

intertextile

SHANGHAI apparel fabrics
SPRING & SUMMER 2022 春夏趋势





Photo by Cecile Rosenblatt



SECURE

安全感

There will be a before and an after!

No matter where we are in the world, our society's model is being challenged. This season, fashion and textiles meet this challenge and are divided into two major directions:

- The first direction takes a refuge/shelter spirit. It is intimate, serene and expresses calm, peace and confidence. A spirit of poetic, romantic innocence will ensure it's even more gentle and reassuring. Colours and materials are natural, pastel and the starting point of creating eco-responsible collections.
- The other, more expressive direction is free from anxiety. Here, everyone may express their personality and optimism in a joyous, festive future. Inspiration is sourced from regional crafts and lost paradises, featuring earthy colours dominated by scorched browns and greens. On a more joyful note, bright colours and high-performance fabrics ensure a safe and secure victory!

世界将被分为“从前”及“以后”！

不论我们处于世界何方，我们的社会模式都正被挑战着！今季，时装和纺织品正迎合这个挑战，并分为两大方向：

- 第一个方向，取材于慰藉庇护的精神，其亲密安详的感觉带出平静、和平及自信。如诗般浪漫纯真感觉，进一步保证它更温和及安心。天然、柔和的色彩及物料，是创建负起保护生态责任系列的起点。
- 另外一个更富感情的方向，令你全无挂虑；在此，每个人都可在欢乐、节日喜庆的未来，表达出自己的个性和乐观主义。灵感源自地方手工艺和失乐园，以朴实的焦土棕色及绿色为主的颜色为特色。令人更欢愉的是色彩鲜艳及高性能的面料，保证带来安全可靠的胜利感！

ESSENTIALS

基本要素



timeless
永恒

authenticity
真实性

refuge
安全地带

low profile
低调

high performance
高性能

ESSENTIALS

基本要素

Focus on timeless, essential authenticity. We dream of a simple life, a life lived in the moment. A low-profile atmosphere where functionality and sustainability are more than ever at the heart of our values. The garment becomes a refuge. Durable materials, ethics and transparent production methods are more than ever essential. The urban wardrobe is minimised and designed in raw materials with workwear trims, finishes and details. High-performance techniques provide protection to meet the demands of everyday life.



聚焦于永恒、基本的真实可靠性。我们梦想的是简单、活在当下的人生。低调的氛围使实用性及可持续性这些价值前所未有的而又牢固地驻于我们心中。衣服成为了慰藉。耐用的物料、良心及透明的制造方法是比以往更重要的基本元素。都市人的衣饰尽量简化，以原材料设计盛载工作服装的修边、饰面及点缀物。高性能技术正好为满足日常生活所需提供保护。

COLOURS

颜色

Two clean, simple, timeless palettes mixed with touches of light, patinated greys and pinkish earth tones.

- Palette of timeless beiges: blonde wood, greyish clay, warm beiges, light taupey grey, high-tech steel and mineral shine
- Raw, organic blues: indigo, washed denim, blue dawn

PANTONE® 13-1105

PANTONE 12-0910

PANTONE 12-2904

PANTONE 15-1430

PANTONE 14-0000

PANTONE 16-0000

PANTONE 14-4122

PANTONE 18-3916

两组乾淨简单恒久的颜色，混合浅铜绿灰色以及粉红土色调。

- 恒久的米色色组：金木色、灰陶土色、暖米色、浅灰褐色、高科技钢色及矿物光泽色
- 有机蓝原色：靛色、水洗牛仔布色、破晓蓝色

FABRICS

面料



Daze magazine/heavy weather



High quality fabrics are preferred for a natural look: organic linen, cotton, silk and Tencel.

- A sophisticated rustic look with a soft touch: mock leno wool crepe/polyester twill/basketweave macramé/clean wool + viscose/clean raw denim
- Oxford shirting/chambray/simplified poplin stripes and checks
- Natural blends: wool + silk/linen + cotton/cotton + recycled polyester
- High performance with recycled polyester: compact satin/air permeability/parachute silk/sturdy ripstop/antibacterial tech, all in solid colours with metallic shine
- Supple jerseys, open-work knits, French terry

高质量面料是自然好看的首选：有机亚麻布、棉布、丝绸及天丝。

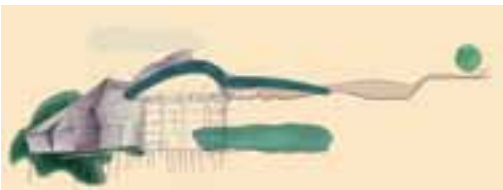
- 精密而质朴、带柔软触觉的外观：仿纱罗羊毛绉织物 / 聚酯斜纹布 / 篮子编织花边装饰结 / 乾净羊毛加黏胶织物 / 乾净粗牛仔布
- 牛津衬衫 / 条纹格子布 / 简化条纹格纹府绸
- 天然揉合：羊毛加丝绸 / 亚麻布加棉布 / 棉布加循环再用聚脂
- 高性能物料以及循环再用聚脂：紧密缎 / 透气性 / 降落伞丝 / 里普斯顿 / 抗菌科技，全部用带金属光泽的实色
- 柔韧的平针织物，网状细工织物，法国毛圈





PATTERNS

图案花纹



Less is more, but sensitive and refined.

- Discreet stripes
- Fine tone-on-tone checks
- Porcelain blues
- Clean bicolour geometrics
- Internet language prints
- Frozen and refracted prints
- Micro florals

以简胜繁，但细腻而优雅。

- 低调朴素的条纹
- 精美同色深浅格子
- 青花瓷图案
- 乾净的双色几何图形
- 互联网语言印花
- 冻结与折射印花
- 微型碎花

POETICS

诗意

#

past&present
今昔

softness
柔软度

re-root
重新扎根

faith
信念

refined D.I.Y.
精制 D.I.Y.

POETICS

诗意

An intense need to re-root ourselves in history. Poised between past and present, here and elsewhere, adrift in a tranquil frame of mind, we dream about beauty that heals, design that soothes and enriches our soul. Nourished by our local cultures and traditions, a melodic ballad in a new vernacular is invented. Here we find perfection in the imperfect, authenticity in spontaneity, and joy in innocence as we rediscover faith in the goodness of humanity and reconnect with our communities.



一个把我们重新扎根于历史的热切需要。在过去和现在、这里和任何地方中，保持着平衡。在平静的意识框架之中漂流，我们梦想着可以治疗心灵的美，以及可以舒缓、充实心灵的设计。受到本地文化和传统的润泽，我们创作出一种新的民间风格旋律。当我们从人类的真善美中再次寻到信念，并与我们的社群重新联系起来的时候，于此，我们从不完美中找到完美，从自发性中找到真实性，及从天真无邪中找到喜乐。

COLOURS

颜色

A delicate palette of soft, fresh, almost historical mid-tone pastels combined with the delicacy of simple vintage tones that appear to be faded by the sun. Pinks are important this season. They are fresh, occasionally regressive or historical, and are completed by a soft, dusty lilac, a faded terracotta and a bleached olive green.

PANTONE® 12-0915

PANTONE 15-1821

PANTONE 13-3207

PANTONE 11-0602

PANTONE 15-3507

PANTONE 18-1613

PANTONE 16-5515

PANTONE 15-4105

柔和、清新，几乎具有历史色彩的中间色调，加上看起来似乎被太阳晒得褪色的简单复古色调。

各种粉红色都是这一季的重要颜色。清新、偶尔带点回归或历史气息的粉红色，并以柔软粉末状的紫丁香、褪色的赤陶土和漂白了的橄榄绿来衬托。

FABRICS

面料



A pretty, refined mood in a romantic, grandma 'trousseau' style. Textures are mixed with jacquards from delicate vintage archives revisited and modernised.

- Openwork effects: delicate laces, broderie anglaise, swiss embroideries, embroidered eyelet, guipure and laser cuts
- Crochet lace knits/raschel knits
- Seersuckers, crisp hands, striped and gingham jacquards
- Crepes, crepons in cotton + viscose/silk/rayon
- Delicate, vintage style jacquards, optical or mock solids: canvas/poly-cotton blends
- Silk effects and satin

漂亮、高雅心情、来自祖母“嫁妆”的浪漫风格。质感由经过审视和现代化的精致复古提花混合而成。

- 网状细工效果：精细的蕾丝花边、英国刺绣、瑞士刺绣、刺绣孔眼、网路花边及镭射切割
- 钩针蕾丝编织品/拉舍尔针织
- 泡泡纱、布碎、条纹或格子提花
- 绉、重绉织物，棉加黏胶/丝绸/人造丝
- 精致复古风格提花、视角或仿固体：帆布/聚脂棉混纺
- 丝绸效果及缎子





Studio loco



Closed mock up



PATTERNS

图案花纹



Melanie Rey



Photo by Melanie Rey



Liberty



An ode to historical knowledge, archives and heritage.

- Little historical tapestry flowers combined with geometric florals
- Enchanted herbariums
- Folky, vintage hand-painted effects
- Sweet figurative patterns
- Antique engraving inspiration

历史知识、存档和遗产的颂歌。

- 感觉历史悠久的小型花朵图案挂毯，结合几何花瓣
- 魔幻的植物标本集
- 民间复古手绘效果
- 甜美的具象图案
- 充满灵感的仿古雕刻



PARADISES

天堂

Empyrean, Burning Man Temple by Renzo Verbeek & Sylvia Adrienne Lisse

#

utopia
乌托邦

altruism
利他主义

elsewhere
别处

(sm)art&craft
智能手工艺

optimism
乐观

PARADISES

天堂

Driven by the belief in a better elsewhere, inspiration comes from lost paradises, like deserts or faraway islands with authentic culture, craft and inspirations. We find ourselves dreaming of boundless horizons and seek an escape to exotic, far-off regions. We learn the importance of community, the delight of living simply, and the value of the spiritual over the material. A new more supportive, solar, communal Eden in an explosion of good vibes, visual experimentations and ethical values.



Arcosoli Ad France Alcorati/Ad France



Philippe model chair



Photo by Cécile Rosenstrouch



Photo by Jackie Nickerson



Rodman Primack Mexico residence



Stones Garden by Mohammed Ahmed Ibrahim



Pinterest

深信世外有更美好的地方，受到这个信念所驱使，沙漠或遥远岛屿等失乐园将带来地道文化、手艺及灵感来启发我们。我们常常发现自己梦寐以求无疆界的地平线，并希望逃离尘嚣到奇异、远离人间的地带。我们了解到社群的重要性、简朴生活带来的喜悦，以及心灵上的价值比物质更加重要。当美好的心灵感应、视觉试验及道德价值爆发时，就会出现一个崭新、更有支援性、日光之下的大众伊甸园。

COLOURS

颜色

A journey embracing a palette poised between authentic craft neutrals conjuring the scorched earthy tones of islands and regenerative folk tones bursting with optimism.

- Authentic tones: dried stone, greyed jade, golden olive, skipper blue
- Saturated pigments and folk brights: scarlet red, powdery orchid, curry yellow, bison brown, burnt henna

PANTONE® 18-4434

PANTONE 13-4404

PANTONE 18-5718

PANTONE 18-1022

PANTONE 17-2036

PANTONE 13-0946

PANTONE 13-4305

PANTONE 18-1535

犹如一趟旅程，拥抱介乎于正宗手工艺师让人联想到焦灼大地的中立色调，以及爆发乐观气息的可再生民俗色调。

- 正宗色调：乾石色、灰绿色、金橄榄色、船长蓝色
- 深浓的着色及民俗鲜色：猩红色、粉状兰花色、咖喱黄色、野牛棕色及火红褐色

FABRICS

面料

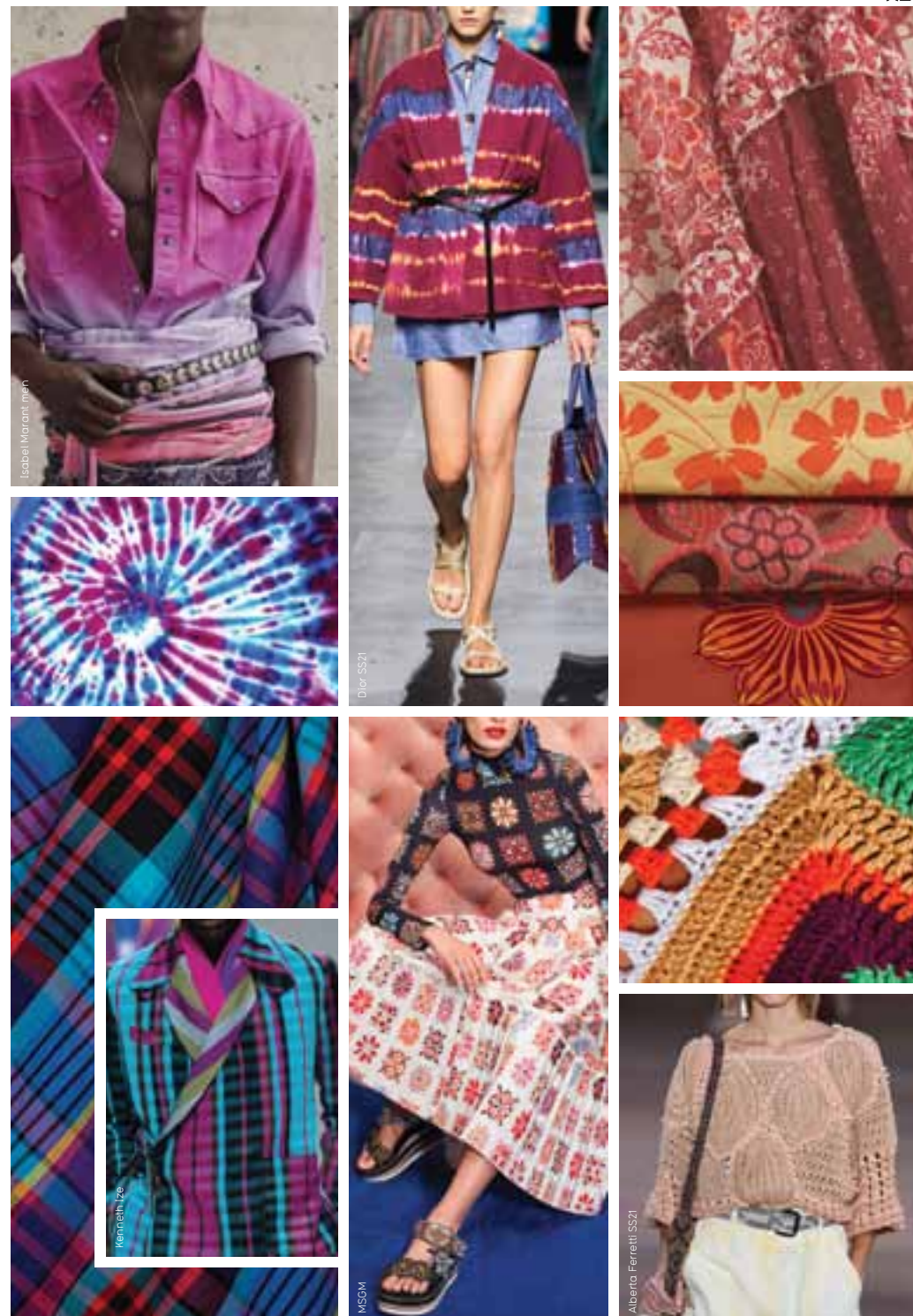


A desire for the handmade and authentic surfaces such as irregular jacquards and yarn-dyed finishes. Raw effects and imperfections in a mix of upcycled fibres or patched deadstock fabrics.

- Ethical fabrics sourced from natural or recycled fibres for easywear suits: linen, cotton, bamboo paper, silk+cotton, polyester
- Soft quilted effects/washed brocades
- Raw aspects, rustic weaves: handwoven looks, macramé knits, raw silk, arty cotton tweeds, marled and tie-dyed knits
- Jacquards from elsewhere, 'handwoven' blends or patched deadstock fabrics
- Fancy checks with raffia or paper yarns blended with cotton
- Handcrafted crochet/folk embroideries

对手工制作和真材实料的渴求，例如不规则提花和色织整理。升级再造纤维及缝补百家布混合在一起的原始效果及缺陷美。

- 取自天然或从休闲服回收的纤维中制成的良心面料：亚麻、棉、竹纸、丝绸加棉、聚脂
- 柔软的绗缝效果 / 水洗织锦
- 原材料特质、质朴的编织：手工编织外观、装饰结针织、原丝绸、艺术感棉花呢、泥灰和絮染针织
- 来自其他地方的提花、“手工编织”混纺或缝补百家布
- 与棉混纺的酒椰纱线或纸纱线制作的花巧格子
- 手工钩针编织 / 民间刺绣





PATTERNS 图案花纹

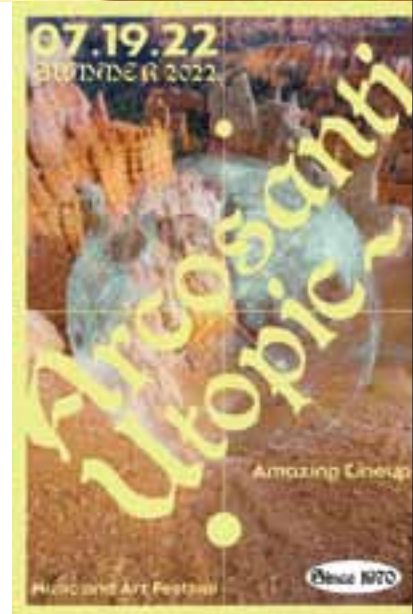


A tribute to elsewhere featuring figurative references.

- Collage/oriental patchwork mixes
- Deckchair and folk stripes
- Pop and humorous lettering with inclusive values
- Tie-dyed effects: stripes, checks, tropical leaves and flowers
- Batiks, ikats, Amerindian rug inspiration
- Naive motifs: cactuses, palm trees, flowers

向其他地方具有象征意义的参考资料致敬。

- 拼贴艺术/东方风情的补缀品混合
- 帆布摺椅和民间风格条纹
- 具有包容性价值的流行和幽默字体
- 扎染效果：条纹、格子、热带树叶和花
- 蜡染、紫染、美洲印第安地毯带来的灵感
- 朴素的主题：仙人掌、棕榈树、花



SHOW-OFF

炫耀

#

excess
过多

sensuality
感官享受

entertainment
娱乐

daily bling
日常闪烁

opulence
富丽堂皇

SHOW-OFF

炫耀

Free from anxiety...the way to feel alive!
Chromodynamics, opulence and energy expressed in a techno-luminous spirit.
Minimalism goes maximalist! Clean lines and sleek silhouettes burst forth in vibrant colours and dynamic shapes influenced by 80s-90s design. Hovering between two distinct styles: one pure, monochromatic and shiny, the other in a more glam, modern, sexy spirit with provocative touches.



Saida Saetgareeva



Photo by Cécile Rosengrauch



Photo by Christophe Tardivel



Tumblr@modcreator



Harley Davidson



Bottega Veneta



Orville Peck

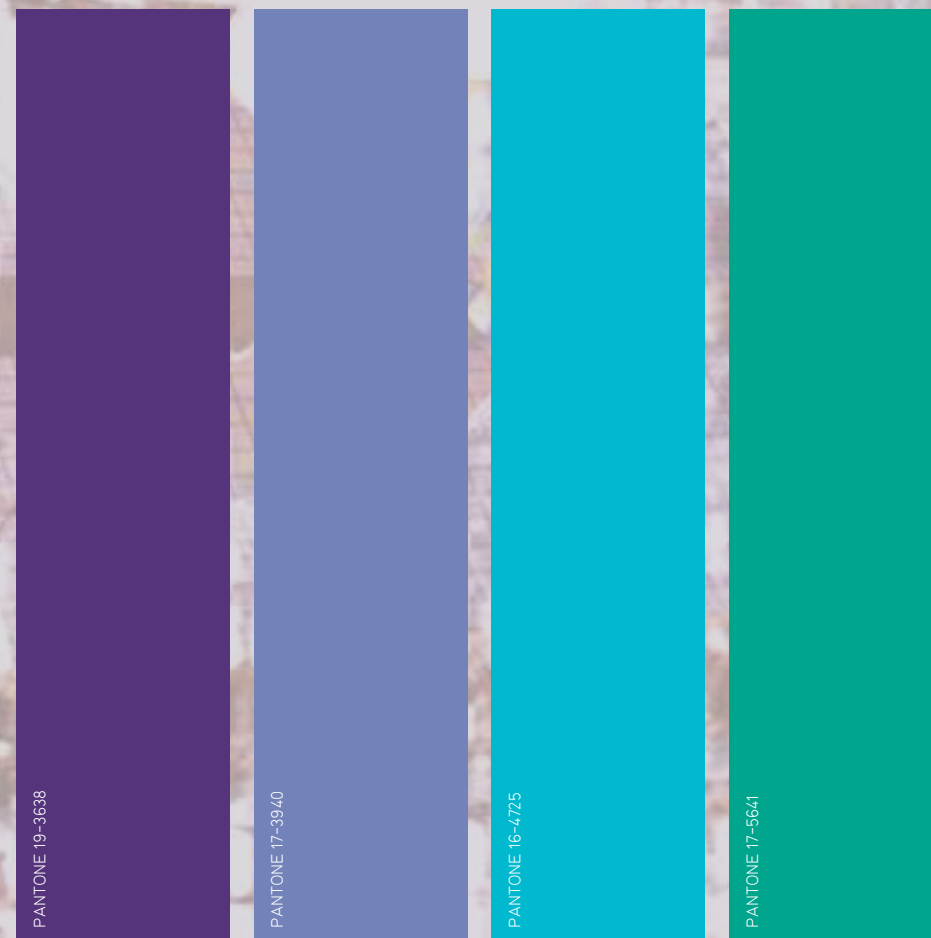
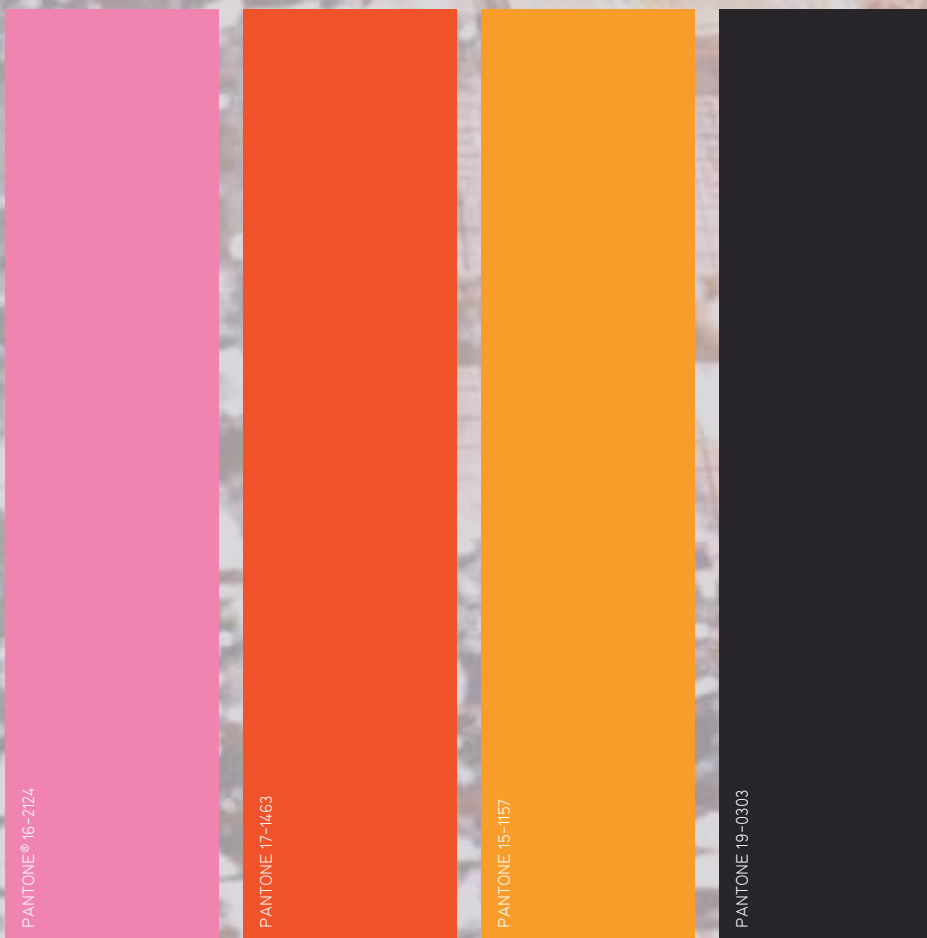
无忧无虑...真正感觉活着的方式!
以发光技术的精神表达出色彩动力学、富裕感及能量。
极简抽象艺术走向最高纲领派! 受80至90年代设计的影响, 简洁的线条和光滑的轮廓爆发出鲜艳的色彩和强有力的形状。游走于两种截然不同的风格之中: 一个是纯正、单色及明亮的; 另一个则是更迷人、时尚、带性感气息而有挑衅触觉的。

COLOURS

颜色

A desire for vibrant, almost neon colours in two main palettes. First, a glam range featuring bright warm reds ranging from pinkish tones to more orange hues, and another, colder range of deep greens and intense blues, occasionally taking a glittery direction.

- Artificial reds: focus on casino reds, flame oranges, glam pinks + gold
- Flashy high-performance cobalt, pool blues, green and a blazing yellow



希望在两个主色调中获得充满活力、近乎霓虹色彩的颜色。首先是华丽的系列，其特征是明亮的暖红色，从粉红色的色调到更多橙色的色调；另外则是较冷的深绿色和强烈的蓝色系列，偶尔会闪闪生辉。

- 人造红：集中于赌场红、火焰橙、华丽粉红加金色
- 闪烁的高性能钴、泳池蓝、绿色和炽烈的黄色

FABRICS

面料



Jonathan Simkhai



Tom Ford SS21



Volment

Bling visuals are dared to express inclusivity. Fluid, new-age synthetics and slinky, silky looks are almost always shiny or shiny/matte.

- Wet-look blends, vinyl, PVC gloss, satin, light damasks, fine and stretch jacquards, stretch cottons
- Shiny jerseys, spandex, nylon blend knits, weightless nylon jersey
- Laces, sinuous embroideries
- Decoration: sequins, fringes, pearls, glittery effects, lamé, metalised finishes
- Leather aspects or coated colored denim
- New age Airtex performance and innovative fabrics: light ripstops

珠光宝气的视觉效果敢于表达包容性。流动、新时代的合成纤维和线条优美、丝般柔滑的外观几乎总是闪亮、发亮或哑光的。

- 湿感混纺、乙烯基、PVC光泽、缎子、薄锦缎、精细拉力提花、拉力棉
- 亮泽平针织物、弹性人造纤维、尼龙混纺针织物、无重尼龙平针织物
- 蕾丝、弯曲的刺绣
- 装饰：亮片、流苏、珍珠、闪烁效果、金银锦缎、金属化饰面
- 皮革或涂层彩色牛仔布
- 新时代的农业科技性能和创新面料：轻质防撕裂面料



Belmain



Peter Do



Burberry Spring 2021



Verace AW2020



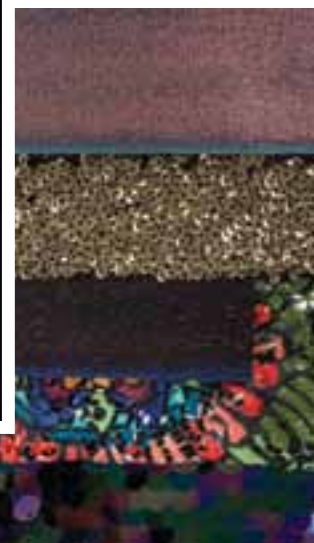
Pop Magazine Bottega



Magazine Elle Mexico



Jil Sander/Vogue Italia





PATTERNS

图案花纹



- Always opulent, visual and with lots of shine.
- Generous XXL coloured florals
 - 3D-printed graphics
 - Maximalist geometric/oversized colored stripes
 - Figurative patterns hailing from American culture: Las Vegas and entertainment influences
 - Recoloured animal skins
 - Bold, humorous texts/color-block art

始终富丽堂皇，视觉鲜明并满带光泽。

- 大方的XXL彩色花卉图案
- 3D打印图形
- 最高纳派几何图形/特大彩色条纹
- 源自美国拉斯维加斯和娱乐场所影响的象征性图案式样
- 重新着色的动物皮革
- 粗体、幽默的文字/色块艺术



COLOURS 颜色

ESSENTIALS

基本要素



PANTONE® 13-1105



PANTONE 12-0910



PANTONE 12-2904



PANTONE 15-1430



PANTONE 14-0000



PANTONE 16-0000



PANTONE 14-4122



PANTONE 18-3916

POETICS

诗意



PANTONE® 12-0915



PANTONE 15-1821



PANTONE 13-3207



PANTONE 11-0602



PANTONE 15-3507



PANTONE 18-1613



PANTONE 16-5515



PANTONE 15-4105

PARADISES

天堂



PANTONE® 18-4434



PANTONE 13-4404



PANTONE 18-5718



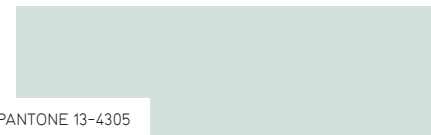
PANTONE 18-1022



PANTONE 17-2036



PANTONE 13-0946



PANTONE 13-4305



PANTONE 18-1535

SHOW-OFF

炫耀



PANTONE® 16-2124



PANTONE 17-1463



PANTONE 15-1157



PANTONE 19-0303



PANTONE 19-3638



PANTONE 17-3940



PANTONE 16-4725



PANTONE 17-5641

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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, 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

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

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，以鲜明的主题刻画未来潮流及时装材料趋势。

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自2002年起已在中国设立办事处，而Michael Bonzom是现时的亚洲创意总监。 www.nellyrodi.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。

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意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

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



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