

Press release

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Apparel fabrics trends for Spring / Summer 2022 are about feeling 'secure'

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Post-pandemic apparel fabric trends will focus on the theme **SECURE**, according to the Intertextile *Directions* Trend Committee. For Spring / Summer 2022, four key trends will represent this theme: **ESSENTIALS, POETICS, PARADISES** and **SHOW-OFF**. Visitors can touch and feel how fabric samples from exhibitors deliver this sense of security at Intertextile Shanghai Apparel Fabrics – Spring Edition 2021 from 10 – 12 March.



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As the current society's model is being challenged by the pandemic, trends for fashion are developing in two major directions: one catering to the need for comfort and reassurance; the other about expressing oneself in a more joyful, optimistic style that is free from anxiety. High-performance and natural or recycled fabrics will be a focus, in order to meet the demands of everyday life and to be eco-responsible.

The trends are decided by a committee of top forecasters from around the world: NellyRodi™ Agency (Paris, France), Elementi Moda (Milan, Italy), Doneger Creative Services (New York, USA) and Sachiko Inoue (Tokyo, Japan). On-trend fabric samples submitted by exhibitors will be displayed at the Intertextile *Directions* Trend Forum at the fair.

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

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ESSENTIALS

Focus on timeless, essential authenticity. A low-profile atmosphere where functionality and sustainability are more than ever at the heart of our values. The garment becomes a refuge. Durable materials, ethics and transparent production methods are more essential than ever.

Two clean, simple, timeless palettes mixed with touches of light, patinated greys and pinkish earth tones. High quality fabrics such as organic linen, cotton, silk and Tencel are preferred for a natural look. Patterns are sensitive and refined to bring out 'less is more'.

POETICS

An intense need to re-root ourselves in history. Nourished by our local cultures and traditions, a melodic ballad in a new vernacular is invented. Here we find perfection in the imperfect, authenticity in spontaneity, and joy in innocence as we rediscover faith in the goodness of humanity and reconnect with our communities.

A delicate palette of soft, fresh, almost historical mid-tone pastels combined with the delicacy of simple vintage tones that appear to be faded by the sun. Fabrics reflect a pretty, refined mood in a romantic, grandma 'trousseau' style while textures are mixed with jacquards from delicate vintage archives revisited and modernised.

PARADISES

Driven by the belief in a better elsewhere, inspiration comes from lost paradises, like deserts or faraway islands with authentic culture, craft and inspirations. An explosion of good vibes, visual experimentations and ethical values.

A palette poised between authentic craft neutrals conjuring the scorched earthy tones of islands and regenerative folk tones bursting with optimism. Handmade and authentic surfaces such as irregular jacquards and yarn-dyed finishes are desired, along with raw effects and imperfections in a mix of upcycled fibres or patched deadstock fabrics.

SHOW-OFF

Chromodynamics, opulence and energy expressed in a techno-luminous spirit. Clean lines and sleek silhouettes burst forth in vibrant colours and dynamic shapes influenced by 80s-90s design. Hovering between two distinct styles: one pure, monochromatic and shiny, the other in a more glam, modern, sexy spirit with provocative touches.

Two main palettes with the first being a glam range featuring bright warm reds ranging from pinkish tones to more orange hues, and another colder range of deep greens and intense blues, occasionally taking a glittery direction. Fabrics made of new-age synthetics are fluid, slinky, silky and always shiny or matte.

Intertextile Shanghai Apparel Fabrics – Spring Edition 2021 is co-organised by Messe Frankfurt (HK) Ltd; the Sub-Council of Textile Industry, CCPIT; and the China Textile Information Centre. It will take place alongside the Spring Edition of Intertextile Shanghai Home Textiles, Yarn Expo Spring, CHIC and PH Value from 10 – 12 March at the National Exhibition and Convention Center (Shanghai).

For more details on Intertextile, please visit: www.intertextileapparel.com. Information from the international textiles sector and Messe Frankfurt's textile fairs worldwide can be found at: www.texpertise-network.com.

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Notes to editors:

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<https://intertextile-shanghai-apparel-fabrics-spring.hk.messefrankfurt.com/shanghai/en/press/press-releases/2021/ITSAS21-PR2.html#download>

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

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* preliminary figures 2020