

# intertextile

## SHANGHAI apparel fabrics

### 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。

### DONEGER | TOBE – 美国纽约

DONEGER | TOBE 是一个为智能公司打造的特殊运营团队，专注于当今消费者与品牌的互动方式。

DONEGER | TOBE 团队开发和发展能够激发新战略并鼓励创新的概念，以帮助客户保持相关性。创意总监 Kai Chow 领导着一支由预测师、概念设计师、趋势分析师和品牌策略师组成的团队，以启发和指导客户设计产品和开发具有影响力的品牌。

[donegertobe.com](http://donegertobe.com)

### Elementi Moda – 意大利米兰

Elementi Moda 是一家专注于生活方式改变和消费趋势的预测和创意公司，为纺织行业、时尚系统、家居室内设计提供定制咨询。提供创意及至产品创新。Elementi Moda 为国际服装公司提供趋势分析讲座，并为国际时装和设计学院提供教育培训。它更为商业纺织产品提供广泛的研发服务：从纤维、纱线到织物和针织品。创意总监 Ornella Bignami 是时尚和家居纤维、颜色、纱线和面料开发方面的专家，也是国际趋势委员会的成员。

[www.elementimoda.it](http://www.elementimoda.it)

### NELLYRODI™ AGENCY – 法国巴黎

1985 年于巴黎成立，NellyRodi 是一间专业的创意产业战略咨询机构。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 帮助企业、品牌、投资基金和团体组织、他们的决策者及团队，从定义他们的品牌战略一直到运营部署。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](http://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。

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### **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.

### **DONEGER | TOBE - New York, USA**

DONEGER | TOBE is a special operation team for smart companies, focused on how consumers interact with brands today. The DONEGER | TOBE team develops and evolves concepts that inspire new strategies and encourage innovation to help clients stay relevant. Kai Chow, Creative Director, leads a team of forecasters, concept designers, trend analysts, and branding strategists to inspire and guide clients in designing products and developing brands that make an impact.

[donegertobe.com](http://donegertobe.com)

### **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](http://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](http://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.