REGENERATION
再生
We are living in an era of environmental, societal, cultural, and economic challenges. Now is the time to change our perspective and view things with a fresh optimistic eye. Inspired by young “positive activists”, we want to take a more respectful approach to ourselves, others and different cultures to build a luminous future.
Let’s regenerate!

我们生活在一个面对环境、社会、文化及经济挑战的年代。
现在是时候改变我们的看法，以崭新的眼光看待事物。
受年轻的「积极分子」启发，我们希望对自己、他人和不同文化采取更加尊重的态度，以建立一个光明的未来。
让我们再生吧！
Through lightness and transparency, the body is naturally honoured as we fully embrace the notion of inclusivity. Sheer and natural tones reveal a raw and poetic humanity. Well-known classics and crafted heritage are reinterpreted in a way that will last and be better for the natural world. New colours and fabrications are to be developed using modern technology introducing an era of natural elegance, refined imperfection and smart preciousness.
Fresh and luminescent colours. An emotional range of whites, and delicate skin tones extend to a frozen and poetic strange pastel. The effect is sensual and charming, with lustre and transparency. Silver yarns can be added.

清新和光亮的顏色。一系列隨情感變換的白色，精致多樣的膚色，延伸至凍結而富有詩意的柔和色調。效果是感性而迷人的，具有光澤和透明度。還可以添加銀紗。
- Lightweight: gentle touch, providing delicate comfort.
- Clean perfect surfaces with refined textures.
- Transparency: light fabrics, jacquard on almost transparent backgrounds.
  - Burn-out effects.
- Lustrous and iridescent finishing.
- Sentimental, feminine and charming sheerness: tulles, delicate laces, mesh.

- 轻巧：轻柔的触感，带来细致的舒适感。
- 以精致的质感展现光洁无暇的表面。
- 透明感：浅色面料、提花、搭配几乎是透明的背景，烧花效果。
- 光泽和虹彩饰面的后整技术。
- 感性、女性化和迷人的柔韧性：薄纱、细腻的蕾丝、网格布。
Softly sketched flowers and shadowy traces of supple foliage evoke a modern romance, mixed with refined irregular shirting stripes printed on evanescent textures, delicate pastel travel engravings, and ephemeral optical draws.

轻柔的花朵和柔和的叶子阴影唤起现代浪漫气息，混合精致而不规则的衬衫条纹。印在瞬息即逝的纹理上。精美的蜡笔旅行版画和一瞬即逝的视觉绘图。
Urban farmers and gardeners reinvent tomorrow’s world. Function leads fashion, menswear sets the tone. A return to natural fibres is the core as consumers opt to buy less yet buy better. Simple workwear, and durable innovative essentials. Short supply circuits, local and/or transparent production: the city aesthetic is reinvented along new virtuous lines that unites technology with a farmer spirit, utilising comfortable raw materials with modernist lines.
Vegetal khakis and greens in different tones are the base. Natural neutrals and warm browns are used as complements. Gentle sunlight yellows and gold can be used as accents.

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<th>COLOURS</th>
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Spring & Summer 2021
- Simple workwear with compact basic cottons or linens and twills like denims.
- Well-worn looks: tone on tone fabrics, lightly stone washed and raised finishing.
- Stretch is very important for comfort.
- Technical fabrics are required, such as performance nylon and recycled, rainproof, windproof and breathable fabrics.
- Checks and madras for shirting to give an Indonesian feeling.

- 简单的工作服，配有紧密的基础棉或亚麻布和斜纹布（如牛仔布）。
- 陈旧的外观：同色系配色的面料，轻度水洗及风化处理。
- 弹性对于保持舒适感非常重要。
- 需要使用功能性面料，例如高性能尼龙和可循环再造、防雨、防风和透气的面料。
- 格子布和马德拉斯布用来制作衬衫，带来印尼风情。
A botanical inspiration with 3D effects like an arty camouflage. A fantasy of elsewhere is translated in geography maps, exotic stripes, modern ikats stripes and lightweight madras checks in a more Indonesian way.
SPONTANEITY

positivism
乐观主义

optimistic
乐观

artificial colours
人造色彩

extra normal
非常普通

fun & feel good
有趣且感觉良好
A rising generation of aesthetes comfortable in their own skins and mind are inciting us to put on the brakes. They respond to accumulation with subtraction: less fake, less ironic, less superfluous.

A cheerful, joyful way of rediscovering adolescence for a more light-hearted attitude to everyday life. Made with love, humour and integrity. Revisiting the vintage allure of the 70s through a unique confluence of reality and artificiality.
COLOURS

Sunny, ultra-cheerful and deliciously retro-tonic, this mood celebrates the grace of dynamic, strong primary lights mixed with reassuring essential nostalgic neutrals. An ode to happiness.

阳光明媚、超级欢快及惬意的复古色调，彰显出动感十足的灯光原色与令人放心的怀旧中性色调。幸福的颂歌。
- Confluence of artificial and natural: preppy cottons, triacetate, linen, poplins, piqués, compacts, sergés.
- Whitened aspects are requested for all fabrics even for new denims.
- Beside the natural look, synthetic fabrics will be needed such as nylon and polyamides.
- Chambrays and pencil stripes are needed.
- Circular knitting will have a fresh look.

- 人工和天然的交织：学院风棉、三乙酸醋、亚麻、府绸、珠地布、紧密纱及哔叽。
- 所有面料都要塑造成发白的外观，包括新牛仔布。
- 除了天然的外观，还加入合成纤维，例如尼龙和聚酰胺。
- 约织异色布和铅笔条纹都是需要的。
- 圆形针织粒感焕然一新。
Fresh and retro, a naïve playful offer across 70s flower styles, youthful picnic style geometrics and plaids, funny but modern nautical stripes. “Everyday activity” motifs can be revisited to push humour.

清新复古，跨越70年代的花朵风格，年轻的野餐风格搭配几何图案和格子，还有有趣的现代航海条纹，弥漫著一种天真玩味的气息。「日常生活」的概念再被推崇，以增添幽默感。
DIVERSITY
多样化

An expressionist lifestyle which becomes the official language of a new aesthetic world, remixed codes and influences that honour the bold and the resourceful, teams and neo artisans.

A deep desire to stand out and be different. Like a cure for the world’s standardisation everyone flaunts their most flamboyant singularity.

A song of joy, a song of life, a song of pride.
COLOURS

颜色

A bright range of colours inspired by synthetics, mixed with deep pigments and earthy shades. Reds and brown are combined with indigo blues. Metallic yarns and neon exotic accents are used such as copper gold, yellow Rio, Curacao blue and bright purple.

灵感来自合成材料的各种色彩，并融合了深色颜料和泥土色调。红色和棕色与靛蓝的组合。
金属丝和凸显异国风情的霓虹色调，例如古铜金、里约黄、库拉索蓝和亮紫色。
- With a rough and rustic summer feel: cotton, cupro, linen, paper.
- Summer blends of worsted wool, with silk or recycled nylon.
- Premium style techniques and decors such as embroideries, brocades, burn-out, cut yarns, overprints on jacquards with an ethnic inspiration.
- XXL madras check weaves.
- Handmade knits in recycled polyester and nylon.

- 有著粗樸而質樸的夏季感: 棉、鈕氨、亞麻、紙。
- 夏季的混紡使用精紡羊毛與真絲或再生尼龍。
- 高檔風格的技术和裝飾，例如刺繡、織錦、燙花、斷釦、提花上的迭印，都帶有民族色彩。
- 雙面加大絨的德拉斯格子布。
- 再生棉和尼龍制成的手工編織物。
INTERTEXTILE SHANGHAI
Apparel Fabrics

PRINTS

A craft-heritage look across ethnic ikats, batiks, shibori, tied and dyed technics. For weaving as well as prints, wide bicoloured stripes.
In a more vibrant arty look, recoloured red irregular stripes, push giant expressive motives and multi-coloured jungle leaves like a "happy savoir-faire to wear.”

各种具民族特色的印卡（ikats）、蜡染（batiks）、绞染（shibori）、扎染工艺等手工艺遗产，用于编织和印花，宽幅双色条纹。
鲜艳而带艺术感的外观，重新上色的红色不规则条纹，凸显巨大的表达动力以及多种颜色的丛林叶子，仿如「具愉快而自如的穿搭能力」。
COLOURS 颜色

**SOBRIETY 再生**
- PANTONE® 12-0404
- PANTONE 14-1305
- PANTONE 11-0701
- PANTONE 12-0721
- PANTONE 13-0814
- PANTONE 14-1127
- PANTONE 14-1231
- PANTONE 13-4304
- PANTONE 13-3406
- PANTONE 11-0601 Bright White
- PANTONE 13-0117
- PANTONE 13-2806

**PRESERVATIONS 保存**
- PANTONE® 18-6018
- PANTONE 16-5804
- PANTONE 15-0146
- PANTONE 17-4015
- PANTONE 16-1332
- PANTONE 16-1406
- PANTONE 13-0850
- PANTONE 12-0530

**SPONTANEITY 自发性**
- PANTONE® 15-3507
- PANTONE 13-0648
- PANTONE 19-3940
- PANTONE 16-1541
- PANTONE 13-0117
- PANTONE 15-4101
- PANTONE 16-5721
- PANTONE 14-1217

**DIVERSITY 多样化**
- PANTONE® 13-1341
- PANTONE 19-3540
- PANTONE 18-1741
- PANTONE 18-4244
- PANTONE 17-1664
- PANTONE 16-1541
- PANTONE 12-0721
- PANTONE 12-0815
- PANTONE 13-2806
- PANTONE 12-0530

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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 has been established in China since 2002, and Michael Bonzom is the Asia creative director. www.nellyrodi.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.

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, trends and branding strategies to inspire and guide clients through designing products and brands that make an impact.

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

NELLYRODI™ AGENCY — 法国巴黎

1985年在巴黎成立，NellyRodi是一家专注于创新及创意的顾问公司。时至今日，于巴黎、上海、东京及纽约等地设有办事处，有助客户探索全球趋势及提供服务。NellyRodi为不同品牌、投资基金、以及顾问机构提供顾问服务，协助他们在世界各个时尚领域及市场推广、产品研发及数字化技能。

NellyRodi自2002年起已在日本设立办事处，Michael Bonzom是当时的亚洲顾问总监。

www.nellyrodi.com

井上佐知子 — 日本东京

井上佐知子于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。随后于日本一家重要的纺织材料生产商，贸易公司，加工开发产品生产商，提供潮流预测及顾问服务。她同时亦领导JFW (Japan Fashion Week) 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。

DONEGER CREATIVE SERVICES — 美国纽约

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www.doneger.com

ELEMENTI MODA — 意大利米兰

Elementi Moda成立于1979年，旨在为纺织企业及纺织品公司提供顾问、形象设计及产品设计服务。此公司最为各国企业举办潮流趋势会议，并提供推广的商业纺织品设计及开发服务，包括纤维、纱线、布料及针织。其创作总监 Ornella Bignami女士是纺织、色彩、纱线、时装配料及家用布料发展方面的专家。

www.elementimoda.com
Visit the Trend Forum at
Intertextile Shanghai Apparel Fabrics – Spring Edition
11 – 13 March, 2020
National Exhibition and Convention Center (Shanghai)

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