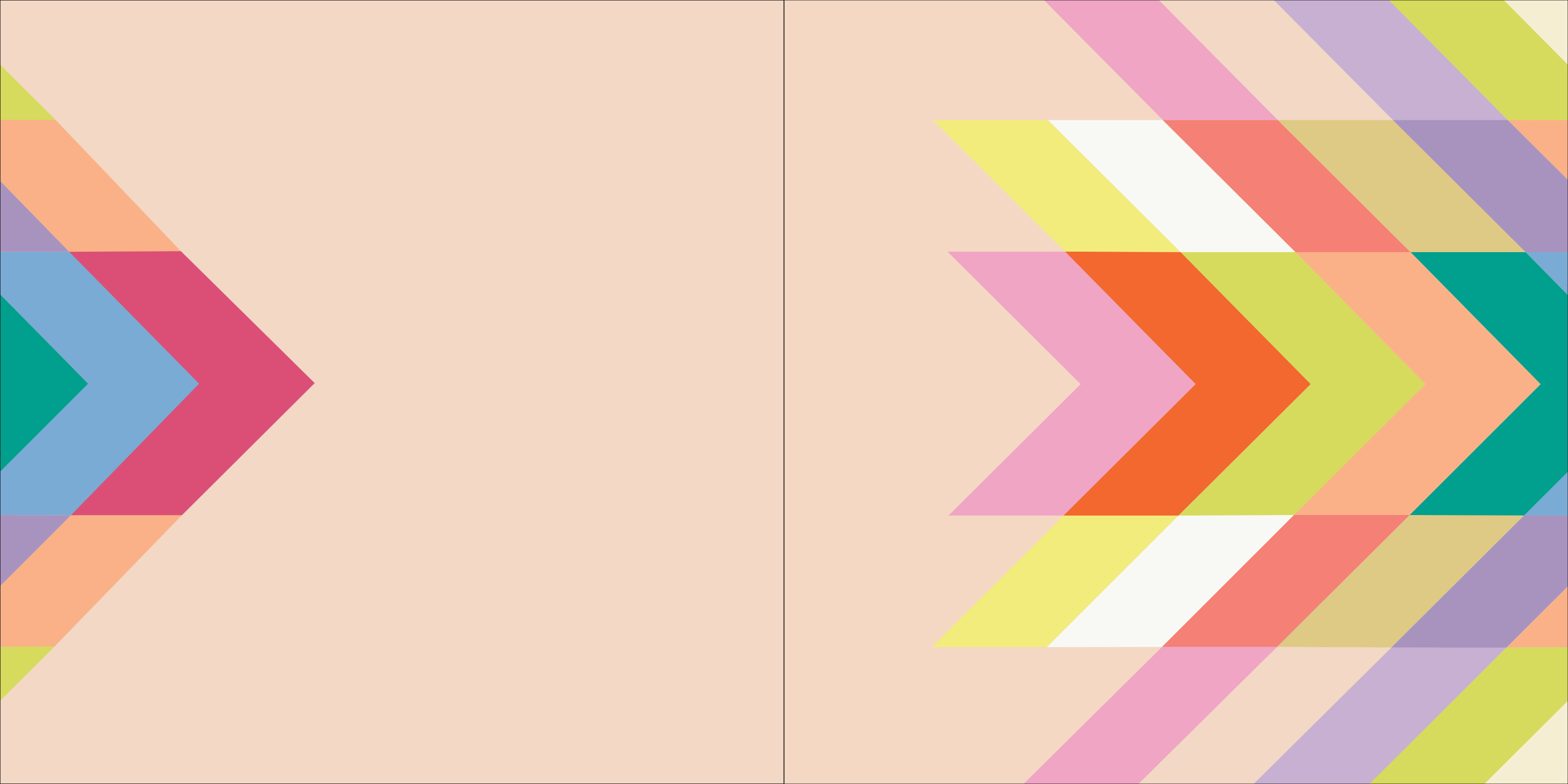


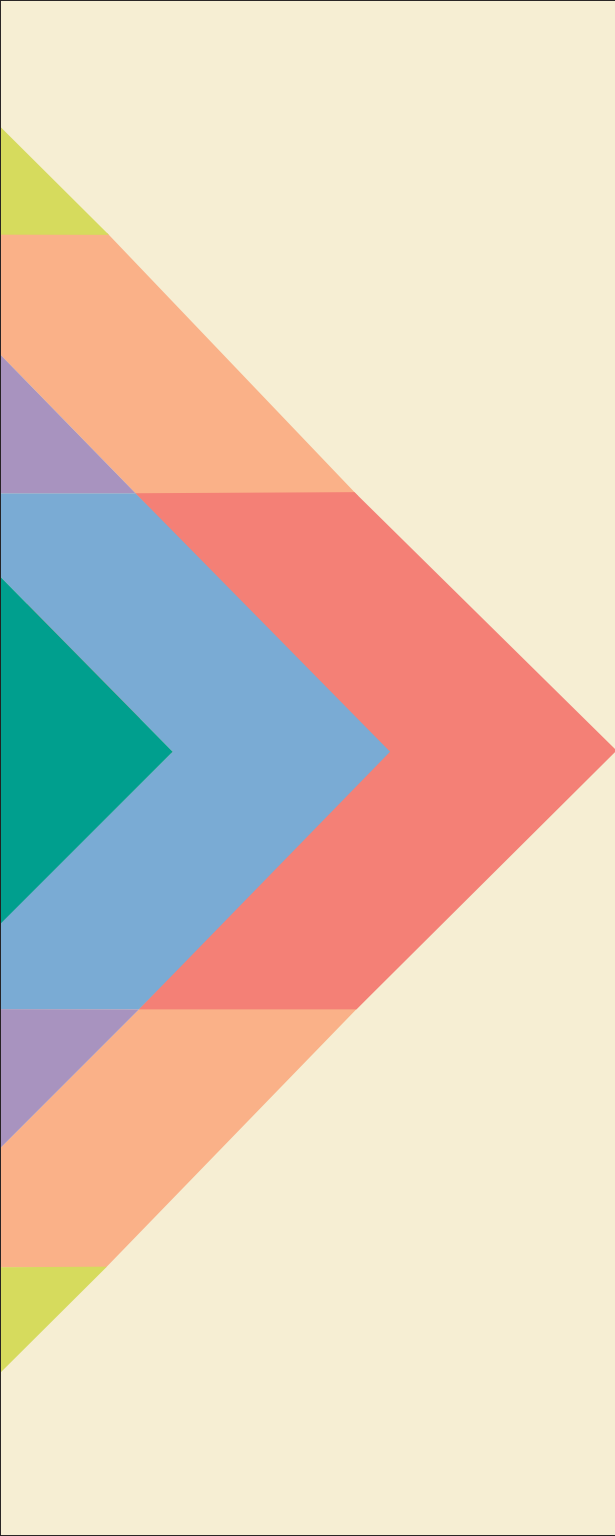


2024 SPRING 春夏趋势

Summer

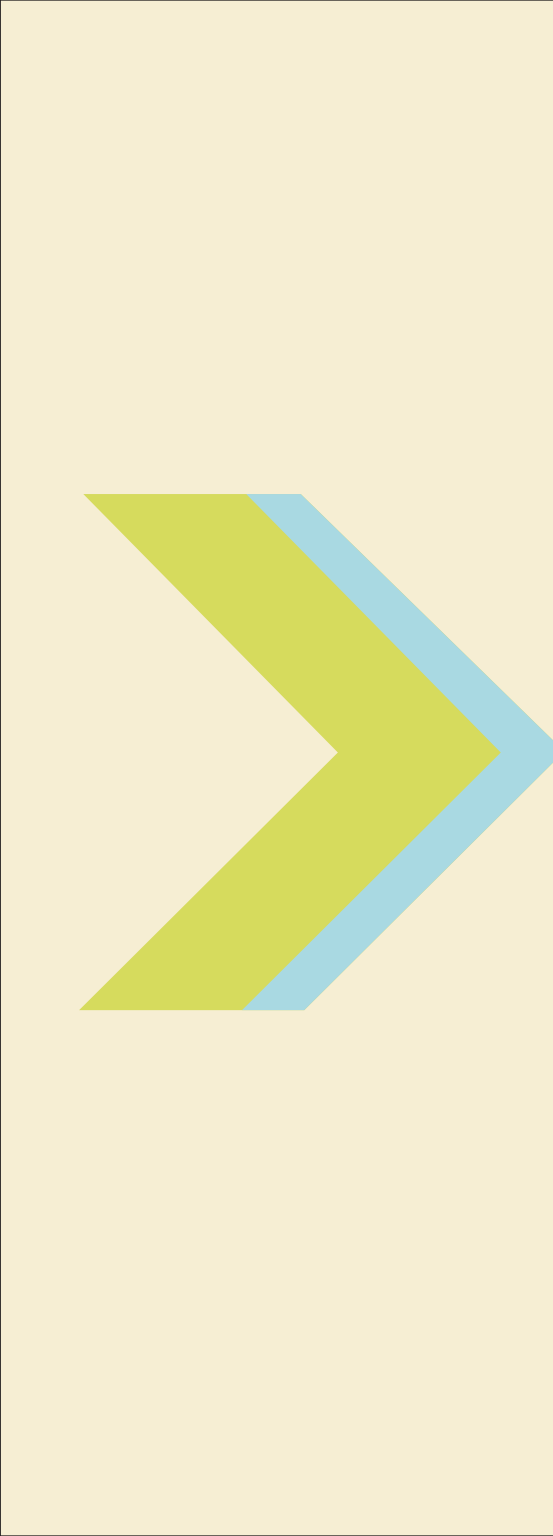
intertextile
SHANGHAI apparel fabrics





GO AHEAD

After a period of pause, it is now the time to bring things back into motion. We set out to reimagine life by exploring our vast lands, looking back at our rich past, celebrating inclusivity and diversity, and creating solutions for a better future. As we travel down this winding road, we gain new perspectives with every experience and take these learnings with us to our next destination. Who knows where we will go? The only way is forward!



继续前行

经历一段时间的停摆，如今是时候重整旗鼓，扬帆起航了。我们重新审视生活，探索广袤无垠的土地、回顾深厚的渊源、颂赞包容与多样性，我们为创造更美好的未来探寻新出路。纵然前路曲折蜿蜒，但是每一段经历都将赋予我们新的视角，带著所学所得全力奔赴下一个目的地。长路漫漫，谁能知晓未来方向？唯一的方法便是继续前行！

MISSION

Earth



回归大地

POETIC

Sensuality



诗意感性

ALTERNATIVE

Cults



小众另类

ENERGETIC

Reset



活力重启

MISSION

回归大地

Earth

Realising our need for earthly and communal connection, we return to our roots, letting nature be our guide. Here, we rediscover the humble beauty of age-old artisanal crafts, the untamed glory of our flora and fauna, and the simple yet spectacular wonders of the world — how the tides rise and fall, how the sun and moon traverse the sky, and the curious ways in which the stars shine at night. Now, we are one with our land, and one with our people.

我们意识到人类渴求与尘世和群体建立连结，于是，我们回归根本并跟随自然的指引。在这里，我们重新发掘古老手工艺的朴素之美、草木鸟兽不被驯服的绚烂之美，以及看似平凡却瑰丽壮阔的世界奇观——潮汐的涨落、日月的运转和星星的闪烁。我们就这样与土地合而为一，与人群融为一体。



Photo by Cécile Rosenstrauch © Nelly Rodi

COLOURS 颜色

EARTHY & MINERAL 大地色与矿物色

PANTONE® 11-0507

PANTONE 16-1511

PANTONE 12-1008

PANTONE 16-3919

PANTONE 15-1307

PANTONE 16-0532

PANTONE 14-3612

PANTONE 17-1143

PANTONE 13-0725

PANTONE 18-0426

PANTONE 15-4707

PANTONE 19-1621

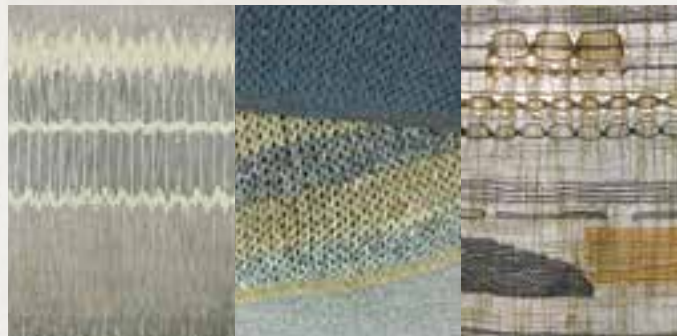


FABRICS RAW AND SIMPLE



ENVIRONMENTAL — Bio-based natural fabrics, organic, hemp, linen, cotton, silk bourette, TENCEL™, bio-leather, herbal dye, seaweed dye, vegetable dye, natural indigo.

RUSTIC — Raw, slub, creased, stained, stone effect, irregular yarns, aged.



MISSION *Earth*

回归大地



面料 自然与简朴



环保 — 生物基天然面料，有机，麻，亚麻，棉，绢丝，天丝™，环保皮革，草本染料，海藻染料，植物染料，天然靛蓝。

质朴 — 无加工，粗节，褶皱，沾色，石磨效果，不规则纱线，做旧。

MISSION *Earth*



Charlotte Kidger

FABRICS RAW AND SIMPLE

Photo by Cécile Rosenstrauch © NellyRodi



TEXTURED — Summer tweed, basket weave, canvas, poplin, muslins, crêpe, Georgette, gauze, voile, openwork weave, ribbed jersey, subtle stripes & checks yarn dye, patchwork & mending.

FUNDAMENTAL — Ethnic motifs, wood block print, batik, botanical jacquards & embroidered, insects, birds & plants.



Photo by Aude Vincent © Nelly Rodi

面料 自然与简朴



纹理 — 夏季粗花呢，竹篮式编织，帆布，府绸，平纹细布，皱绸，乔其纱，纱罗，巴厘纱，透孔式编织，罗纹针织布，细微的条纹和格子纱染，拼布和织补。

基本设计 — 民族特色图案，雕版印花，蜡染，植物提花和刺绣，昆虫，鸟类和植物图案。



Photo by Aude Vincent © Nelly Rodi

回归大地

POETIC

诗意感性 *Sensuality*

In a romantic dance of sensuality and splendour, we are invited into a world gleaming with the treasures of a precious past, a fairytale fabrication of earthly elegance and mystic magnificence. Pure and delicate yet regal and refined, soft and serene with a coquettish coyness, we find our muse in the divine feminine — an otherworldly vision of grandeur and grace. Like a lullaby, let her show you how sweet her song is.

在感性与华丽的浪漫舞曲之中，我们受邀踏入璀璨耀眼的世界里。在这里，历史珍宝闪耀著璀璨光芒，世俗优雅与神秘瑰丽相互交织成童话故事。纯粹细腻，却又不失奢华与高雅，柔和静谧，又带著撩拨人心的矜持含蓄，于神圣柔美之中，我们找到了灵感缪斯，照见她超凡脱俗的绮丽丰姿。她低吟浅唱，婉转悠扬，仿佛一首摇篮曲，娓娓动听。

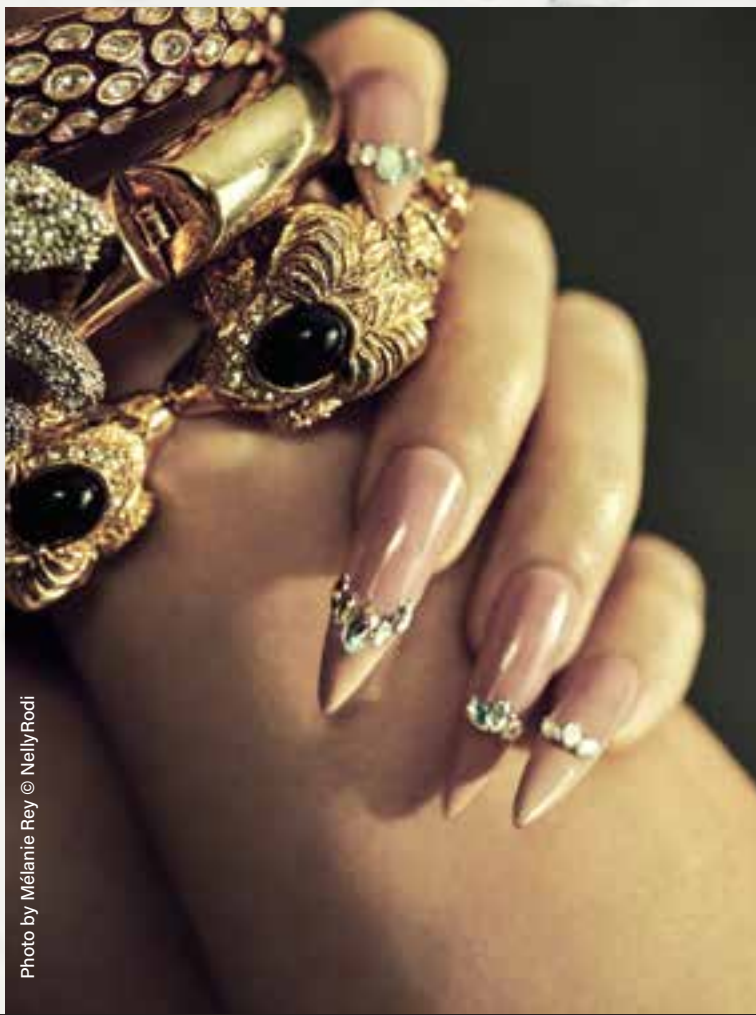


Photo by Mélanie Rey © NellyRodi



Photo by Mélanie Rey © NellyRodi

COLOURS 颜色

SEDUCTIVE & ETHEREAL 妩媚与飘逸

PANTONE® 11-0619

PANTONE 16-3815

PANTONE 12-5204

PANTONE 17-3023

PANTONE 12-1708

PANTONE 16-0237

PANTONE 13-0624

PANTONE 18-5315

PANTONE 12-4608

PANTONE 16-0836

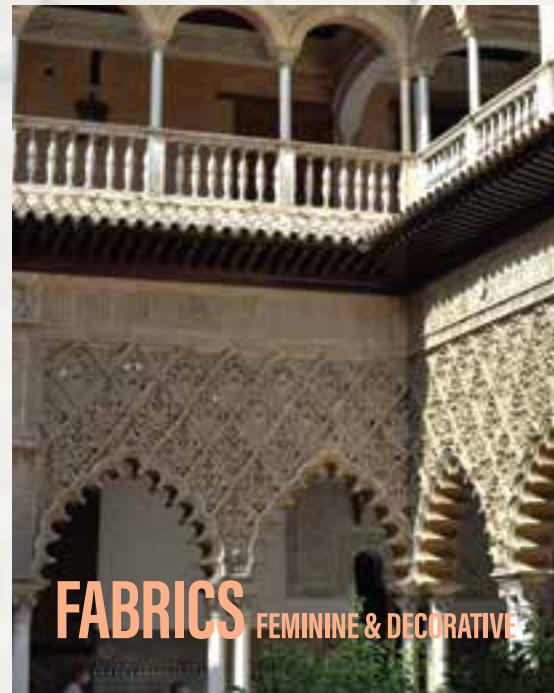
PANTONE 14-1231

PANTONE 17-1048

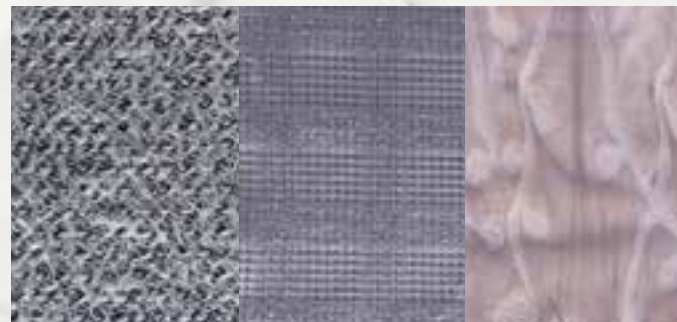
POETIC *Sensuality*



Photo by Cécile Rosenstrauch © NellyRodi



FABRICS FEMININE & DECORATIVE



LUXURIOUS — Jewel brocades, decorative damasks, delicate jacquard, gold power, organza, lamé.

SENSUAL — Airy transparent, sheer voiles, precious laces, fluid velour, iridescent chiffon, silk satin, ultra-fine jersey, damask jacquard, fil coupé, plissé.

奢华 — 珠宝织锦，装饰锦缎，精致提花，奢华黄金，欧根纱，金银锦缎。

性感 — 轻盈透明，极薄巴厘纱，珍贵蕾丝，流体丝绒，幻彩雪纺，真丝缎，超细平纹针织布，锦缎提花，剪线面料，细绉布。



面料 女性化和装饰性



诗意感性



POETIC *Sensuality*



FABRICS FEMININE & DECORATIVE

Photo by Mélanie Rey © Neily Rodi

LUMINOUS — Glistening gleam, crystallised chiffon, luminous satin, iridescent sequins, liquid lamé, foil coated linen.

MAJESTIC — Ornate damask wallpaper, sumptuous monochrome, vivianite mineral print, mysterious watercolour, shadowy floral, ombré effect.

面料 女性化和装饰性



亮泽 — 闪烁微光，晶莹雪纺，光感缎子，幻彩亮片，流体金银锦缎，箔涂层亚麻布。

华贵 — 绚丽锦缎墙纸，华丽单色，蓝铁矿印花，神秘水彩画，幽暗花卉，渐变效果。



诗意感性

ALTERNATIVE

小众另类

Cults



Dancing to a festive beat and swaying under the hot summer sun, we rejoice and reclaim the cultures and traditions that make us unique. In a soulful commitment to self-expression, the world comes together to savour the diversity of every ethnicity. It is here that we find the simple serenity and comfort of community, the thread that connects us all. In this carnival of colour, craft, and creation, let the music take you wherever your heart desires!

伴随欢庆喜乐的音乐节拍，我们在炎炎夏日的阳光下摇曳起舞，欣喜的拥抱着令我们独一无二的文化与传统。我们怀著深切真意，追求自我表达，与全世界欢聚一堂，感受每一个种族的丰富多元。在这里，我们找到了群体归属感带给我们的和乐与安逸，找到了连接我们所有人的纽带。在这场色彩、工艺与创意的狂欢节日中，不妨让音乐的律动引领你的心灵之路！

Photo by Cécile Rosenstrach © NellyRodi

COLOURS 颜色

JOYOUS & FREE SPIRITED 喜庆欢腾，自由奔放

PANTONE® 14-2311

PANTONE 18-3944

PANTONE 14-6017

PANTONE 18-1249

PANTONE 13-0645

PANTONE 19-2924

PANTONE 16-1542

PANTONE 18-4936

PANTONE 15-4225

PANTONE 19-1759

PANTONE 16-1640

PANTONE 19-2030



FABRICS SUSTAINABLE & FOLKSY



INNOVATIVE — ECONYL® nylon, RIVERCYCLON®, Infinna™ (regenerated from textile waste), Norratex (plant-based textile fibre), bacteria dye.

VINTAGE — Mélange linen, madras plaid, seersucker voiles, crepons, gathered effects, crinkle toiles, raschel knits, crochet, Pointelle, gradated glittery jersey.



面料 可持续与自然淳朴

小众另类



创新 — ECONYL® 再生尼龙, RIVERCYCLON®, Infinna™ 再生仿制纤维（由纺织废料再生而成），Norratex（植物性纺织纤维），微生物染料。

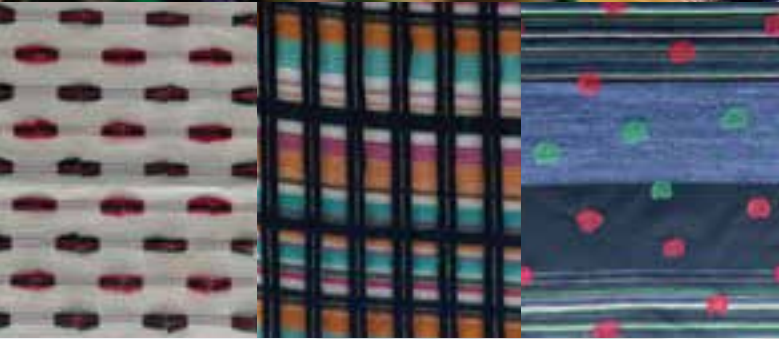
复古 — 混合亚麻, 马德拉斯格纹, 泡泡巴厘纱, 厚绉纱, 打褶效果, 褶皱棉麻布, 拉舍尔针织, 钩针编织, 网眼织物, 渐变闪烁平纹针织布。

ALTERNATIVE
Cuts



FABRICS SUSTAINABLE & FOLKSY

Photo by Cécile Rosenstrauch © NellyRodi



CRAFTED — Raffias basket weaves, crochet knit, macramé, cut jacquard, feathers, sequins, metallic decoration, fringe application.
CULTURAL — Art-inspired, carnival, festive bohemian, Romani garden, kitenge, truck art, wax print.

ALTERNATIVE Cuts



面料 可持续与自然淳朴

工艺 — 拉菲竹篮式编织，钩针编织，流苏编织，切割提花，羽毛，珠片，金属装饰，流苏应用。
文化元素 — 艺术灵感，嘉年华，波西米亚节日氛围，吉普赛花园，基坦卡纹样，卡车艺术，蜡印。



小众另类

ENERGETIC

活力重启 *Reset*

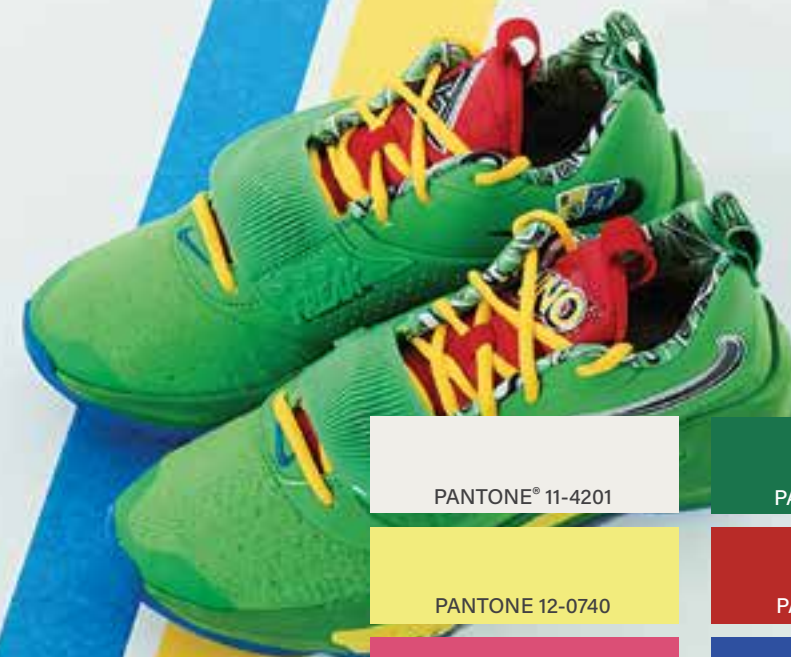


Through energy and optimisation, the organic and synthetic synergise, as we inject the 'fun' into functionality. Maximal and minimal merge as the power of punchy colours is harnessed by the innovation of smart design and technology. Now, the freeform takes shape, the complex turns simplistic, and the chaos becomes cheerful. Hit the reset button because it's time to shake things up!

我们透过汲取能量并加以优化，将自然与合成元素协同搭配，为功能性注入“趣味”。通过精巧的设计与技术创新，极繁与极简融为一体，亮色系的奔放活力淋漓绽现。此时，自由的形态初现头角，繁复化为简约，混乱演变成欢快。按下重启键，大胆改变现状吧！

COLOURS 颜色

BRIGHT & SPORTY 鲜明与运动感



PANTONE® 11-4201	PANTONE 18-6024
PANTONE 12-0740	PANTONE 18-1555
PANTONE 18-2120	PANTONE 18-3949
PANTONE 16-1462	PANTONE 14-0754
PANTONE 16-4535	PANTONE 18-3531
PANTONE 17-5335	PANTONE 17-1134

ENERGETIC *Reset*



FABRICS TECHNICAL & FUNCTIONAL



INDUSTRIAL — Coated parachute nylons, swollen nylons & milky plastic, rubberised, wet gelatinous effects, lacquered, reflective.

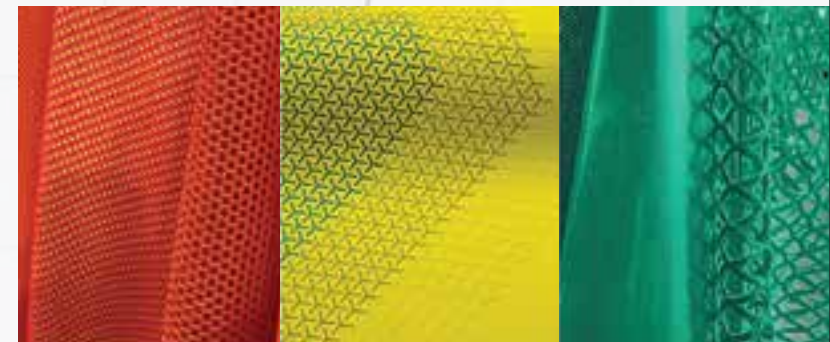
NEW AGE — Recycled polyester, ECONYL® nylon, EcoVero™ viscose, lab-grown cotton, biodegradable.

工业处理 — 涂层降落伞尼龙布，膨胀尼龙布和乳白色塑料，橡胶浸渍，乳胶状效果，涂漆，反光。

新时代 — 再生聚酯，ECONYL® 再生尼龙，环生纤™ 粘胶纤维，实验室培育棉花，可生物降解。



活力重启

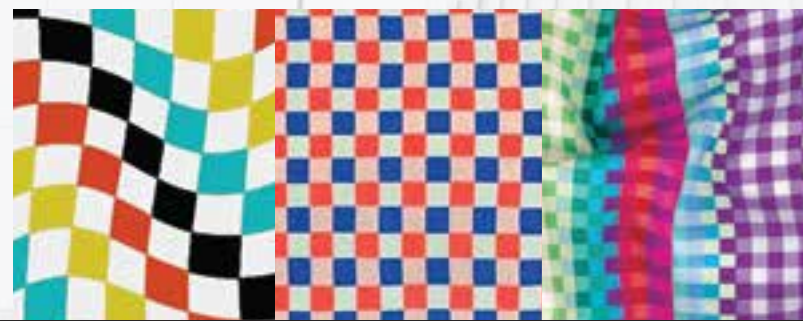


面料 科技感与功能性



Photo by Grégoire Alexandre © NellyRodi

ENERGETIC *Reset*



FABRICS TECHNICAL & FUNCTIONAL

PERFORMANCE — Polyester taffetas & ripstops, ultra-thin polymer, double face neoprene, vinyl, stretch twill, compact drill, compact knit, dense jerseys, techno fleece, micro-piqués, French terry, 3D reliefs, netting & mesh.

DYNAMIC — Pop art and symbols, kinetic graphics, colourful bold stripes, vivid checks.



面料 科技感与功能性

Photo by Cécile Rosenstrauch © NellyRodi

性能 — 塔夫绸和抗撕裂尼龙，超薄聚合物，双面氯丁橡胶，乙烯基，弹力斜纹布，紧密斜纹布，紧密针织，密实平纹针织布，科技羊毛，微珠地布，法国毛圈，立体浮雕，网状布和网格布。

活力 — 波普艺术和符号，动态图案，鲜色粗条纹，鲜明方格图案。



活力重启

MISSION
回归大地 *Earth*

PANTONE® 11-0507	PANTONE 12-1008	PANTONE 15-1307	PANTONE 14-3612	PANTONE 13-0725	PANTONE 15-4707
PANTONE 16-1511	PANTONE 16-3919	PANTONE 16-0532	PANTONE 17-1143	PANTONE 18-0426	PANTONE 19-1621

POETIC
诗意感性 *Sensuality*

PANTONE® 11-0619	PANTONE 12-5204	PANTONE 12-1708	PANTONE 13-0624	PANTONE 12-4608	PANTONE 14-1231
PANTONE 16-3815	PANTONE 17-3023	PANTONE 16-0237	PANTONE 18-5315	PANTONE 16-0836	PANTONE 17-1048

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ALTERNATIVE
小众另类 *Cults*

PANTONE® 14-2311	PANTONE 14-6017	PANTONE 13-0645	PANTONE 16-1542	PANTONE 15-4225	PANTONE 16-1640
PANTONE 18-3944	PANTONE 18-1249	PANTONE 19-2924	PANTONE 18-4936	PANTONE 19-1759	PANTONE 19-2030

ENERGETIC
活力重启 *Reset*

PANTONE® 11-4201	PANTONE 12-0740	PANTONE 18-2120	PANTONE 16-1462	PANTONE 16-4535	PANTONE 17-5335
PANTONE 18-6024	PANTONE 18-1555	PANTONE 18-3949	PANTONE 14-0754	PANTONE 18-3531	PANTONE 17-1134

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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

ELEMENTI MODA - MILAN, ITALY

Elementi Moda is a forecasting and creative company which focuses on lifestyle evolution and consumer trends, offering customised 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.

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 是一个为智慧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，以说明客户保持相关性。创意总监 Kai Chow 领导著一支由预测师、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

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

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。

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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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