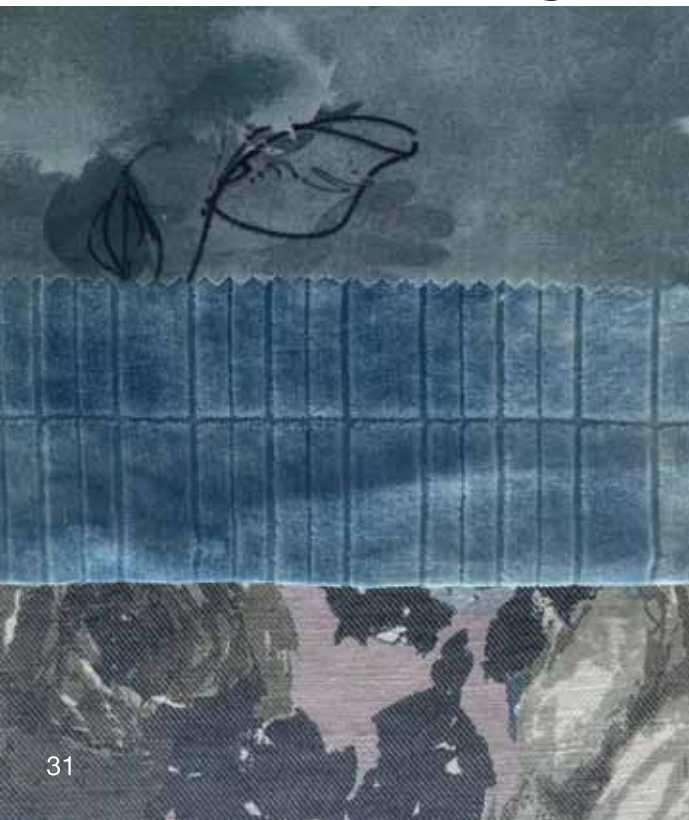
HYPNOTIC

催眠放松

Prints & finishing : 图案及后整理

Delicate & highly creative fabrics, silk, cupro, triacetate, polyester, compound materials leveraging nylon, lustrous/glossy feel using premium-quality cellulose fibre (iridescent/soft & pearl-like, or with metallic effects), velour & velvet, application of beads/fringes, virtual & wondrous patterns.

精致且极富创意的面料、丝绸、铜氨丝、三醋酸纤维、涤纶、尼龙材质的复合材质，具有光面/丝滑的触感，使用了优质纤维素纤维（炫彩/柔美且如珍珠般亮丽，或具有金属效果），丝绒和天鹅绒，搭配珠子/流苏，虚拟和奇妙的图案。



SPECTACULAR

壮观夺目

A grand homage to unconventional audacity and creative freedom. We witness a spectacle with a breathtaking, bizarre atmosphere as authentic luxury, ornate elements, and experimental aspects all blend into one. A new value emerges, uniting the real and virtual worlds, while the time-transcending allure of enchanting beauty comes into focus.

这是对非传统的大胆举动和创造性自由的一场隆重致敬。我们见证了一场令人叹为观止、神秘莫测的奇观，它将真正的奢华、华丽，以及实验性的元素融为一体。一种全新价值观的出现，将现实世界和虚拟世界结合起来，同时，一种超越时间的迷人美，散发出吸引眼球的魅力，进入了人们的视野。



SPECTACULAR

壮观夺目

Colours : 颜色



PANTONE® 19-1018

PANTONE 18-0835

PANTONE 19-1763

PANTONE 19-5220

PANTONE 18-1409

PANTONE 19-4234



PANTONE 19-3022

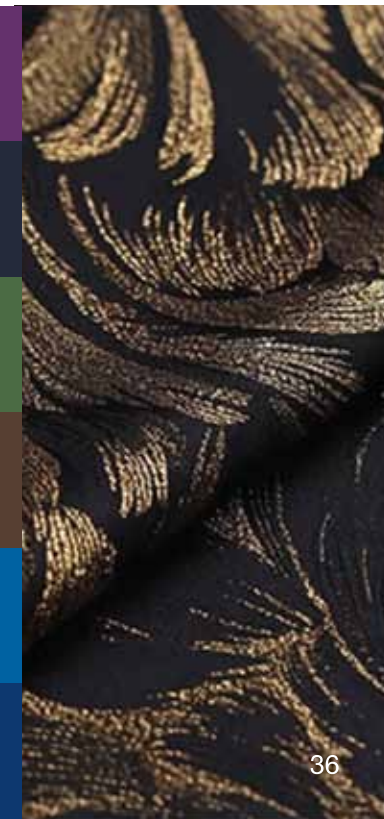
PANTONE 19-4022

PANTONE 19-0230

PANTONE 19-1218

PANTONE 19-4050

PANTONE 19-3939



A range of dense and dark colours, dramatised by extravagant and profound tones defining unconventional attitudes, alongside digital brights in a precious allure.

一系列浓密和深色系色彩，通过华丽而又不失内涵的色调，定义了一种不走寻常路的态度，加之数字化亮色，呈现出一种少见的诱惑力，从而增添了一抹戏剧化冲突效果。

SPECTACULAR

壮观夺目

Fabrics : 面料



< Keywords >

- Opulent materials with theatrical and exuberant allure.
- Emphasising authenticity for a luxurious and gorgeous feel.
- Enigmatic and sensual aspects; imbued with creativity and originality.
- Dual-faceted fabrics exuding extravagance and elements of sustainability.

< 关键词 >

- 具戏剧性和旺盛诱惑力的华丽材料。
- 强调真实性，给人奢华和富丽堂皇的感觉。
- 兼具神秘和感性；充满创造力与原创性。
- 双面面料尽显奢华而又可持续发展的元素。

SPECTACULAR

壮观夺目

Prints & finishing : 图案及后整理



Myriad fabrics featuring extravagant, dramatic and opulent aspects. Ornate jacquard, bold embroidery with design yarns, damask, heavy satin, velvet, wool georgette, elegant & gorgeous tweed, sensual motifs/jacquard, burn-out, lacquer-finishing, glossiness, eco-fur and application of spangles, metallic coating and laminated gold.

大量具有奢侈豪华、充满戏剧张力和华贵典雅特点的面料。华丽的提花、醒目大胆的刺绣，配合设计纱线、锦缎、重缎、天鹅绒、羊毛乔其纱、优雅华丽的粗花呢、感性的图案/提花、烧花、漆面处理、光感、环保皮草、亮片点缀、金属涂层和金层压的运用。

COLOURS
 颜色

PURIST
 纯粹主义者



NAIVE
 天真烂漫



HYPNOTIC
 催眠放松



SPECTACULAR
 壮观夺目



PANTONE® and other Pantone trademarks are the property of Pantone LLC. PANTONE Colours displayed here may not match PANTONE-identified standards. Consult current PANTONE Colour Publications for accurate colour. Pantone LLC is a wholly owned subsidiary of X-Rite, Incorporated. © Pantone LLC, 2023. All rights reserved.

PANTONE®及其他Pantone的商标均属Pantone LLC的产权。这里显示的PANTONE色彩可能与PANTONE鉴定的色彩标准出现差异，请参阅最新出版的PANTONE色彩刊物，以获取准确的色彩。Pantone LLC是X-Rite, Incorporated的全资子公司。© Pantone LLC, 2023。版权所有。

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 processes 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.

NELLYRODI™ AGENCY – PARIS, FRANCE

Founded in Paris in 1985, NellyRodi is an expert strategic consulting agency for the creative industries. Today based in Paris, Shanghai, Tokyo and New York, it is an international reference for forecasting the industrial and service sectors. NellyRodi helps businesses, brands, investment funds and collective organisations, their decider and their teams, from defining their brand strategy all the way to operational deployment. NellyRodi has been established in China since 2002, and Michael Bonzom is the Asia creative director.

www.nellyrodi.com

DONEGER | TOBE – NEW YORK, USA

DONGER|TOBE is a special operation team for smart companies, focused on how consumers interact with brands today. The DONEGER|TOBE team develops and evolves concepts that inspire new strategies and encourage innovation to help clients stay relevant. Kai Chow, Creative Director, leads a team of forecasters, concept designers, trend analysts, and branding strategists to inspire and guide clients in designing products and developing brands that make an impact.

donegertobe.com

ELEMENTI MODA – MILAN, ITALY

Elementi Moda is a forecasting and creative company which focuses on lifestyle evolution and consumer trends, offering customised consulting for the textile industry, the fashion system, home interiors. From the idea to innovative products. Elementi Moda provides trend conferences for international apparel companies and educational training for international Fashion and Design Institutes. It also provides extensive research and development services for commercial textile products: from fibres, yarns to fabrics and knitwear. Creative Director Ornella Bignami is a specialist in fibres, colours, yarns and fabric developments for fashion and home and member of the International Trend Committees.

www.elementimoda.it

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。

NELLYRODI™ AGENCY – 法国巴黎

1985年于巴黎成立，NellyRodi 是一间专业的创意产业战略咨询机构。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 帮助企业、品牌、投资基金和团体组织、他们的决策者及团队，从定义他们的品牌战略一直到运营部署。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

DONEGER | TOBE – 美国纽约

DONEGER | TOBE 是一个为智慧公司打造的特殊运营团队，专注于当今消费者与品牌的互动方式。DONEGER | TOBE 团队开发和发展能够激发新战略并鼓励创新的概念，以说明客户保持相关性。创意总监 Kai Chow 领导着一支由预测师、概念设计师、趋势分析师和品牌策略师组成的团队，以启发和指导客户设计产品和开发具有影响力的品牌。

donegertobe.com

ELEMENTI MODA – 意大利米兰

Elementi Moda 是一家专注于生活方式改变和消费趋势的预测和创意公司，为纺织行业、时尚系统、家居室内设计提供定制咨询。提供创意及产品创新。Elementi Moda 为国际服装公司提供趋势分析讲座，并为国际时装和设计院提供教育培训。它更为商业纺织产品提供广泛的研发服务：从纤维、纱线到织物和针织品。创意总监 Ornella Bignami 是时尚和家居纤维、颜色、纱线和面料开发方面的专家，也是国际趋势委员会的成员。

www.elementimoda.it



Visit the Trend Forum at
Intertextile Shanghai Apparel Fabrics – Autumn Edition
28 – 30 August, 2023
National Exhibition and Convention Center (Shanghai)

请莅临参观流行趋势区
中国国际纺织面料及辅料（秋冬）博览会
2023年8月28至30日
国家会展中心（上海）

For further information please contact
Messe Frankfurt (HK) Ltd
35/F, China Resources Building
26 Harbour Road, Wanchai, Hong Kong
textile@hongkong.messefrankfurt.com
www.messefrankfurt.com.hk

有关详情请联络
法兰克福展览（香港）有限公司
香港湾仔港湾道26号
华润大厦35楼
textile@hongkong.messefrankfurt.com
www.messefrankfurt.com.hk

ILEINTER

2024-25 apparel fabrics A