

intertextile
SHANGHAI apparel fabrics

2025



Spring Summer

春夏趋势



「**intertextile**
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「TURBULENCE」

A complex new world is about to unfold.
Our scope of activities expands within the virtual world and sees new EMOTIONS emerge.
Self-indulgence and self-expression are both reflected in
emotional investigation and in the quest for physical and mental WELLNESS.

Suspended between the concreteness of everyday life and the fluidity of dualisms and contrasts,
mixing the foreign and the familiar, the geometric and the organic, the natural and the artificial, minimalism and
extravagance, modern pacifist PIONEERS scour the continents for a sense of togetherness and generosity.
They channel free expression through their unconventional perspective.
They fight oppression by means of festive and flamboyant parades.
They commit to our planet by making do with what they have, what they can reclaim and what they can recycle.

Fashion must ascertain how to handle consumers' requests, either driven by ecological consciousness
and the fight against fashion overproduction, or highly dependent on financial resources
and in the grip of social media and influencers.

Going forward fashion will embody the new values of POSITIVITY and sensibility, anchored in trust, to face the
emergence of potential TURBULENCE, helming the way to a better future.

「起伏跌宕」

一个复杂的新世界即将展开。
我们在虚拟世界中的活动范围不断扩大，新的情感也随之涌现。
在发掘情感和追求身心健康的过程中
体现自我放纵和自我表达。

现代和平主义者在恒常的生活和流动的二元对立间徘徊，
将陌生与熟悉、几何与有机、自然与人工、简约与奢华相混合，
走遍大地追寻一种亲密融合的感觉。
他们以非传统的方式导出自由表达。
利用热闹和夸张的巡游来抗行压抑。
致力于将他们拥有的、可改造的和可回收的一切回馈地球。

不论是出于生态意识和反对时装过度生产的考虑，
或是高度依赖财政资源并受控于社交媒体和有影响力的人物，
时尚界必须确定如何满足消费者的要求。

展望未来，时尚界将展现积极和感性的新价值观，面对潜在的起伏，
以坚定的信念，引领人们走向更美好的未来。

「Grace

- True simple pleasures.
- Universal refinement.
- Quiet luxury.

「Immersive

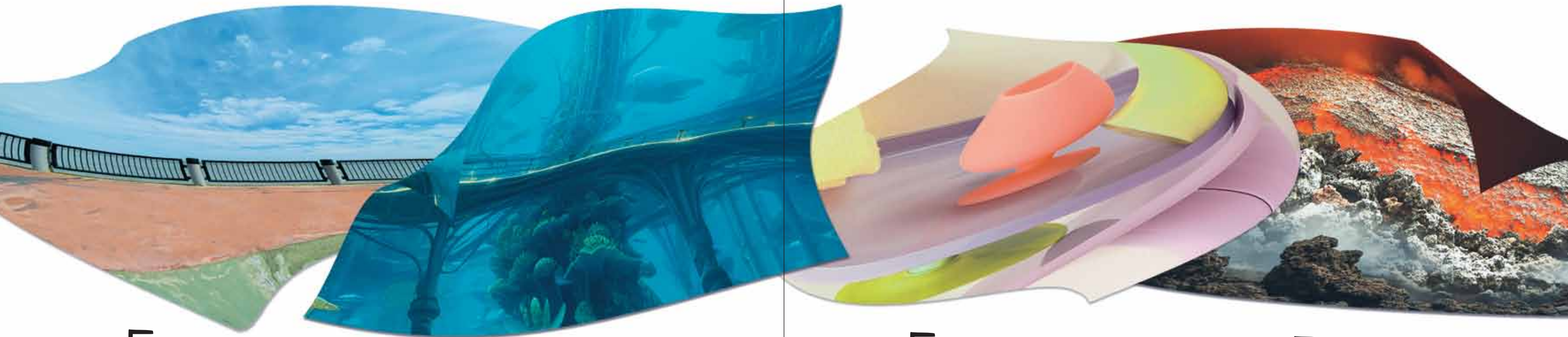
- Relaxed minimalism.
- Multifunctional comfort.
- Expressive style.

「Switch

- Transcending borders.
- Personal style.
- Surrealistic experimentation.

「Voices

- Freedom.
- Positivity.
- Instinctive fashion.



「优雅

- 真正简单的快乐。
- 普遍的精致。
- 静谧的奢华。

「沉浸

- 轻松简约。
- 多功能舒适。
- 风格鲜明。

「转换

- 超越边界。
- 个人风格。
- 超现实主义实验。

「呼唤

- 自由。
- 积极。
- 时尚本能。

「Grace

Honour what brings us together, celebrating peace, love, respect, joy, remembrance, romance.

Take the pressure off and enjoy true simple pleasures that are construed from the universal refinement of ornamental delicacy, gentle colours and quality materials, embracing the long-lasting harmony of a quiet luxury lifestyle.

GRACE

优雅

「优雅

感激让我们走到一起的事物，庆祝和平、爱、尊重、欢乐、记忆和浪漫。

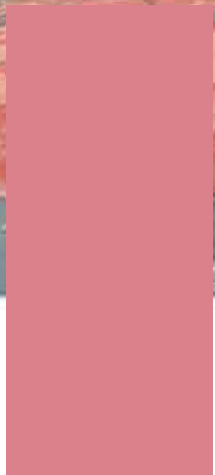
卸下压力，享受真正简单的快乐，体会装饰性的珍品、柔和的色彩和优质的材料中普遍存在的精致，感受宁静奢华的生活所带来的持久和谐。

「Colours

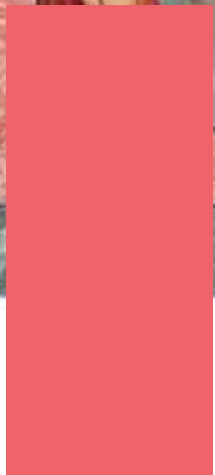
A palette of gentle, elegant hues, reflecting refreshing calm tones and tender blooms. Dark neutrals overflow with delicacy, all imbued with a tinge of silver.



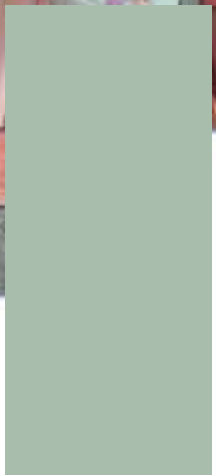
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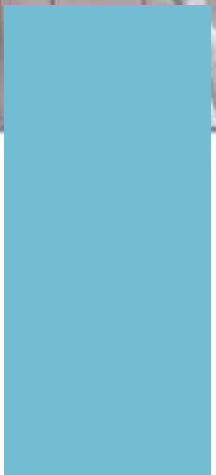
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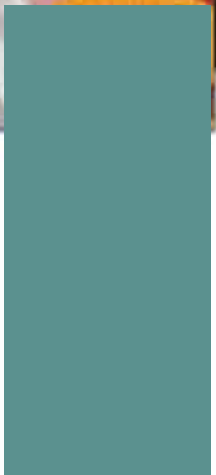
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PANTONE 14-6007



PANTONE 14-4318



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PANTONE 18-3820



PANTONE 12-0741



PANTONE 19-1228



PANTONE 18-4215

「色彩

柔和优雅的色调，像娇嫩的花朵一样，带给我们清新平静的感觉。深色的中性色调染上了淡淡的银色，传递细腻质感。



「Fabrics

Celebrating the nobility of materials that are gracefully wrought.

- unfiltered, unprocessed toiles
- sand grains
- marled effect
- blurry twills
- faded images
- bleached stripes
- irregular slubs



「面料

优雅锻造的高贵材料。

- 未经过滤和加工的原始粗布
- 砂粒材质
- 大理石纹
- 斜纹
- 做旧图像
- 褪色条纹
- 不规则粗纺线

「Fabrics

Enhancing the ornamental delicacy of aesthetic elegance.

- openwork transparency
- lace jersey
- discreet brocade
- featherweight jacquards
- subtle shiny satin
- printed sheer — tender flowers and poetic birds
- precious and smart embroidery



「面料

提升高雅美学的观赏性。

- 镂空工艺和透明度
- 蕾丝针织布
- 精致织锦
- 羽绒提花
- 细腻光泽的绸缎
- 印花薄纱 — 娇嫩的花朵和富有诗意的鸟儿
- 珍贵精巧的刺绣



「Immersive

Focus on comfort and on a relaxed, gender-fluid, minimalist style.

Attention is demanded by powerful, graphic, festive mixes. Aesthetic frictions give rise to a positive spirit of collaboration.

IMMERSIVE

沉浸

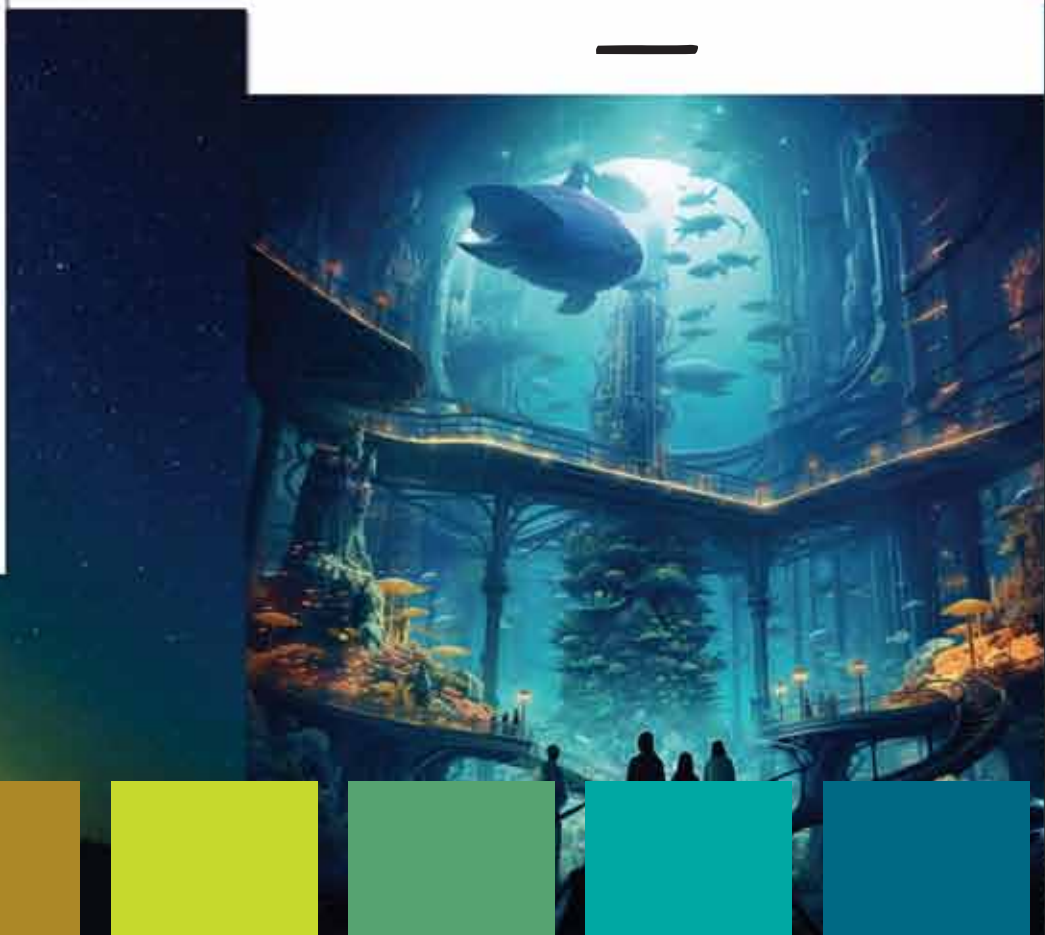
「沉浸

注重舒适度，轻松、性别流动的极简主义风格。

关注强大、生动、欢乐的多样化功能。审美的摩擦催生出积极的合作精神。

「Colours

A meditative, mysterious atmosphere of cosmic and oceanic blues, comforting, familiar yet simultaneously innovative, shaken up by the tropical dusk, paralleled with astonishing decor.



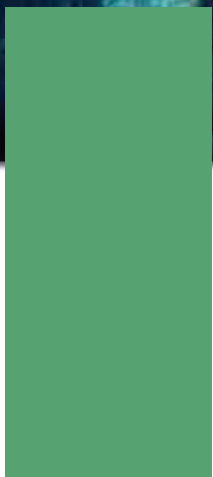
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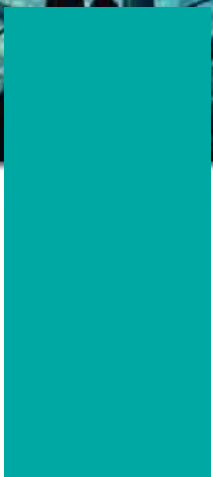
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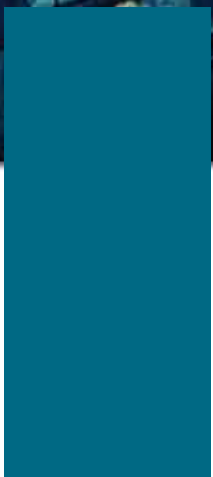
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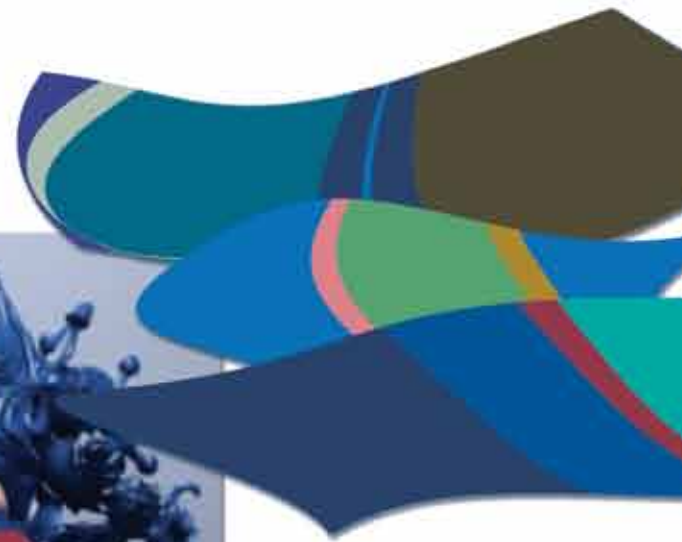


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「色彩

宇宙和海洋构成静谧神秘的蓝调氛围，让人感到舒适、熟悉，同时又不乏创新，热带黄昏撼动人心，与令人惊叹的装饰相得益彰。



「Fabrics

For a daily functional elegance, to dress not to impress.

- inter-seasonal silk-wool weaves
- fine poplin shirting
- light and supple gabardine — mini dobby
- compact and light textured linen
- Sea Island cotton
- ribbed stretch jersey
- nylon mesh

「面料

日常实用优雅，不刻意着装。

- 季节性丝绸 — 羊毛织物
- 精致府绸衬衫
- 轻便柔软的华达呢 — 迷你多臂提花织物
- 质地轻薄的亚麻布
- 海岛棉
- 罗纹弹力针织布
- 尼龙网格布

└ Fabrics

Tropical dusk, sexy and festive.

- graphic colour blocks
- show-off vegetation prints
- fluid viscose jersey
- glossy coating — shimmering opalescence
- decorative embroidery
- beads and paillettes
- coppery gold yarns



「面料

热带黄昏，性感而欢愉。

- 图形色块
- 植物印花
- 垂坠粘胶针织布
- 光泽涂层 — 闪耀的乳白色
- 装饰刺绣
- 珠子和亮片
- 铜金纱线

「Switch

Experimental twists to everyday situations, expressing personal style.

Prioritising joyful pleasures and fantasy experiences. Transcending borders towards a new dimension of part DIY and part high-tech.

SWITCH

转换

「转换

对日常生活进行实验性改造，展现个人风格。

优先考虑愉悦和梦幻的体验。超越边界，迈向DIY及高科技结合的新维度。

「Colours

A vibrant palette of joyful pastels and energetic brights, turning everyday life upside down. Prismatic colours, generated beyond reality, that are flashy, artificial and futuristic.



「色彩

欢快的粉彩和活力十足的亮色构成了一个生机勃勃的调色板，颠覆了普通的日常生活。超越现实而产生的人造彩虹色系，炫目、未来感十足。



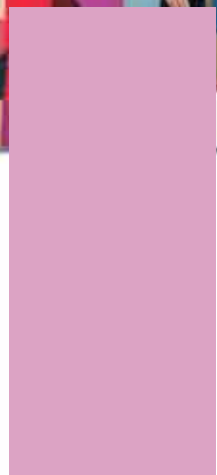
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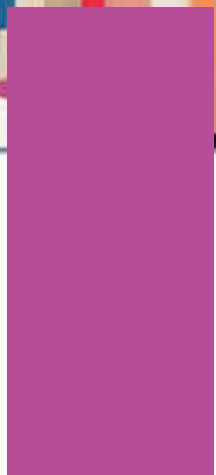
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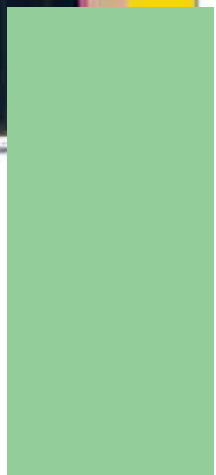
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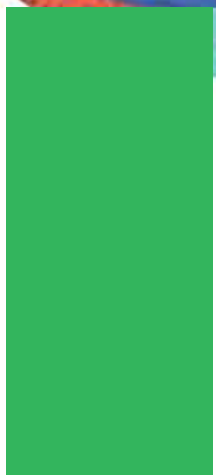
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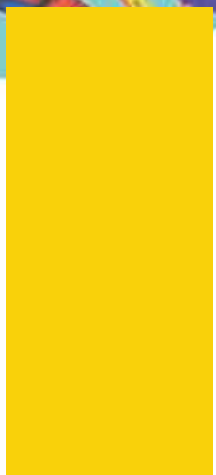
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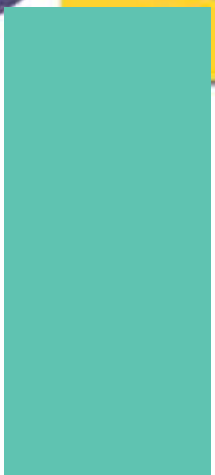
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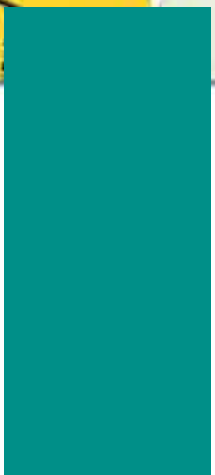
PANTONE 16-6339



PANTONE 14-0756



PANTONE 14-5714



PANTONE 17-5034

「Fabrics

Advanced yet basic.

- cotton satin
- glazed poplin
- taffeta
- burnt out
- lace and tulle
- rubberised — PVC and latex
- recycled polyester and polyamide



「面料

高级而基础。

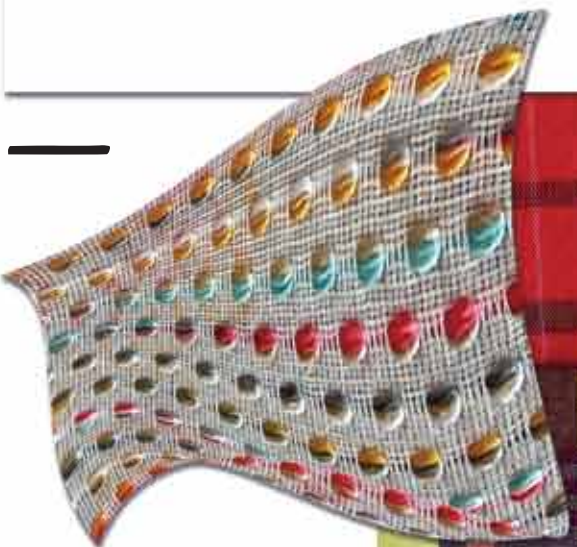
- 棉缎
- 光滑府绸
- 塔夫绸
- 烂花面料
- 蕾丝和薄纱
- 橡胶 — PVC 和乳胶
- 再生聚酯和聚酰胺



「Fabrics

Flashy fantasy.

- multicolour deckchair stripes
- dyed and random dyed yarns
- bold graphics
- madras and maxi seersucker
- dotted variations
- popcorn reliefs
- cartoons — emoji — manga



「面料

华丽的幻想。

- 色彩缤纷躺椅条纹
- 色纱和随机染色纱
- 大胆图案
- 马德拉斯和盖过腿的泡泡纱
- 变化的点状图案
- 浮雕爆米花
- 卡通 — 表情符号 — 漫画



「Voices

A future in contrasting, dazzling freedom.

Positivity captivates our senses and improvisation exposes our individuality. An ode to Earth, from Australia to Mexico, maintaining a raw character forged into modernised volumes and treated as an instinctive New Age fashion.

VOICES

呼唤

「呼唤

一个迥异、耀眼自由的未来。

积极性吸引着我们的感官，而即兴创作彰显着我们的个性。从澳大利亚到墨西哥，这是对地球的颂歌，保持原始特性，并将其融入现代，成为一种新时代的时尚本能。

「Colours

Warm, exuberant tones and tinted darks in textural compositions. Wild shades of sand, reddened earthy tones and burnt variations in a New Age era, with gold yarns as accent.



「色彩

温暖、奔放的色彩和冷色调的纹理构图。狂野的沙漠色调、泛红的泥土色调和新时代的焦色变化相互交织，并以金色纱线作为点缀。



PANTONE® 15-1314



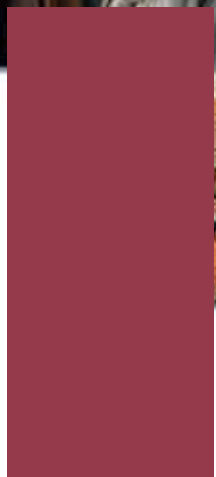
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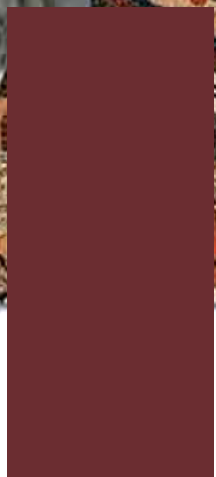
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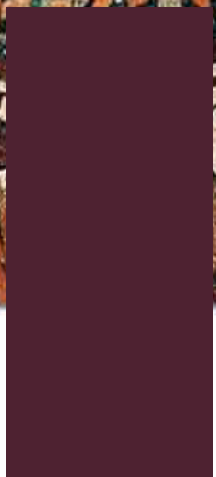
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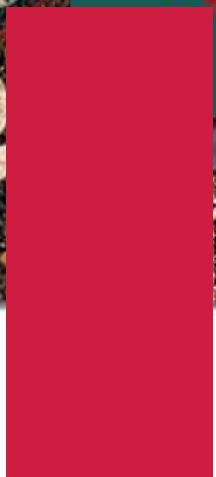
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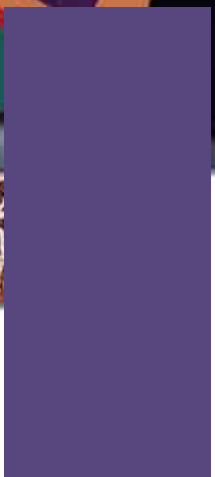
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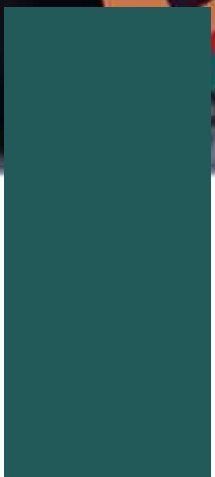
PANTONE 19-1627



PANTONE 18-1663



PANTONE 19-3730



PANTONE 19-5413

Fabrics

Ornamental rusticity.

- crackled crêpe
- earthy irregular dyes — faded, stained, ripped, frayed ikat, yarn dye
- widespread batik
- tweed and slubbed effect
- crafted striped mixes
- organic fibres: linen, hemp, kapok, cotton

A collage of textures. The top right features a close-up of a dark, patterned fabric. Below it is a section of a light-colored, wavy fabric. To the right of that is a vertical strip of a reddish-brown, textured material. The bottom left shows a piece of dark, woven fabric draped over a white surface. The bottom right is a photograph of a dark, rocky, volcanic landscape with a mountain peak in the background under a cloudy sky. A thick black vertical line is positioned on the left side of the image, partially overlapping the white background and the draped fabric.

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A collage of various textures. At the top left, a close-up of a woven fabric with a complex, multi-colored pattern. Below it, a piece of crinkled, light-colored fabric. To the right, a textured brown fabric with a wavy pattern. Further right, a dark red textured fabric. At the bottom, a close-up of a dark, rough, rocky surface. A vertical black line is positioned on the left side of the rocky surface.

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面料

具有观赏性的质朴。

- 裂纹皱面料
- 泥土色不规则染料 — 褪色、染色、撕裂、扎染、色织
- 蜡染
- 斜纹软呢和粗纱
- 特制混纺条纹
- 有机纤维：亚麻、大麻、木棉、棉



面料

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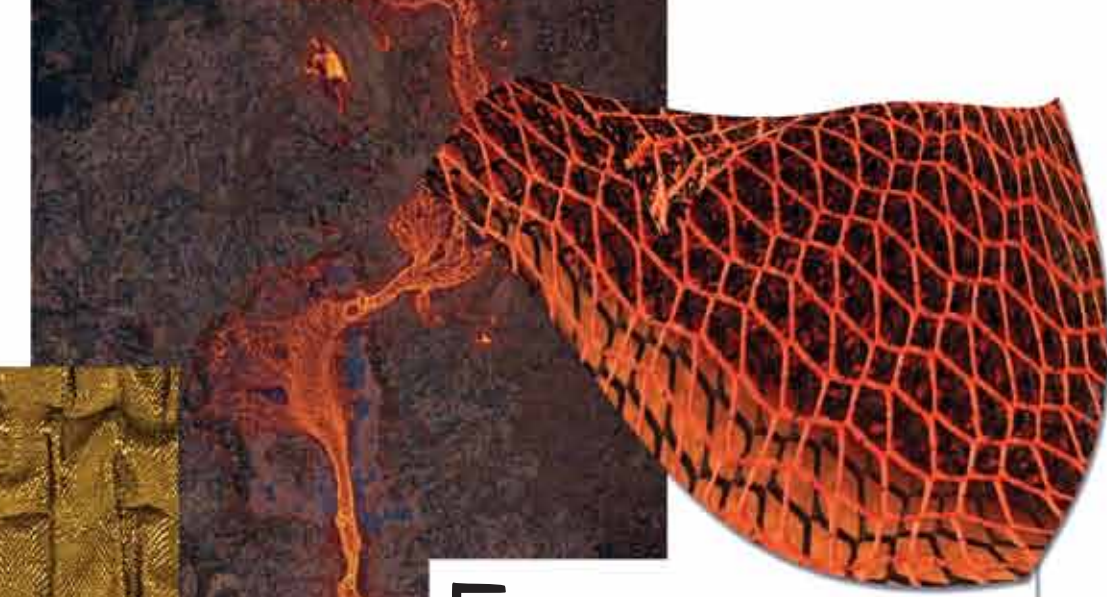
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「Fabrics

Decorative and baroque.

- rich velvety surfaces
- artificial nature
- arty patina
- 3D textures
- crocheted lace
- craft embellishments
- artistic patterns
- Gobelin prints and jacquards



「面料

巴洛克装饰风格。

- 丰厚的绒面
- 仿自然
- 艺术铜锈
- 3D 纹理
- 钩编花边
- 工艺装饰
- 艺术图案
- 仿哥白林印花和提花





Spring Summer
春夏趋势

COLOURS 色彩

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| PANTONE 16-6339 | PANTONE 14-0756 | PANTONE 14-5714 | PANTONE 17-5034 |
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Grace
优雅

Immersive
沉浸

Switch
转换

Voices
呼唤

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 processes 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 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 the International Trend Committees.
www.elementimoda.it

DONEGER | TOBE – NEW YORK, USA

DONGER | 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

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。

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

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

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

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。

Notes 笔记



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Visit the Trend Forum at
Intertextile Shanghai Apparel Fabrics – Spring Edition
 6 – 8 March, 2024
 National Exhibition and Convention Center (Shanghai)

请莅临参观流行趋势区
中国国际纺织面料及辅料（春夏）博览会
2024年3月6至8日
国家会展中心（上海）

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