

news +++ Intertextile Shanghai Apparel Fabrics  
National Exhibition and Convention Center (Shanghai), China, 6 – 8 March 2024

**intertextile**  
SHANGHAI apparel fabrics

## Intertextile Apparel's *Directions* trends towards TURBULENCE for Spring / Summer 2025

Shanghai, 27 December 2023. A complex new world for fashion is about to unfold, encapsulated by **TURBULENCE**, the seasonal theme for apparel trends at Intertextile Shanghai Apparel Fabrics – Spring Edition 2024. From 6 – 8 March, visitors to the show can navigate a diverse selection of in vogue fabrics at the Trend Forum, with the theme covering four distinct trends: Grace, Immersive, Switch, and Voices. The Forum will be located in Hall 5.1 at the National Exhibition and Convention Center (Shanghai), where Intertextile *Directions* Trend Committee member **DONEGER | TOBE** (New York, USA) will take charge of bringing the concept to life.



As prominent forecasters representing several other fashion capitals, the rest of the Committee is comprised of Elementi Moda (Milan, Italy), NellyRodi™ Agency (Paris, France), and Sachiko Inoue (Tokyo, Japan). The four forecasters have combined once more to predict the SS 2025 trends, an eclectic mix of self-indulgence and self-expression that embody the positivity and sensibility needed to weather the world's **TURBULENCE**.

Fashion is becoming driven by ecological consciousness and everyday influencers, and certain elements of the theme's four trends reflect this. Although each is bound by shared disorder, they are distinguished by multiple unique aspects, from Grace's quiet luxury, to Immersive's expressive style, Switch's surrealistic experimentation, and Voices' instinctive

fashion. Visitors to the Trend Forum at the next spring fair can source a wide range of relevant fabric samples from various exhibitors, all prominently featured and labelled accordingly.

To view the full Spring / Summer 2025 Trend Guide, [click here](#).

### **Grace**

The long-lasting harmony of a quiet luxury lifestyle. By embracing true simple pleasures, this trend celebrates peace, love, joy, and respect, utilising ornamental delicacy, gentle colours, and quality materials.

With a silver-tinged colour palette of elegant hues and tender blooms, gracefully wrought fabrics include unfiltered, unprocessed toiles, irregular slubs, subtle shiny satin, featherweight jacquards, and printed sheer.

### **Immersive**

A focus on comfort and a relaxed, minimalist style. Powerful, graphic, festive mixes demand attention, and inspire a positive spirit of collaboration through fashion.

Cosmic and oceanic blues contrast with tropical dusk, and fabrics vary from the functional elegance of robbed stretch jersey and Sea Island cotton, to the festivity of decorative embroidery and fluid viscose jersey.

### **Switch**

A new dimension of part DIY and part high-tech. With outfits that bring an experimental twist to everyday situations, wearers can express their personal style, and prioritise joyful pleasures and fantasy experiences.

Fabrics such as recycled polyester and polyamide, cotton satin, glazed poplin, multicolour deckchair stripes, and dotted variations, all correlate with a vibrant palette of joyful pastels and energetic brights.

### **Voices**

A future in contrasting, dazzling freedom. Treated as an instinctive New Age fashion and an ode to Earth, the trend combines raw character, positivity, and improvisation.

Colours include warm, exuberant tones and tinted darks in textural compositions. Some fabrics exude ornamental rusticity, including crackled crêpe and various organic fibres, while others are decorative and baroque, featuring rich velvety surfaces and artistic patterns.

After gaining a visual understanding of the abovementioned, upcoming vogues, exhibitors wanting to submit on-trend fabrics to the Trend Forum and increase product visibility can [apply here](#).

As the apparel fair is held concurrently with Intertextile Shanghai Home Textiles – Spring Edition, Yarn Expo Spring, CHIC and PH Value, the entire textile value chain can be found under one roof, providing an extended platform for business networking opportunities.

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 on this fair, 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).

Intertextile Shanghai Apparel Fabrics – Spring Edition will be held from 6 – 8 March 2024.

Other upcoming shows:

**Vietnam International Trade Fair for Apparel, Textiles and Textile Technologies**  
28 February – 1 March 2024, Ho Chi Minh City

**Intertextile Shanghai Apparel Fabrics – Autumn Edition / Yarn Expo Autumn**  
27 – 29 August 2024, Shanghai

**Press information and photographic material:**

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

**Social media and website:**

[www.facebook.com/intertextileapparel](http://www.facebook.com/intertextileapparel)

<https://twitter.com/Intertextile>

[www.linkedin.com/in/intertextileapparel](http://www.linkedin.com/in/intertextileapparel)

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## Newsroom

The banner features a world map with a network of colored dots (red, blue, yellow, grey) connected by lines. In the center, the text reads "TEXPERTISE the textile business network" above a red button with the URL "www.textpertise-network.com". On the left, two white circles contain the text "12 Countries" and "50+ Trade fairs". At the bottom, a navigation bar has four colored segments: red for "Apparel Fabrics & Fashion", green for "Interior & Contract Textiles", blue for "Technical Textiles & Textile Processing", and grey for "Textile Care".

### 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. With a workforce of some 2,300\* people at its headquarters in Frankfurt am Main and in 28\* subsidiaries, it organises events around the world. Group sales in financial year 2023 were more than € 600\* million. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt's key 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. Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity. For more information, please visit our website at: [www.messefrankfurt.com/sustainability](http://www.messefrankfurt.com/sustainability) 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)

\* Preliminary figures for 2023