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
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，设计亦会追随这段潮流，从而令美学、认证、科技、工艺、文化的界线将会变得模糊。
HUMAN VISION

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和了
新的形式，而科技则为当这个世界都风格增添了一种精致的感觉。
COLOURS 颜色
A palette of sophisticated neutrals from stone white to graphite grey, ideal for refined, modern applications.

精致的中性色调，从石白色到石墨灰，是精致而富有现代感的最佳选择。
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.

Fabric面料

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

天丝、莫代尔、氨纶丝、纸、人造丝、真丝、棉混亚麻合成混纺、薄纱交织纱、纱纱、透明薄纱、钩编花边、暗花及反光、纹理帆布、紧密针织、色丁、褶皱纹理、功能性涂层、烧花印花、提花。
PRINTS & PATTERNS

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

From古老的形到神的形策，色的印花和图案
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定造的感觉。
EARTH ENERGY
EARTH ENERGY

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.

地球能量

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费和环保物料。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。
COLOURS 颜色

A range of earthy, vegetal hues inspired by rustic meals and home-grown gardens, suited to casual everyday applications.

一系列大地、植物色素，源于乡郊美食及自家种植的花园，适合日常的休闲色调。
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、植物及环保色彩染料、有机棉、折叠棉麻、工作围布、经典布料、高性能尼龙、乡村纱线染料、染色花式针织、深度染色孔眼、精致针织编织、竹节布、蕾丝。
Prints draw inspiration from vintage botanical drawings, featuring modest woodblock prints and whimsical hand-drawn motifs. Patterns include rustic stripes and farmhouse plaids.

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。
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.
COLOURS 颜色

A range of colours suited for bold youthful statements – toy box brights, neo pastels and fluorescent influences capture the unapologetic nature of digital creativity.

一系列适合陈述大胆年轻的颜色 — 欢乐盒般的明亮颜色、新派粉和霓虹色调带出数码创意的玩味特点。

PANTONE 13-0758
Eco-friendly materials are repackaged in vibrant colours and youthful textiles, showcasing a bright new attitude towards sustainability.

Biotech, recycled polyester and cotton, nano piqué, orange and coconut fibres, plastic tweed, translucent knit, sheer seersucker, stretch jersey, inflated surfaces, geo plissé, polyurethane coating, clip jacquard.

以新颖的色彩和年轻的纺织材料为环保概念重新包装，展现可持续发展的全新态度。

生物技术、再生涤纶和棉、纳米珍珠、香蕉和椰子纤维、塑料花呢、半透明材质、透明泡泡纱、弹力汗布、几何格、聚氨酯涂层、夹克拉花。
Optimistic and playful, prints feature super flat aesthetics and anime inspiration. Patterns have a digitized quality, with glitch and ombre effects.

印有超扁平美学为特色，并受到动漫角色启发，图案具有数码化质感，斜线和渐层效果。
HYPE GLAM
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怀旧中汲取灵感，仿若照片般真实的印花和引人注目的闪耀效果令整个视觉充满活力，而运动的 生活模式的影响，为这个奢华的主题增添了活力。
COLOURS 颜色
Saturated hues, metallic shine, and luminous neon channel the charisma of disco glam – suitable for a wide range of bold applications from activewear to evening.
饱和的色调，金属般的光芒和明亮的霓虹灯展现迪斯科魅力，适合从运动装到晚上的各种大胆应用。
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.

The fabrics are designed to be eye-catching and functional, offering a wide range of options for different applications.

The materials listed above include polyester, nylon, viscose, silk satin, printed chiffon, metallic and glitter, iridescent and neon reflective, synthetic voiles and mesh. These materials are designed to be used in various applications, including fashion, home decor, and functional textiles.

The fabrics are also designed to be soft and comfortable, making them ideal for use in clothing and home furnishings. They are also designed to be durable and long-lasting, ensuring that they will remain in good condition over time.

The range of materials available includes polyester, nylon, viscose, silk satin, printed chiffon, metallic and glitter, iridescent and neon reflective, synthetic voiles and mesh. These materials are designed to be used in various applications, including fashion, home decor, and functional textiles.

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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.

引人注目的图像占据了仿如照片般真实的印花之中心位置。渐变和扎染洗染效果为杂色条纹图案增添了深度。
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 processes 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, Paris, Tokyo and Milan. 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 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

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

SACHIKO INOUÉ – 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 consultant. 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 Oasis in the trend forecasting and textile consulting field in both Japan and overseas fairs.

www.elementimoda.com

ELEMMI 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 organizes trend conferences for international apparel companies. It also provides extensive research and development services for commercial textile products, such as fibres, yarns, fabrics and knits. Creative Director Ornella Bignami is a specialist in fibres, colours, yarns and fabric developments for fashion and home.

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### COLOURS 颜色

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2019年3月12－14日
国家会展中心（上海）

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