

intertextile

SHANGHAI apparel fabrics

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.

ELEMENTI MODA – MILAN, ITALY

Elementi Moda is a forecasting and creative company which focuses on lifestyle evolution and consumer trends, offering customized consulting for the textile industry, the fashion system, home interiors. From the idea to innovative products. Elementi Moda provides trend conferences for international apparel companies and educational training for International Fashion and Design Institutes. It also provides extensive research and development services for commercial textile products: from fibres, yarns to fabrics and knitwear. Creative Director Ornella Bignami is a specialist in fibres, colours, yarns and fabric developments for fashion and home and member of International Trend Committees.

www.elementimoda.it

NELLYRODI™ AGENCY – PARIS, FRANCE

Founded in Paris in 1985, NellyRodi is an expert strategic consulting agency for the creative industries. Today based in Paris, Shanghai, Tokyo and New York, it is an international reference for forecasting the industrial and service sectors. NellyRodi helps businesses, brands, investment funds and collective organisations, their decider and their teams, from defining their brand strategy all the way to operational deployment. 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.

TOBE TDG By The Doneger Group - New York, USA

TOBE TDG is a leading forecasting and creative consultancy at the intersection of lifestyle and commerce. TOBE TDG is a special operation team for great companies, delivering business and creative strategies on branding & positioning, consumer engagement, merchandising & curation, design direction, and marketing & messaging. Its deep market intelligence informs one of the most exceptional forward-thinking and leverageable content platforms. Kai Chow, Creative Director of TOBE TDG, 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.

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