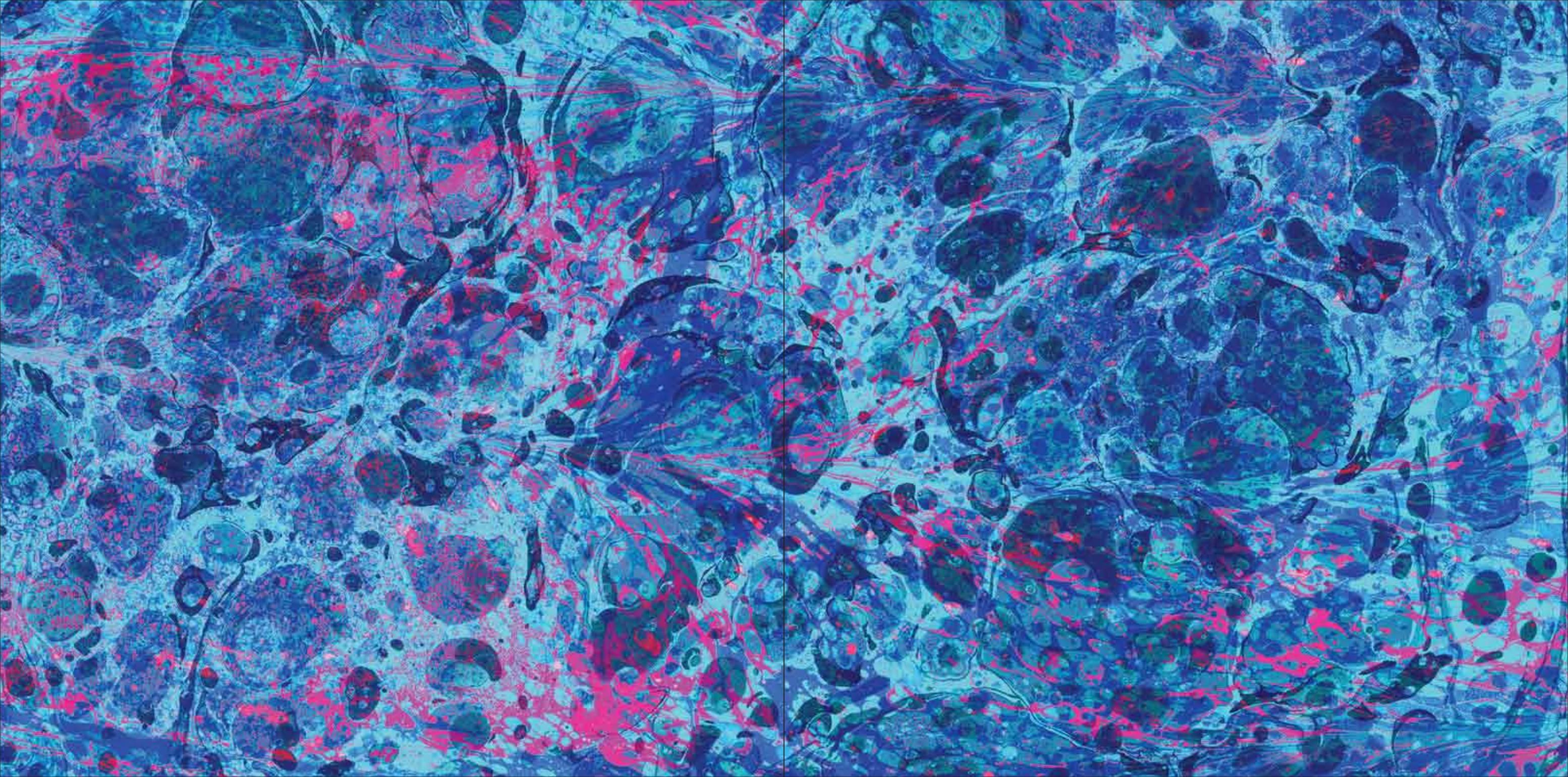


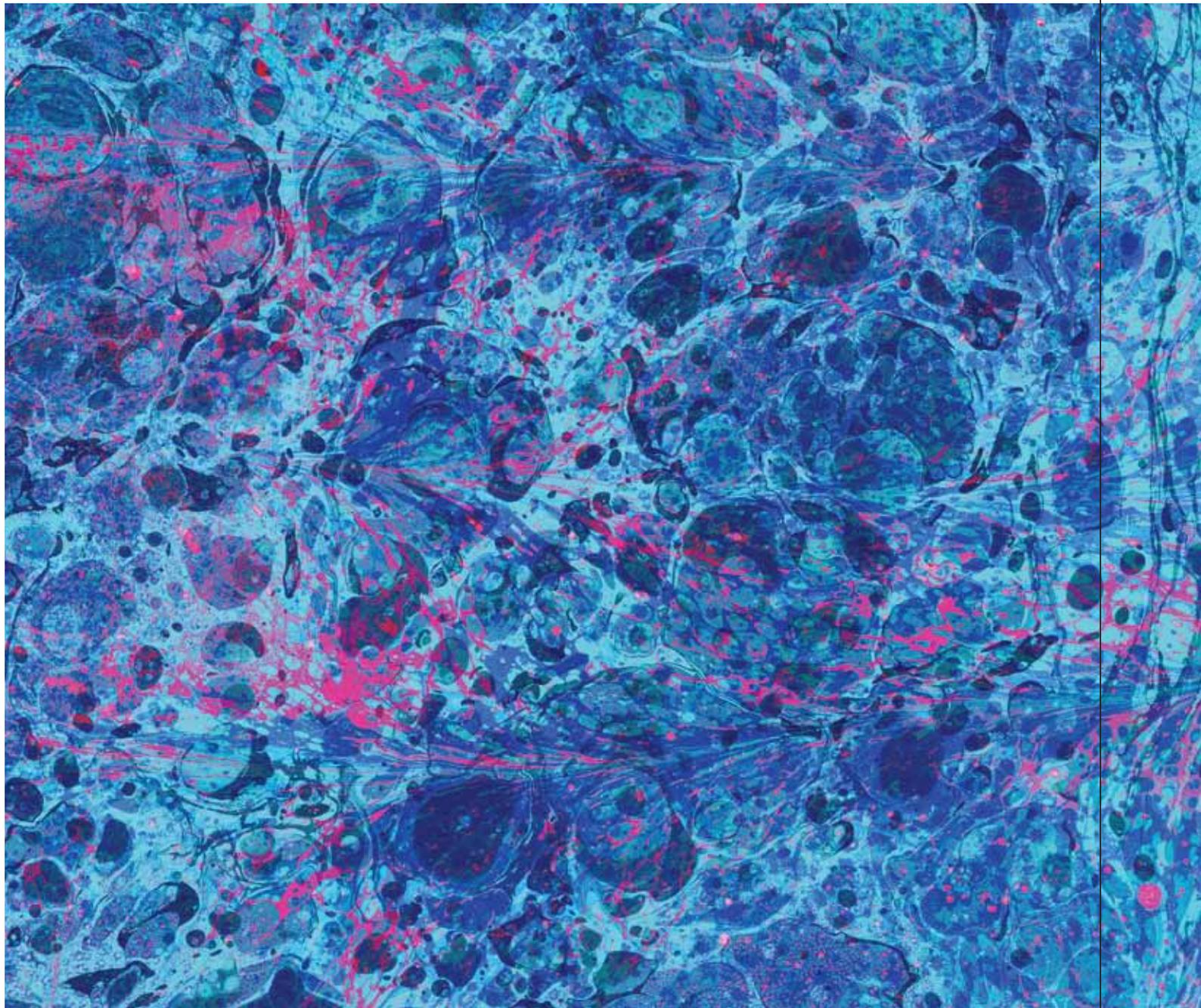
SPRING/SUMMER 2020 春夏趋势

# **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

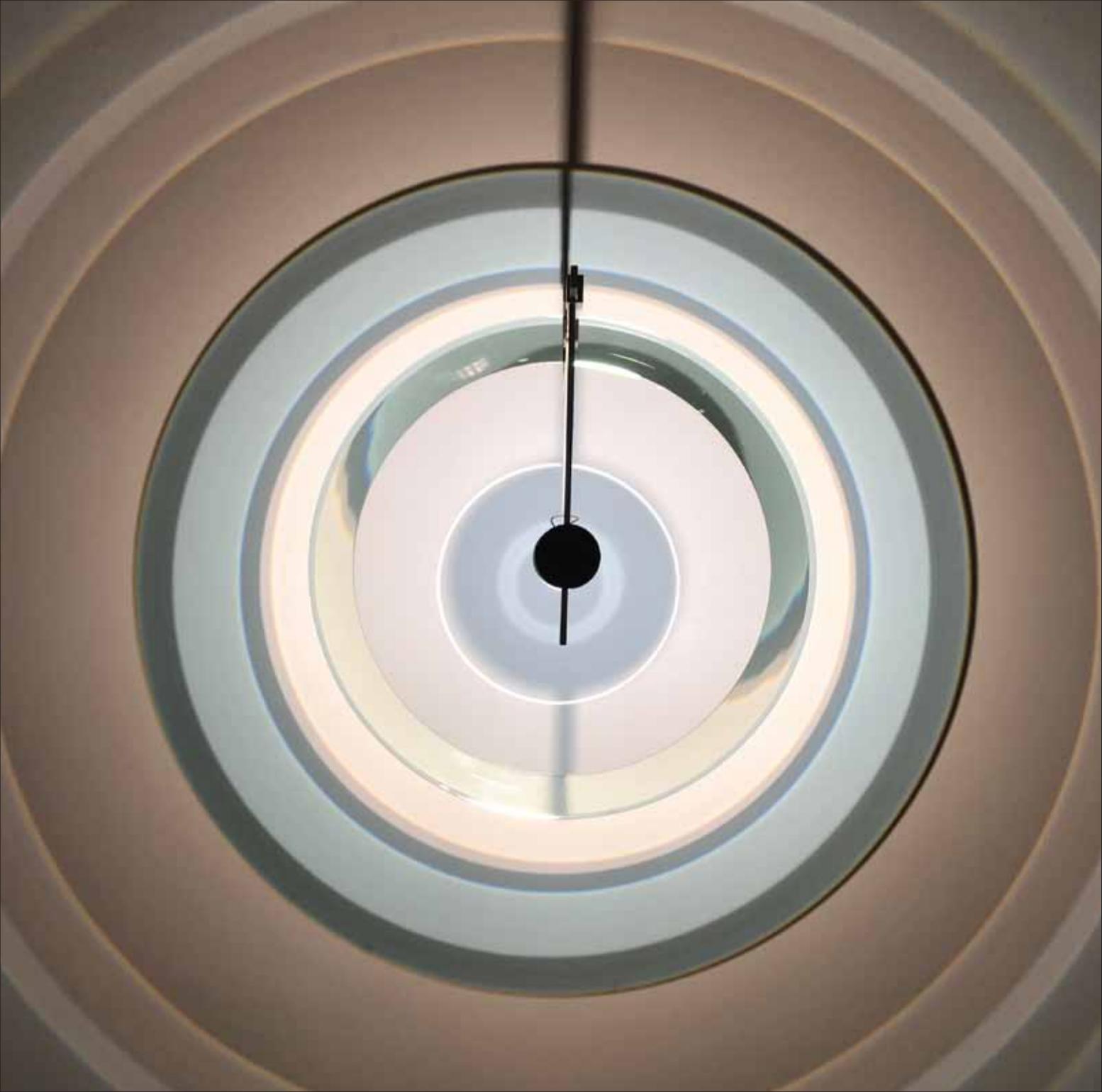




## HYBRID 融合混和

As we approach a new decade, we take a moment to reflect upon the future of design. In the coming era, technological innovations and human experiences will become inseparable. As lifestyles become more fluid, design will follow suit, making way for hybridisation, blurring the lines between aesthetics, identity, technology, craft and culture.

当我们迈进一个全新的十年，是时候花点时间来思考设计的未来。步入新的纪元，科技创新和个人体验将会变得不可分割。随著生活方式的流动性加强，设计亦会追随这股潮流，从而令美学、认证、科技、工艺、文化的界线将会变得模糊。



**HUMAN  
VISION**

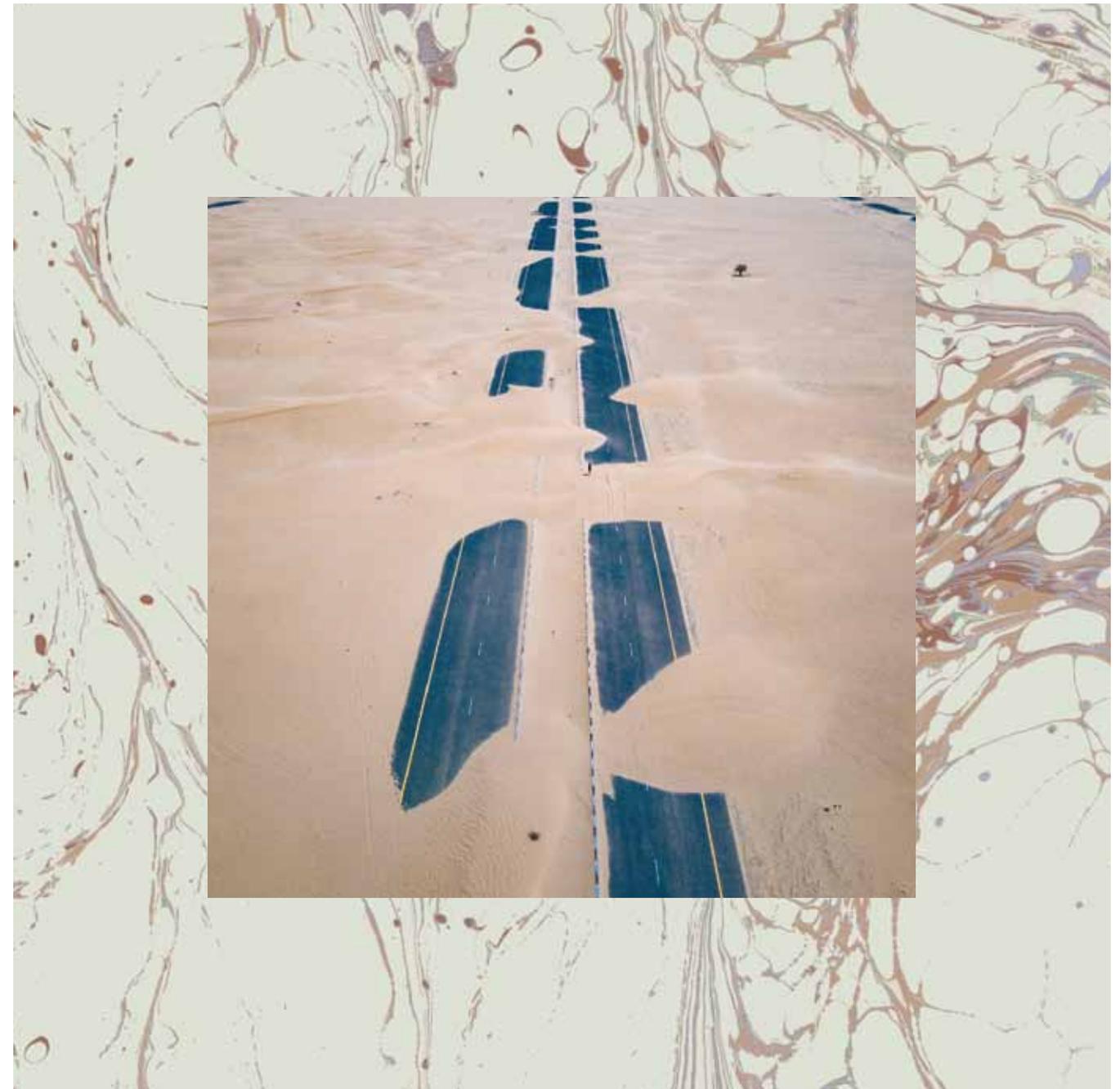
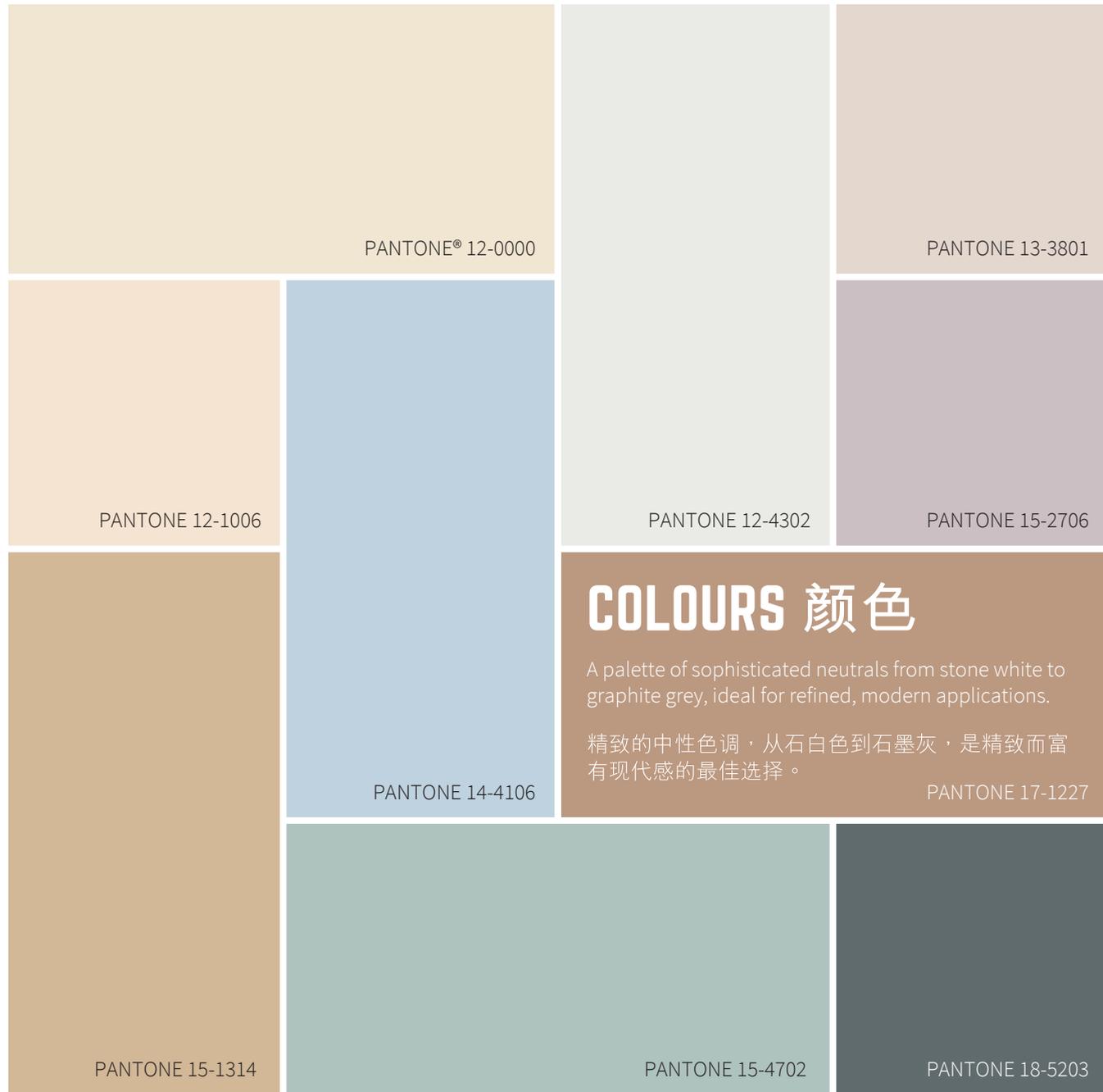
人类视觉

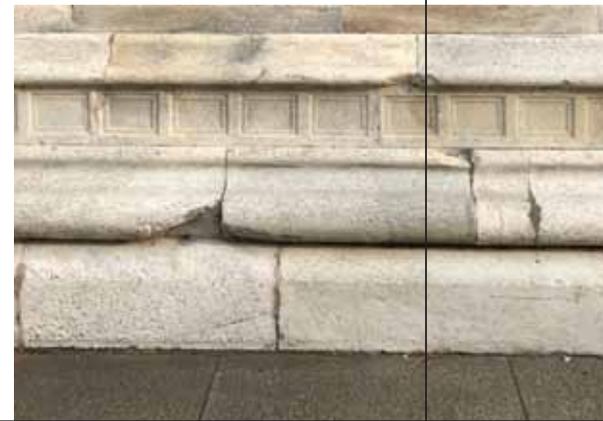
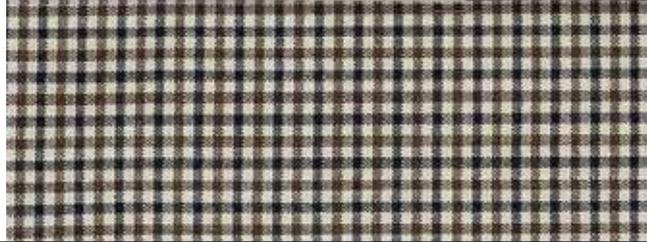
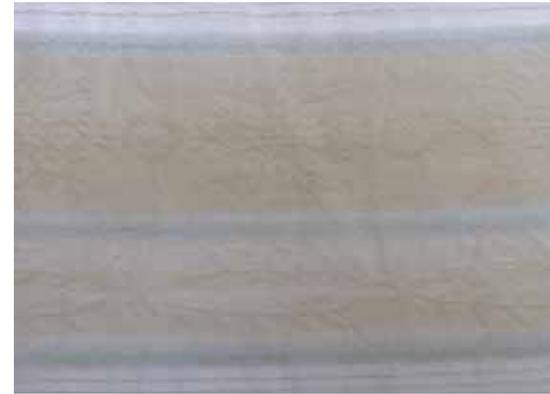


## HUMAN VISION 人类视觉

A time-lapse between past, present, and future, this story explores the intersection between manmade and natural. Mindful and deliberate, archaic elements inspire new forms while technology adds a sense of refined ease for contemporary cosmopolitan style.

这是过去、现在和未来之间的时间推移，探索了人造和自然之间的相交点。精心和刻意的古老元素并发了新的形式，而科技则为当代大都会风格增添了一种精致的感觉。





# FABRIC 面料

From sensual and fluid to structured and functional, a sophisticated range of materials for cosmopolitan living.

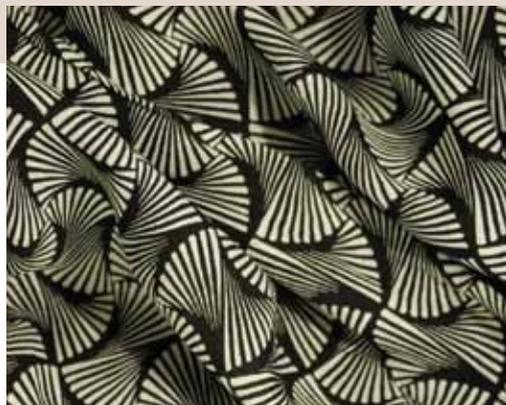
Tencel, modal, cupro, paper, viscose, silk, cotton or linen synthetic blends, crepe, cloqué, clip organza, crochet lace, matte and shine, textured knit, compact knit, sateen, textured plissé and pucker, functional coatings, burnout, relief jacquard.

从感性而流动，到稳固及具功能性，切合都会生活的精致物料系列。

天丝、莫代尔、铜氨丝、纸、人造丝、真丝、棉或亚麻合成混纺、弹力泡泡纱、绉纱、透明硬纱、钩编花边、哑光及反光、纹理针织、紧密针织、色丁、褶皱纹理、功能性涂层、烧花印花、提花。

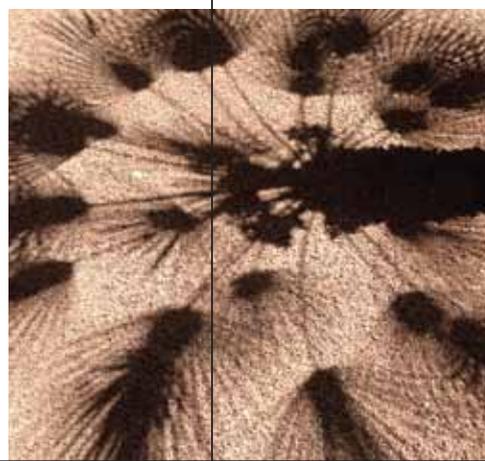
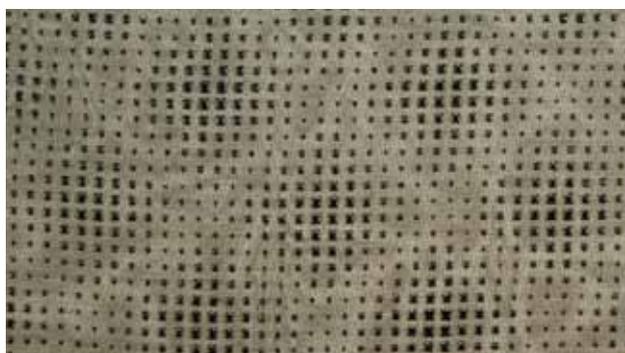
# PRINTS & PATTERNS

## 印花及图案



From prehistoric forms to mathematical repeats, tonal prints and patterns create a subtle illusion of dimensionality, while handsome plaids and checks add tailored structure.

从古老的形式到重覆的数字，色调印花和图案塑造出一种微妙的维度错觉，而格纹及格子图案则增添了量身订造的感觉。





**EARTH  
ENERGY**

**地球能量**



# EARTH ENERGY

## 地球能量

A return to nature, this story draws inspiration from rural landscapes and slow living. Sustainability is at the core, with a focus on responsible consumption and eco-conscious materials. Subtle technological innovations add modern functionality while retaining an authentic aesthetic.

回归自然，这个故事的灵感源自乡郊景色和「慢活」。可持续发展是其核心，并专注于负责任的消耗和环保物料。微妙的技术创新增添了现代的功能性，同时亦保留了美学实感。







# FABRIC 面料

Organic cotton and recycled materials channel authentic work-wear denim and canvas, while technical coatings allow for modern functionality.

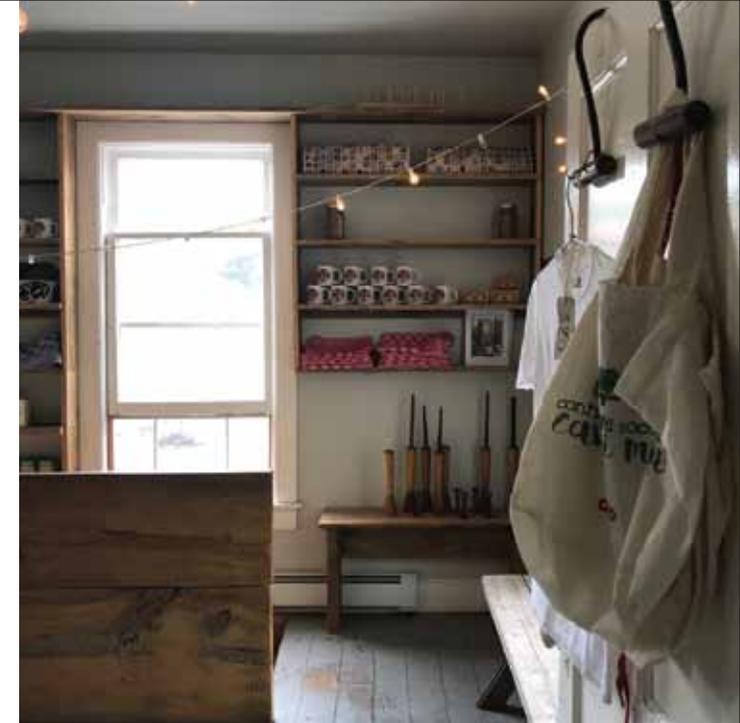
Sustainable, recycled, vegetable and eco-pigment dyes, organic cotton, creased linen, work-wear canvas, heritage denim, classic rainwear, performance nylon, country yarn-dye, mouliné knit, over-dye eyelet, crafted crochet, compact slubbed jersey, raw silk.

有机棉及循环再造物料适用于制造牛仔布及帆布，而技术涂层则可满足现代社会对功能性的需求。

可持续物料、循环再造物料、植物及环保色素染料、有机棉、折痕棉麻、工作服帆布、传统牛仔布、经典雨衣布、高性能尼龙、乡村纱线染料，杂色花式针织、深度染色孔眼、精制钩针编织、竹节布、原丝。

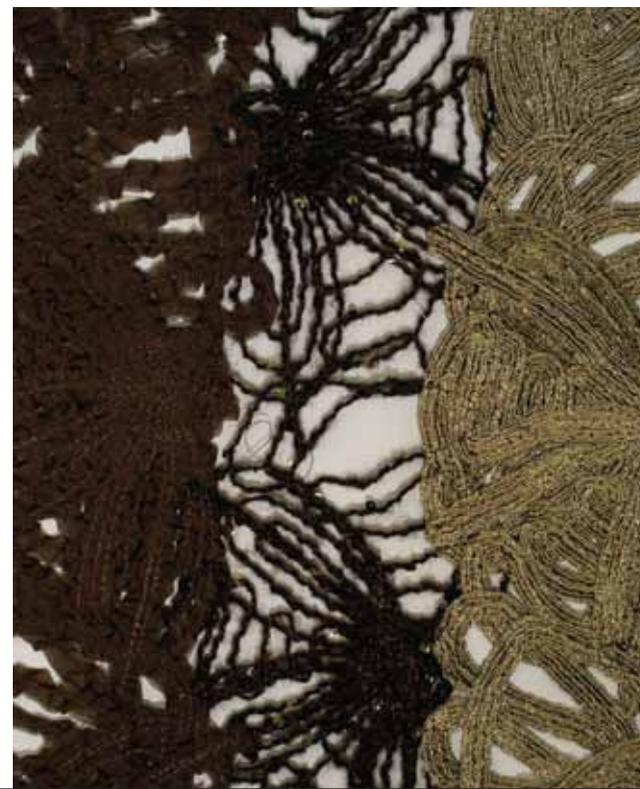
# PRINTS & PATTERNS

## 印花及图案



Prints draw inspiration from vintage botanical drawings, featuring modest woodblock prints and whimsical hand-drawn motifs. Patterns include rustic stripes and farmhouse plaids.

印花图案源于复古的植物图案，采用朴实的木版画和天马行空的手绘图案。图案包括乡村条纹和农舍格子。





**WELL LAB**

**美好实验室**



# WELL LAB 美好实验室

Inspired by the neo pioneers of contemporary digital culture, we explore new means of creative expression in a social media world. Outspoken and future-thinking, these youth revolutionaries are paving the way for new forms of activism and self-identity.

受到当代数码文化先驱的启发，我们在社交媒体世界中探索表达创意的新方法。这些敢言和对未来有想法的年轻革命者为行动主义和自我认同铺展新的一页。





# PRINTS & PATTERNS

## 印花及图案



Optimistic and playful, prints feature super flat aesthetics and anime inspiration. Patterns have a digitized quality, with glitch and ombré effects.

印花以超平坦美学为特色，并受到动漫画启发，乐观而俏皮。图案具有数码化质量、毛刺和渐层效果。





**HYPE GLAM**

**夸张的魅力**

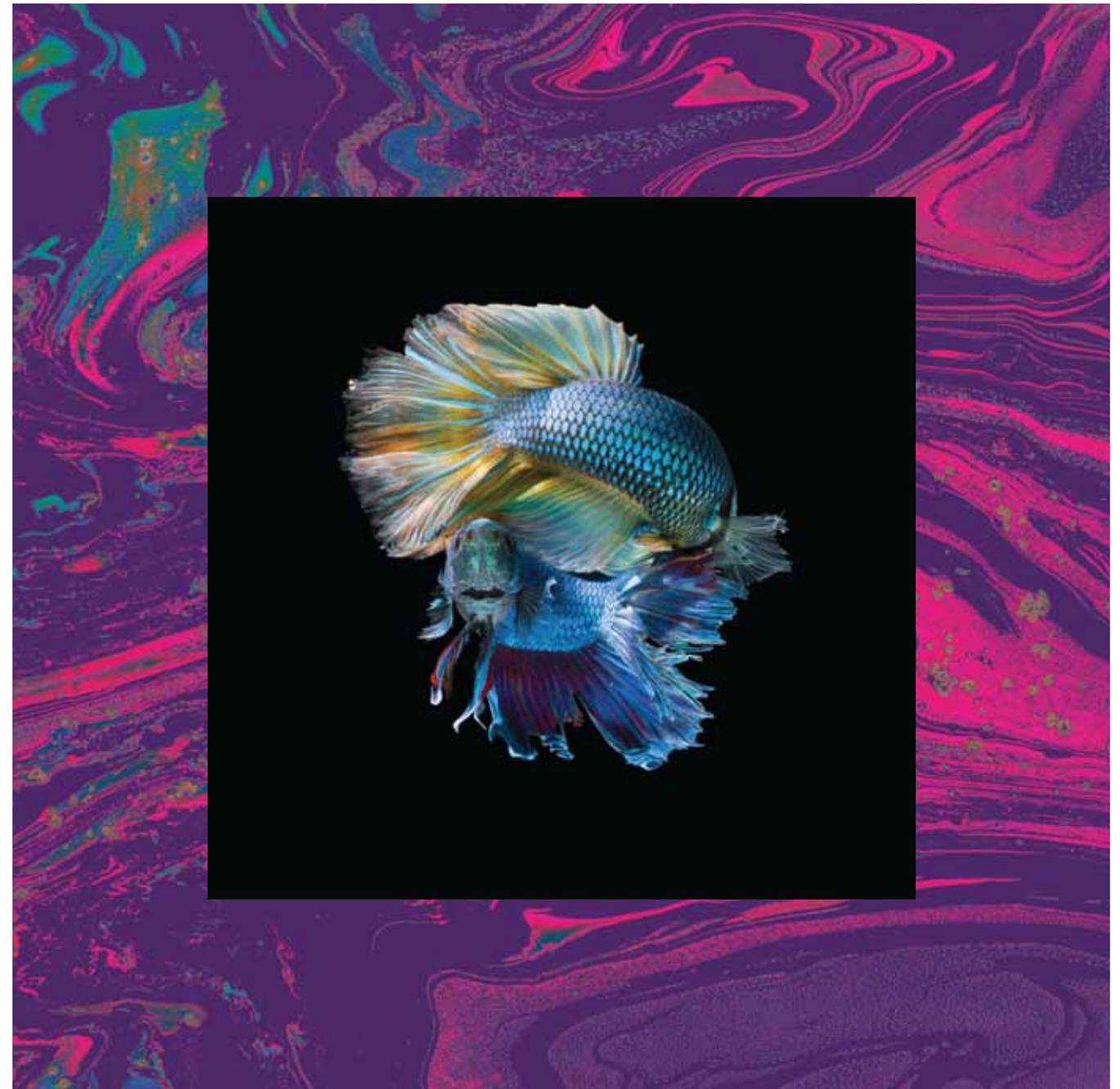


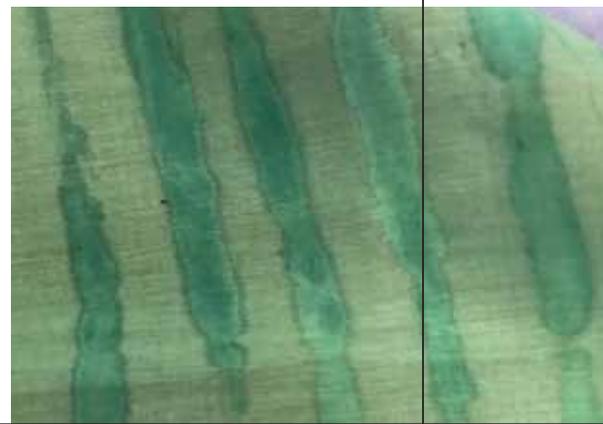
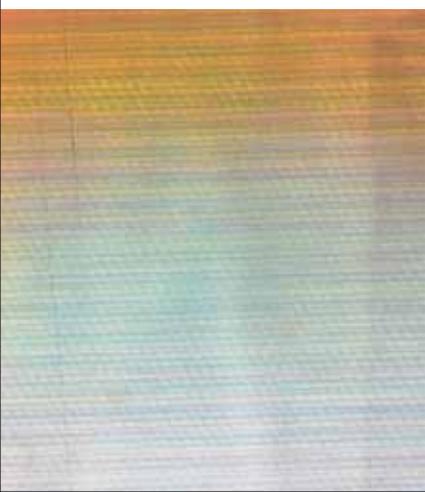
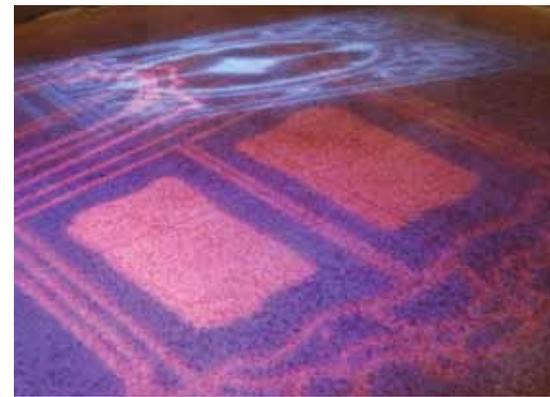
## HYPE GLAM 夸张的魅力

Bold and exuberant, this story draws inspiration from disco glam and throwback nostalgia. Photo-real prints and eye-catching shine make a vibrant statement, while sports lifestyle influences add an energetic vitality to this extravagant theme.

大胆而充满活力，这个故事从迪斯科的华丽和回归怀旧中汲取灵感。仿如照片般真实的印花和引人注目的闪耀效果令整个感觉充满活力，而受到运动的生活模式的影响，为这个奢华的主题增添了活力。







# FABRIC 面料

Glamorous materials are marked with eye-catching effects for bold statements, while high-tech performance textiles add ease and functionality

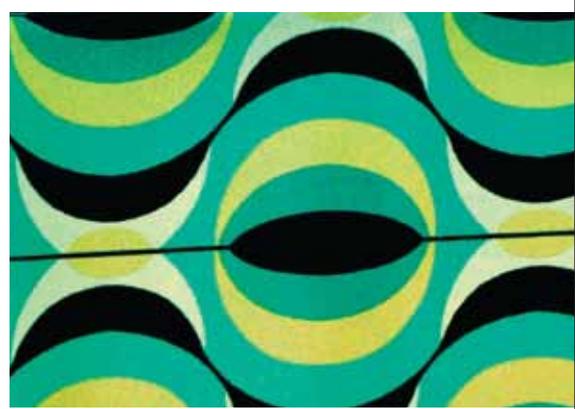
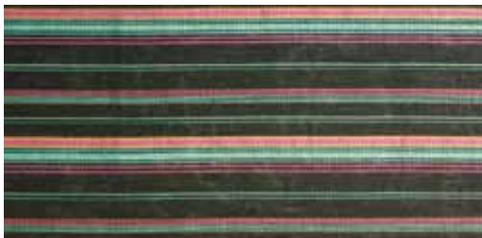
Polyester, nylon, viscose, silk satin, printed chiffon, metallic and glitter, iridescent and neon reflective, synthetic voile and mesh, stretch jersey, laminated coatings, wet look, laser-cut effects, synthetic voiles and mesh.

迷人的物料具有引人注目的醒目效果，而高科技高性能纺织品则增添了方便性和功能性。

涤纶、尼龙、粘胶纤维、丝缎、印花雪纺、金属和闪石、彩虹色和萤火反光物料、合成玻璃纱及网布、弹力汗布、层压涂层、湿润外观、激光切割效果。

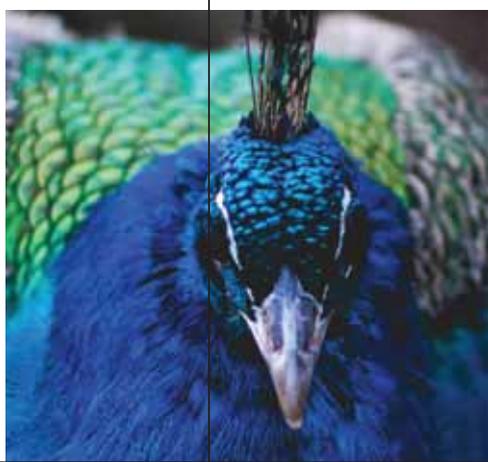
# PRINTS & PATTERNS

## 印花及图案



Striking images take centre stage in this graphic range of photo-real prints. Ombre and tie-dye wash effects add depth to variegated stripe patterns.

引人注目的图案占据了仿如照片般真实的印花之中心位置。渐层和扎染洗涤效果为杂色条纹图案增添了深度。



## 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.

### 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)

### 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)

### 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.

## 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。

### NELLYRODI™ AGENCY – 法国巴黎

1998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)

### Doneger Creative Services – 美国纽约

Doneger Creative Services (DCS)是生活品味及商业界首屈一指的策划及创作顾问公司。作为The Doneger Group的子公司，DCS除了是备受零售业界信赖的策略建议者，亦是商业策略的环球领导者，他们对于突破性的创作意念有著独特的观点，同时又能保留商业元素。公司的宗旨是透过创意思维，灵感实践及品牌策略由去坚定客户设计的信心。DCS的总监Kai Chow带领著一群出色的市场前瞻者、概念设计师、潮流分析师和品牌策划师，透过设计产品及品牌，启发及指导客户塑造具影响力的市场策划。

[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)

### 井上佐知子 – 日本东京

井上佐知子在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。

# COLOURS 颜色

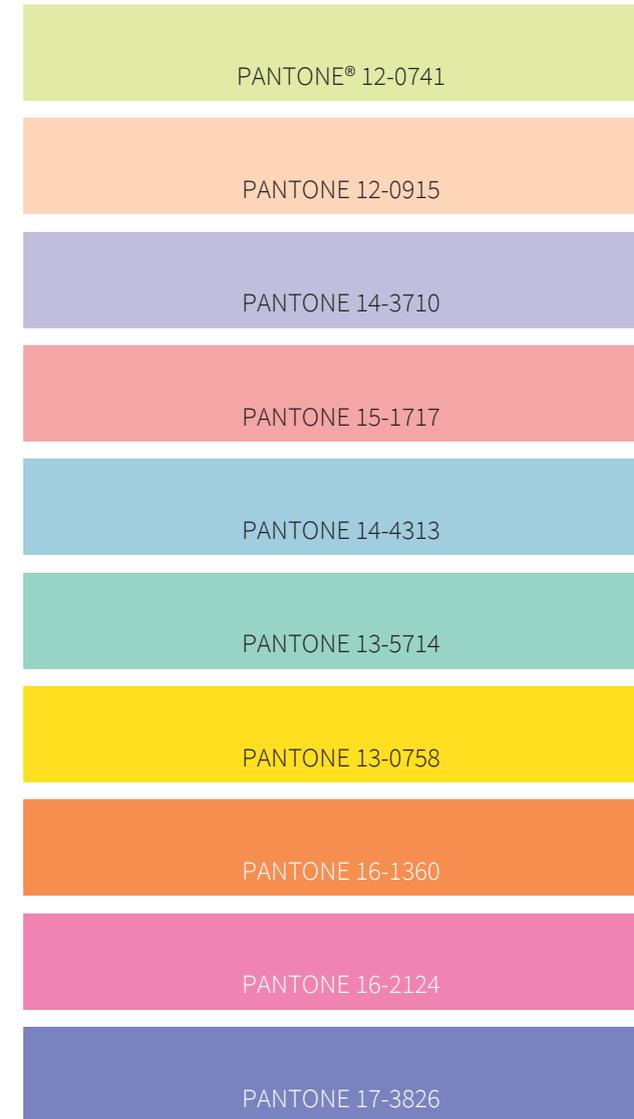
Human Vision 人类视觉



Earth Energy 地球能量



Well Lab 美好实验室

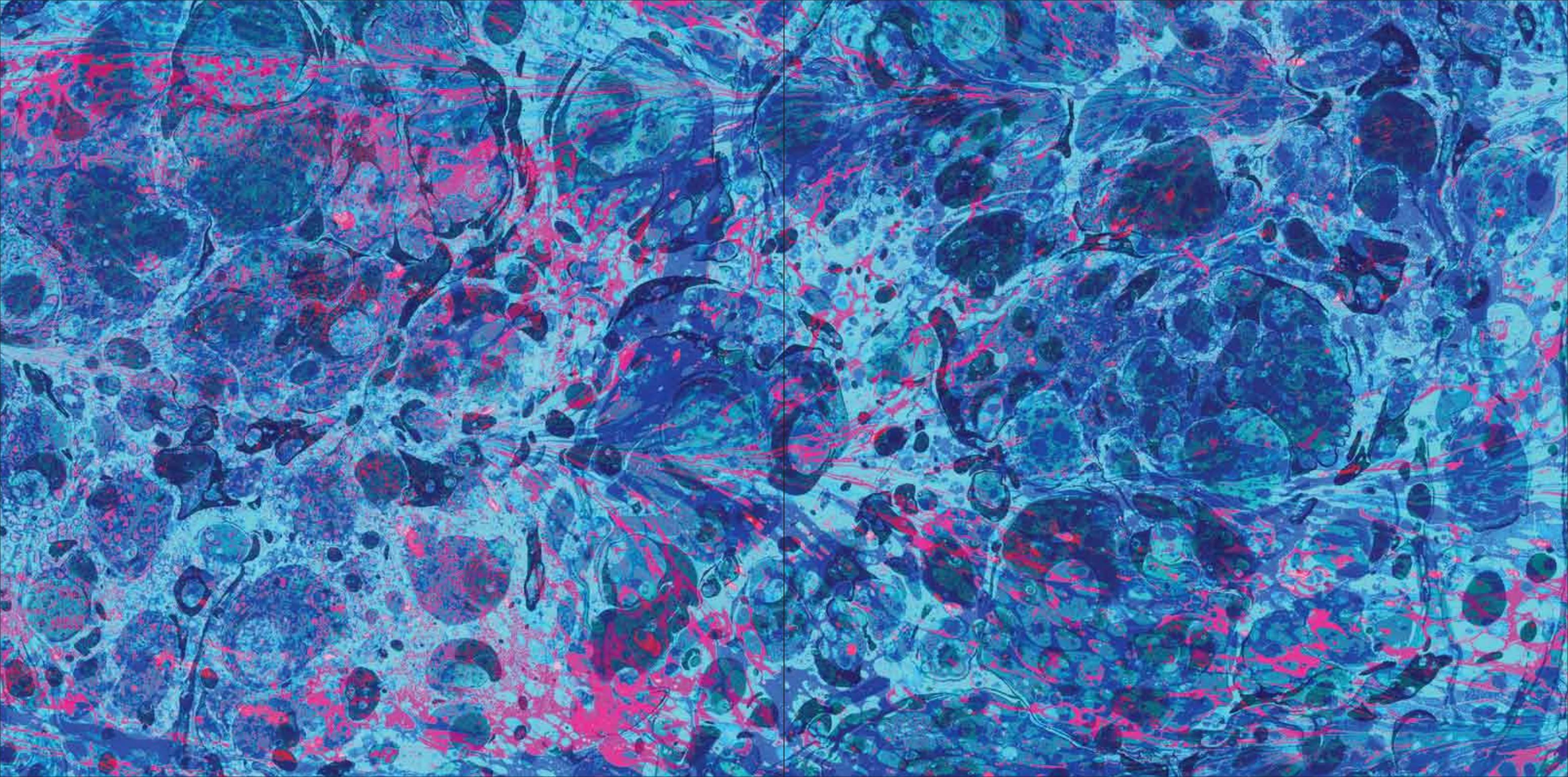


Hype Glam 夸张的魅力



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