



**intertextile**  
SHANGHAI apparel fabrics

China International Trade Fair for Apparel Fabrics and Accessories – Spring Edition  
中国国际纺织面料及辅料(春夏)博览会  
Spring / Summer 2019 春夏趋势

**intertextile**  
**SHANGHAI**  
**apparel fabrics**

**China International Trade Fair for  
Apparel Fabrics and Accessories  
– Spring Edition**

**Spring**  
**Summer**  
**2019**



@ s e n s e

@ 感性



# c o u t u r e

# 高档

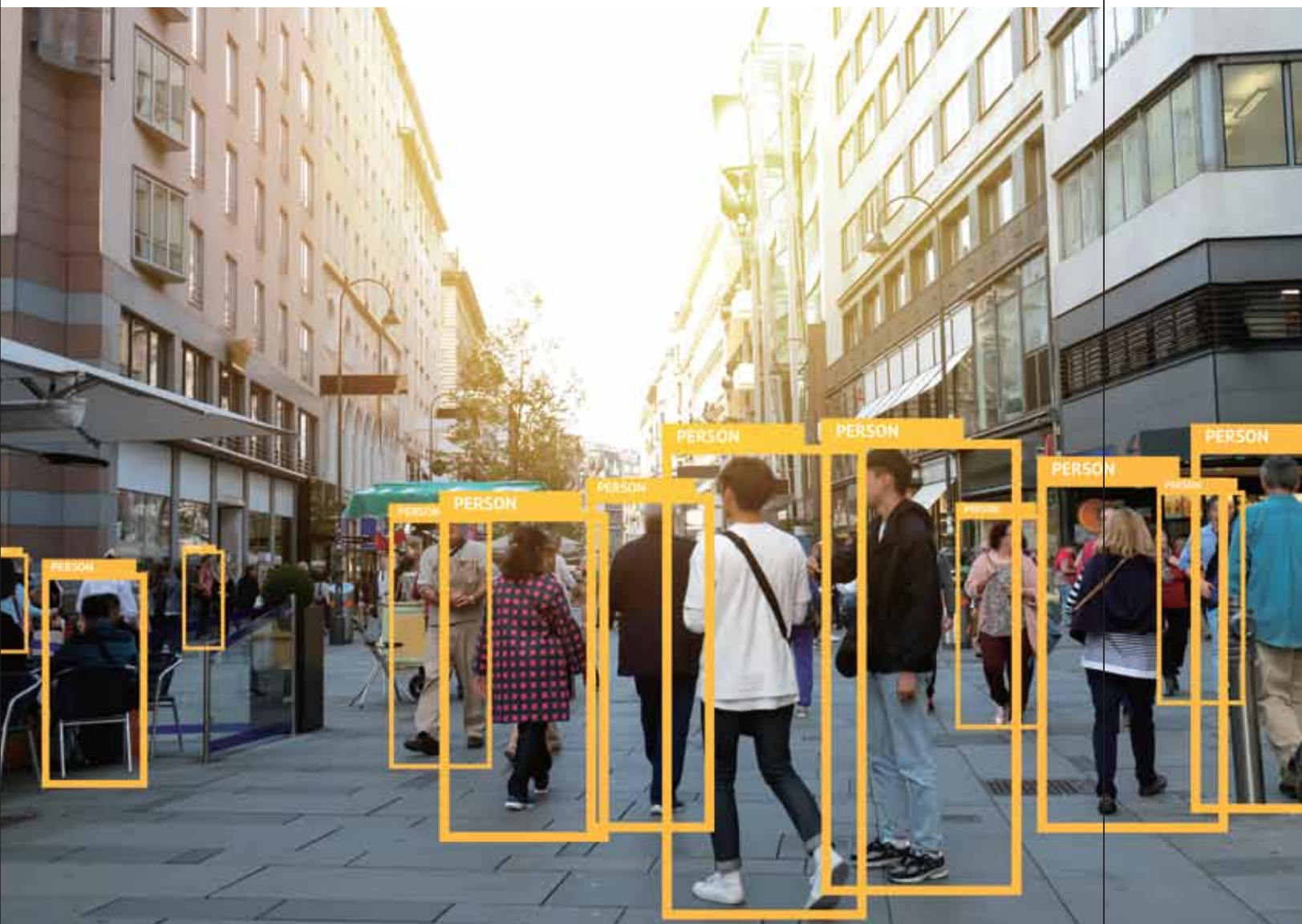


e. n a t i v e

e. 族群

# Spring / Summer 2019 春 / 夏趋势

## Overview 概况



# Dialogue 对话

Amid reconstruction, the world is facing severe realities. In the midst of political disorder, environmental problems, and social scandals, how do we seek the light within the darkness of chaos? As societies become inundated with global waves of conflicting news, the need for real dialogue becomes ever more crucial. Personal interaction is irreplaceable — communicating with nature, reading the signs, and sensing the wind. Creating emotional connections with others and opening the mind to rationality. Now is the time to solidify core values with responsibility and identify key essences of life.

在复兴的过程中，世界面临种种的现实。在政治混乱、环境问题、以及社会丑闻的困局中，我们如何在黑暗中找到曙光？随著社会被全球性冲突的巨浪所淹没，人与人之间真正的对话的需求变得前所未有的迫切。个人的互动是无可替代的——和大自然沟通、读取讯息、感受风的流动。和别人建立情感的联系，开阔理性的视野。现在，正是以责任感将核心价值具体化、发掘生命主要元素的时刻。

## Toughness and Resilience 韧性与弹性

How will fashion respond to these ever-changing turbulent times? This season evokes untold curiosity. Will fashion allow other elements to penetrate our lives whilst innumerable other issues make their presence felt? Fashion is meant to console, to provide a retreat during unpredictable times. At its core, fashion represents unhindered confidence and allows us to freely express ourselves. Let us address how to best confront negative forces through fashion and mindful resilience.

到底时尚将会如何回应当下变化万千的动荡时代呢？今季，就让我们唤起无数的好奇心。时尚会否让其他元素浸透到我们的生活当中？而其他数之不尽的问题又会否增加时尚的存在感？时尚潮流是一种慰藉，让你在不可预知的当下提供一个避风港，其核心价值在于无拘无束地表现自信真我，让我们畅快地表现自己。让我们好好思考如何透过时尚和思维弹性，以最佳方法对抗负面思维吧！

## Overall colour trends 整体用色趋势

This season witnesses an enriched palette, encapsulating a refined and premium feel. Refreshing and vivid colours introduce a sense of vitality and elicit creativity.

本季的色调更多姿多彩，带来精致而尊贵的感觉。清新活泼的颜色带来活力、引发创意。

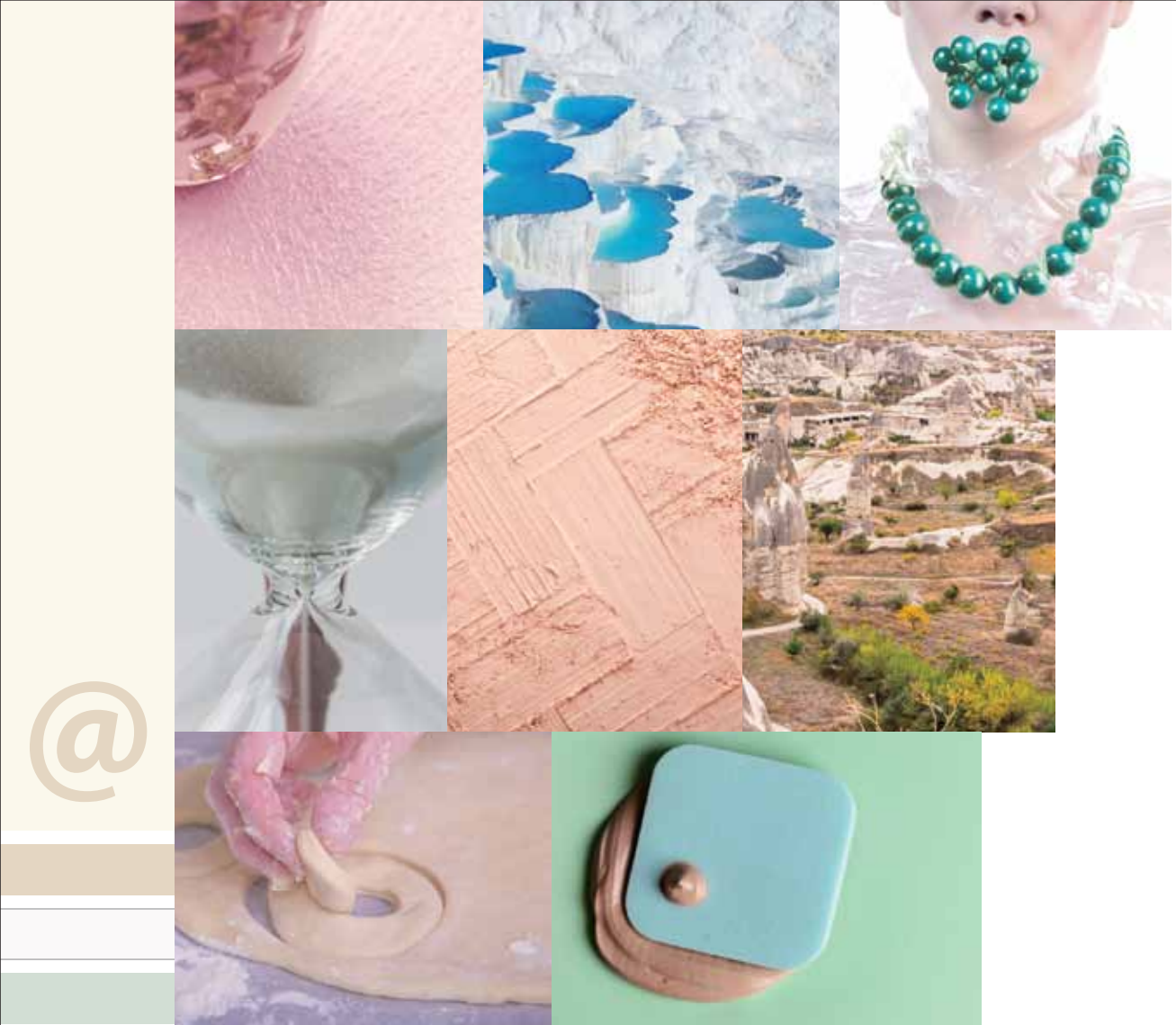




## @ sense @ 感性

An encounter with an unknown inner sense of beauty, while exploring maximised yet imperceptible appeal buried deep within the self. Natural tenderness comes face-to-face with dignified strength, paving the way for us to nurture a sensitively cool and ultimately soothing attitude. Emphasising serene elegance in profundity and blooming anew with a placid allure.

一次与一种内在美丽不明的感觉相遇，同时发掘最大程度的内在吸引力。天然的温柔和尊贵的坚强直接碰撞，为我们铺设一条呵护敏感而冷酷的心境、而最终达致舒缓的大道。以沉静的气息突出沉稳的优雅，绽放美好。



@

## Colours

A refined powder-pastel tonality; imbued with elegant and graceful sensitivity. Infusing fantasy-inspired hues and cocooned in airy softness.

## 颜色

精致粉末柔和色调；充满优雅和雅致的感性。充满梦幻的色调，带来空气般的柔和感觉。



- PANTONE® 11-0701
- PANTONE 15-4825
- PANTONE 12-0741
- PANTONE 14-3911
- PANTONE 12-0915
- PANTONE 12-0815
- PANTONE 13-4308
- PANTONE 13-6006
- PANTONE 11-0601
- PANTONE 13-1106









## Prints 图案

Playful intermix of colours and patterns / Burn-out / Enamel finish / Glitter / Pleating finish / 3D prints / Soft washer finish / Retro-romantic & retro-decorative patterns

混合不同颜色和花纹的活泼图案 / 烧花 / 搪瓷表面 / 闪烁 / 皱摺表面 / 3D 印花 / 柔软水洗表面 / 复古浪漫及复古装饰图案





## # couture # 高档

Creation of a novel and chic couture; exhilarating freshness adorned with a sleek, sporty rhythm — revisiting the origin of elegance. Innocent charm joins with an energetic and playful mode for new revitalisation.

系列新颖别致的时装的创作，令人精神为之一振的清新之中，又带点时尚和运动的节奏 — 焕发优雅的源头。别致的小挂件和富有活力的风格，为你带来全新冲击。



## Colours

A jovial and refreshing palette, comprising sporty and rhythmical notes. A witty couture-look; awash with aesthetic sensibility, from which a vivacious and youthful compilation unfolds.

## 颜色

快乐而清新的色调，带有运动的节奏。俏皮的设计，既富有美感，同时亦带有活力和年轻的元素。





## Fabrics

- Clean, fresh and delicate aspects; respecting playful curiosity.
- Highlights on items incorporating a lustre-feel and optical effects, sporty-functional and evolved recycled fabrics.

Sophisticated natural fibres / Pop-fantasy fabrics / Blends of natural & synthetic fibres / Athleisure fabrics / Leavers lace / Mesh / Basketweave / Seersucker / Piqué / Lace / Knits / Blister / Clean and sensitive fibre structure

高雅的天然纤维 / 流行梦幻面料 / 混合天然和合成纤维 / 休闲运动面料 / 蕾丝花边 / 网状 / 网篮编织 / 泡泡纱 / 珠地面料 / 蕾丝 / 针织 / 泡泡 / 干净及敏感纤维结构

## 面料

- 整洁、清新、别致的面料，满足活泼的好奇心。
- 强调光泽感和光学效果，运动功能和起用循环再造物料。



#





# e.

## e. native e. 族群

Escaping from daily life awhile, let us embark on a journey — exploring our own roots and awakening internal instincts. Celebrating global connectivity, borderless inspiration and multi-art cultures, awash with vibrant, inter-stimulating emotions. Perceive enticing and sensual excitement...imbued with native-inspired human strength and vital pulsation.

让我们逃离每日繁嚣，踏上一段旅程 — 探索我们的根，唤醒内在本能。庆祝全球的接连、无边际的灵感、多元化的艺术文化、活力与内心情感的激发。感知的诱惑和感性的刺激……充满当地灵惫的人类的坚韧和生命的脉动。



e.

# Colours

Mysterious and dark ethnic hues, emitting an enigmatic aroma. Vivid artistic tones resonate with vigorous brilliance — for modern and spontaneous expression.

# 颜色

神秘而深沉的民族色调，散发神秘的魅力。生动的艺术色彩产生激烈的共鸣 — 表达出现代感和真我。



- PANTONE® 19-1338
- PANTONE 17-6030
- PANTONE 18-1049
- PANTONE 19-1121
- PANTONE 15-0960
- PANTONE 17-1564
- PANTONE 19-3952
- PANTONE 19-3514
- PANTONE 18-1631
- PANTONE 17-0627



e.

## Fabrics

- Highlighting the co-existence of multiple cultures and genres.
- Fabrics and patterns retaining a craft feel as well as tastes of inter-stimulation encompassing diverse folk arts.
- Materials with a profound and appealing taste evoking a spontaneous intermix of diverse cultural elements.
- Fabrics with a rustic-modern mood.

Natural fabrics / Plant, linen and hemp eco fibres / Raffia / Paper yarns / Vegetable fabrics / Chambray / Slub yarns / Coloured nep yarns / Lamé / Summer velvet / Velour / Knits

天然面料 / 植物环保纤维 / 酒椰叶纤维 / 纸纱 / 蔬菜面料 / 有条纹格子布 / 竹节纱 / 染色棉结纱线 / 金银锦缎 / 夏季天鹅绒 / 丝绒 / 针织

## 面料

- 强调多元文化和题材的共存。
- 面料和图案仍保留手工艺感觉，同时不同民间艺术的特色相互刺激交缠。
- 深刻而极具吸引力的面料，唤起一种多元文化元素文织的魅力。
- 面料带有朴素而现代的感觉。





e.



## Prints 图案

Dynamic embroidery / Modern and artistic touch / Graphical and bold motifs /  
Ethnically inspired patterns and jacquard / Cut jacquard

动态刺绣 / 富现代感和艺术感的花纹 / 几何及粗线条的装饰图案 /  
受不同种族启发的图案及提花 / 切割提花



## 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 process 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.

Other production team member: Miyo Hattori (graphic design)

### DONEGER CREATIVE SERVICES – NEW YORK, USA

Doneger Creative Services (DCS) is a leading forecasting and creative consultancy at the intersection of lifestyle and commerce. A division of The Doneger Group, retail's trusted advisor and the global leader in merchandising strategies, DCS has a unique perspective in blending breakthrough creativity with commercial practicality. Their mission is to provide design confidence through creative concepts, hands-on inspiration and branding strategies to bring great ideas to life. Kai Chow, Director of DCS, leads a team of forecasters, concept designers, trend analysts and branding strategists to inspire and guide clients through designing products and brands that make an impact.

[www.doneger.com](http://www.doneger.com)

### ELEMENTI MODA – MILAN, ITALY

Elementi Moda has provided consultation services since 1979 as well as styling and product design for the international textile industry. Elementi Moda organises trend conferences for international apparel companies. It also provides extensive research and development services for commercial textile products, such as fibres, yarns, fabrics and knitwear. Creative Director Ornella Bignami is a specialist in fibres, colours, yarns and fabric developments for fashion and home.

[www.elementimoda.com](http://www.elementimoda.com)

### NELLYRODI™ AGENCY – PARIS, FRANCE

Founded in Paris in 1985, NellyRodi is a consulting firm specialising in innovation and creativity. Today based in Paris, Shanghai, Tokyo and New York, it is an international reference for forecasting the industrial and service sectors. NellyRodi coaches and assists brands, investment funds, and collective organisations in developing their strategy, marketing, product and digital expertise. NellyRodi is established in China for 15 years, and Michael Bonzom is the Asia creative director.

[www.nellyrodi.com](http://www.nellyrodi.com)

## 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。

### 井上佐佑子 – 日本东京

井上佐佑子在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。

其他制作团队成员：服部美代（平面设计）

### DONEGER CREATIVE SERVICES – 美国纽约

Doneger Creative Services隶属The Doneger Group专责色彩及潮流趋势预测的部门。The Doneger Group为美国声名显赫的采购顾问及潮流预测机构，提供多元化的产品及服务，紧贴业界发展步伐。Kai Chow为DCS总监，透过印刷刊物、综合数码平台及生动的演绎，发布服装、饰物及生活时尚趋势情报，以满足零售业、制造商，以及设计相关行业的需求。

[www.doneger.com](http://www.doneger.com)

### ELEMENTI MODA – 意大利米兰

Elementi Moda成立于1979年，旨在为全球纺织业提供顾问、形象设计及产品设计服务。此公司曾为各地服装企业筹办潮流趋势会议，并提供广泛的商业纺织产品研究及开发服务，包括纤维、纱线、布料及针织。其创作总监Ornella Bignami女士是纤维、色彩、纱线、时装布料及家用布料发展方面的专家。

[www.elementimoda.com](http://www.elementimoda.com)

### NELLYRODI™ AGENCY – 法国巴黎

1985年于巴黎成立，NellyRodi是一间专注于创新及创意的顾问公司。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为不同品牌、投资基金，以及集团机构提供顾问服务，协助他们发展事业策略、市场推广、产品开发及数码化技能。NellyRodi已在中国设立办事处15年，而Michael Bonzom是现时的亚洲创意总监。

[www.nellyrodi.com](http://www.nellyrodi.com)

# Colours 颜色

@sense @感性



PANTONE® 11-0701

PANTONE 15-4825

PANTONE 12-0741

PANTONE 14-3911

PANTONE 12-0915

PANTONE 12-0815

PANTONE 13-4308

PANTONE 13-6006

PANTONE 11-0601

PANTONE 13-1106

#couture #高档



PANTONE® 14-4510

PANTONE 17-2627

PANTONE 14-5721

PANTONE 14-0760

PANTONE 16-1364

PANTONE 16-4134

PANTONE 17-3730

PANTONE 13-0650

PANTONE 15-5534

PANTONE 19-3921

e.native e.族群



PANTONE® 19-1338

PANTONE 17-6030

PANTONE 18-1049

PANTONE 19-1121

PANTONE 15-0960

PANTONE 17-1564

PANTONE 19-3952

PANTONE 19-3514

PANTONE 18-1631

PANTONE 17-0627

PANTONE® and other Pantone trademarks are the property of Pantone LLC. PANTONE Colors displayed here may not match PANTONE-identified standards. Consult current PANTONE Color Publications for accurate color. Pantone LLC is a wholly owned subsidiary of X-Rite, Incorporated. © Pantone LLC, 2018. 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, 2018。版权所有。

# intertextile SHANGHAI

**Apparel Fabrics  
– Spring Edition**

**14-16 March,  
2018**

**National Exhibition  
and  
Convention Center  
(Shanghai)**

**Visit the Trend Forum at**

Intertextile Shanghai Apparel Fabrics – Spring Edition  
14 – 16 March, 2018  
National Exhibition and Convention Center (Shanghai)

**For further information please contact**

Messe Frankfurt (HK) Ltd.  
35/F, China Resources Building  
26 Harbour Road, Wanchai  
Hong Kong  
[textile@hongkong.messefrankfurt.com](mailto:textile@hongkong.messefrankfurt.com)  
[www.messefrankfurt.com.hk](http://www.messefrankfurt.com.hk)





messe frankfurt