

Press release

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‘Connected’ as the seasonal theme of Intertextile *Directions* trends for Spring / Summer 2023

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The pandemic has led us to finally find the togetherness we have been looking for. A beautiful, interwoven web of community and nature, enhanced through technology – ‘CONNECTED’ is the seasonal theme for apparel fabrics trends for Spring / Summer 2023. Visit the Trend Forum at Intertextile Shanghai Apparel Fabrics – Spring Edition 2022, running from 14 – 16 April, to find out more about the four key trends that will represent this theme: BIO-CLARITY, NATURAL-HARMONY, VIRTUAL-ENERGY and EARTH-CELEBRATION.



In a seemingly hyper-connected world, there has grown a widespread craving for intimacy and closeness. We seek authenticity in every aspect of life and look within, around and beyond ourselves, leading to the emphasis of performance and synthetic fabrics, and comfort and eco-friendly fabrics. The fair’s Trend Forum will feature on-trend fabric samples submitted by exhibitors to provide inspiration for visitors on colours, patterns, materials and more.

The Intertextile *Directions* Trend Committee came up with the seasonal theme ‘CONNECTED’ to tell the story of tomorrow’s apparel fabric trends. It is formed by top trend forecasters from fashion capitals around the world: TOBE TDG By The Doneger Group (New York, USA), Elementi Moda (Milan, Italy), NellyRodi™ Agency (Paris, France) and Sachiko Inoue (Tokyo, Japan).

Messe Frankfurt (HK) Ltd
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26 Harbour Rd, Wanchai, Hong Kong

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

BIO-CLARITY

We roam the land and explore the mind in search of peace and purity. Nature's nurturing touch shows us a path, where we discover serenity in her quiet sanctity, with man and earth in perfect harmony.

Austere and luminous pastels blend with romantic floral tones, forming a serene range of shades that inspire sensitivity and simplicity. Delicate fabrics shine in sheer chiffons and organzas, while simplistic and synthetic fabrics take a technical route with Tencel and Cupro rayons, triacetates, vero viscose and performance polyesters.

NATURAL-HARMONY

Revel in nature's fragrant floral fields, vibrant vegetable gardens and rustic rural landscapes. We blend old and new, natural and man-made to create an eco-urban way of life.

Fruity and floral pops add vibrance as botanical, natural neutrals stabilise this balanced palette. Eco-friendly fabrics are key in organic cotton, linen and hemp. Natural pigment dyes, eco washes and biodegradable denims make a statement.

VIRTUAL-ENERGY

Virtual becomes reality as our digital and physical lives morph to create a high-tech existence beyond our wildest imaginations. Self-expression skyrockets in a new world fuelled by dynamic innovation at supersonic speeds.

Illusionary worlds, digital dynamism and outer-space wonder collide in a gamut of shimmering crypto-tones and explosive artificial brights. New-age futurism pushes the limit with bio synthetics, smart textiles and wearable technology. Waterproof, cooling, anti-UV and antibacterial coatings are now standard.

EARTH-CELEBRATION

We rejoice in our shared soil, water, air and land; and pay homage to these life-sustaining resources. As the earth heals and nourishes, we come together in celebration of culture and community, discovering the delight of our diversity.

A rich array of organic tones extracted from exotic vegetation and tropical flowers form a complex range of zesty bursts and mellow darks. Rustic refinement is at the forefront with a myriad of natural fibres including marled and mélange linens and hemps. Botanical dyes, Shibori and pigment prints feel organic and sustainable.

Intertextile Shanghai Apparel Fabrics –
Spring Edition 2022
Shanghai, China, 14 – 16 April 2022

Intertextile Shanghai Apparel Fabrics – Spring Edition 2022 will be held concurrently with the Spring Edition of Intertextile Shanghai Home Textiles, Yarn Expo Spring, CHIC and PH Value from 14 – 16 April at the Page 2

National Exhibition and Convention Center (Shanghai). The fair is co-organised by Messe Frankfurt (HK) Ltd; the Sub-Council of Textile Industry, CCPIT; and the China Textile Information Centre.

For more details, please visit: www.intertextileapparel.com. To find out more about all Messe Frankfurt textile fairs worldwide, please visit: www.texpertise-network.com.

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Notes to editors:

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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

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Group employs approximately 2,300 people at its headquarters in Frankfurt am Main and in 30 subsidiaries around the world. In 2021, the company had to contend with the challenges posed by the pandemic for the second consecutive year. Annual sales will be approximately €140* million after having been as high as €736 million in 2019 before the pandemic. 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: www.messefrankfurt.com

* Preliminary figures for 2021