

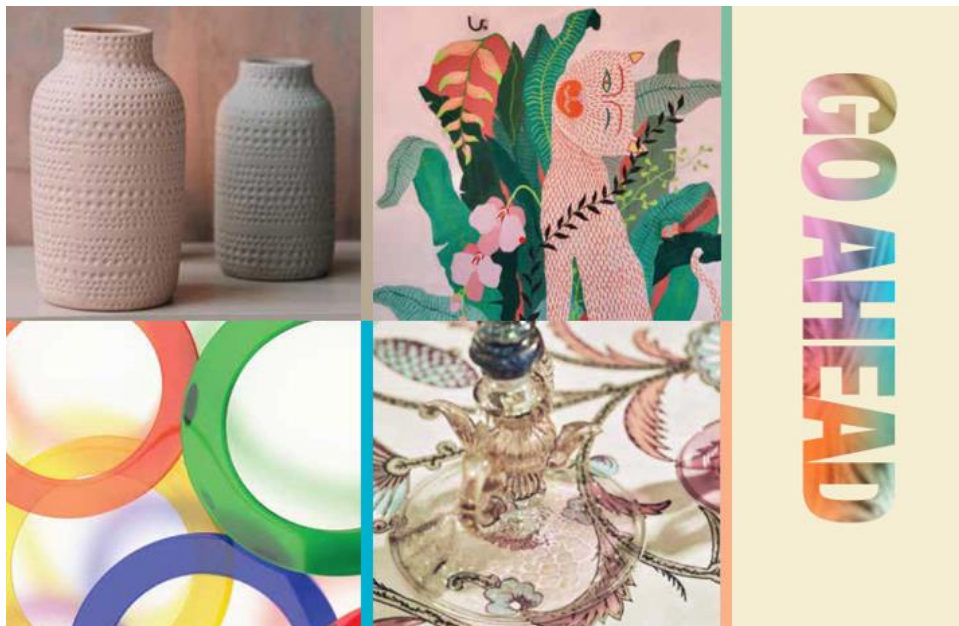
Press release

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## 'Go Ahead': Intertextile Apparel reveals its *Directions* trends for Spring / Summer 2024

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It is time for the world to reimagine life and move towards a future that celebrates diversity and champions sustainability. At next year's Spring Edition of Intertextile Shanghai Apparel Fabrics, this message is thematically encapsulated in just two words – 'GO AHEAD'. From 8 – 10 March 2023 at the National Exhibition and Convention Center (Shanghai), visitors to the fair's Trend Forum can physically explore this theme through its four distinct trend stories: MISSION EARTH, POETIC SENSUALITY, ALTERNATIVE CULTS, and ENERGETIC RESET.



At each edition, the Intertextile *Directions* Trend Committee collaborates to predict the upcoming season's trends. With rotating responsibilities, the Committee is comprised of four world-renowned creative forecasting agencies, namely DONEGER | TOBE (New York, USA), Elementi Moda (Milan, Italy), NellyRodi™ Agency (Paris, France), and Sachiko Inoue (Tokyo, Japan). For the 2023 spring fair, S/S 2024's forward-thinking theme was produced by DONEGER | TOBE, with Elementi Moda in charge of the Trend Forum design.

After a period of pause, it is important for the international textile industry to create positive momentum by recognising and adapting to expert-predicted fashion trends, with a theme that offers a fresh perspective on everyday experiences. To be located in the International Hall (Hall 5.1),

Messe Frankfurt (HK) Ltd  
35/F, China Resources Building  
26 Harbour Rd, Wanchai, Hong Kong

the Trend Forum will capture the essence of this 'GO AHEAD' movement, displaying a range of exhibitors' fabrics that exemplify the four predictive stories. On-trend samples will be prominently featured and labelled, allowing buyers to source and be inspired by the various materials, textures, patterns and colours on show, all in one central area.

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

### **MISSION EARTH**

To make meaningful progress, humanity needs to embrace its earthly roots and reconnect with nature. This story allows us to collectively rediscover the beauty of age-old artisanal crafts, the untamed glory of our flora and fauna, and the wonder of the world's natural phenomena.

Earthy, mineral colours adorn raw and simple fabrics. Environmentally friendly materials are highlighted, such as bio-based and organic fabrics, as well as renewable dyes. Rustic, textured textiles exhibit fundamental designs, with ethnic motifs, wood block print, and nature-inspired patterns at the forefront.

### **POETIC SENSUALITY**

This trend captures the rhythmic nature of the human spirit, in a dance of sensuality and splendour. Giving us a glimpse of the elegance and magnificence of that which lies ahead, this fairytale sings the praises of the divine feminine.

Ethereal colours play off decorative feminine fabrics, and visitors can get a feel for luminous satin, luxurious decorative damasks, and sensual sheer voiles, while being dazzled by the majestic effects on show, such as vivianite mineral print, sumptuous monochrome, shadowy floral, and mysterious watercolour.

### **ALTERNATIVE CULTS**

A story that embraces the festive heartbeat of humanity's diverse heritage and culture, allowing us to reclaim the traditions that make us unique. Let the simplicity and comfort of community unlock your self-expression, and embrace this carnival of colour, craft, and creation.

With colours that express joy and free-spiritedness, and fabrics that are sustainable and folksy, prints and patterns are culturally inspired, by influences such as carnival, festive bohemian, kite, and truck art. Innovative and sustainable materials are utilised to create vintage, crafted fabrics.

### **ENERGETIC RESET**

This trend optimises the synergy between the organic and synthetic, and infuses fun with functionality. Smart designs are paired with punchy colours, allowing the freeform to take shape, turning the complex simplistic, and converting chaos to cheerfulness.

Technical, functional fabrics complement bright and sporty colours. New age materials, such as recycled polyester, lab-grown cotton, and biodegradable fibres, are in the spotlight alongside industrial and

performance textiles. Dynamic features include pop art and symbols, kinetic graphics, colourful bold stripes, and vivid checks.

Intertextile Shanghai Apparel Fabrics – Spring Edition 2023 will be held concurrently with the Spring Edition of Intertextile Shanghai Home Textiles, Yarn Expo Spring, CHIC and PH Value from 8 – 10 March 2023 at the 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](http://www.intertextileapparel.com). To find out more about all Messe Frankfurt textile fairs worldwide, please visit: [www.texpertise-network.com](http://www.texpertise-network.com).

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Notes to editors:

### **Further press information & picture material**

<https://intertextile-shanghai-apparel-fabrics-spring.hk.messefrankfurt.com/shanghai/en/press.html>

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### **Newsroom**

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### **Background information on Messe Frankfurt**

The Messe Frankfurt Group is one of the world's leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of some 2,200 people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. As in the previous year, annual sales for 2021 were significantly lower owing to the COVID-19 pandemic: approximately €154 million compared with Group sales as high as €736 million in pre-pandemic 2019. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. Sustainable business practices are a central pillar of our corporate strategy and strike a healthy balance between ecological and economic interests, social responsibility and diversity. Another of Messe Frankfurt's strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of 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 using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. With its headquarters 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](http://www.messefrankfurt.com)

Intertextile Shanghai Apparel Fabrics –  
Spring Edition 2023  
Shanghai, China, 8 – 10 March 2023