

**intertextile**  
SHANGHAI apparel fabrics

A woman is shown from the chest up, wearing a vibrant green jacket with a pronounced vertical ribbed texture. She is looking upwards and slightly to the right, her face partially visible in profile. The background is a clear blue sky with soft, wispy white clouds. The overall mood is bright and airy, suggesting a summer theme.

**Feel Good**  
好感觉

**Intertextile Shanghai Apparel Fabrics  
Spring Summer 2018**

中国国际纺织面料及辅料博览会  
2018 春夏趋势

# Feel Good Generation

## 好感觉时代

Led by a new generation weary of the everyday life difficulties, we are now determined to seek wellness and pleasure in all parts of our lives. The world becomes a playground of experimentation: meditation with natural elements, initiatory journeys around the world, and the possibilities of playful technology appear as so many ways to find and develop this precious feeling of wellness...

In this rich context, clothing takes on a whole other dimension. Vector of wellbeing or creative manifesto, banner of exotic elegance or indicator of our relationship with nature, the wardrobe can no longer, must no longer be neutral. It's time to commit! It's time to feel good!

新生代每天都面对著各种各样令人疲惫的生活难题，现在是时候让我们在生活之中决心寻找健康和快乐！世界变成一个实验的游乐场：默念著自然元素、环游世界的启蒙之旅，又或是出现有趣科技的可能性，以不同的方式去寻找、去构建这种珍贵的健康感觉.....

在这丰盛的年代，衣服能为你带来完全不一样的氛围。是关注健康或是创意宣言、是一面充满异国优雅情调的旗帜、亦可以是我们与大自然的关系指标——衣柜已不再是中性的。是时候作出承诺！是时候感受美好！



FEEL GOOD — 好感觉



← **TAKE A BREATH!**  
M N D F L, SPACE TO BREATHE  
IN NEW YORK CITY  
吸一口气！  
M N D F L，纽约市的呼吸空间

**POP-UP RESTAURANTS  
AND NOMAD COOKERS**  
NOMA RESTAURANT  
快闪餐厅和游牧厨具  
NOMA RESTAURANT



↑  
**GOOD MOOD FOOD**  
DR SMOOD FRESH JUICES  
好心情的食物  
DR SMOOD 果汁

FEEL GOOD — 好感觉

**SOLO!**  
SOLITUDE AND MEDITATION AS A RE-ENERGISER  
独奏！  
以独处作为新的原动力



↑  
**DO GOOD TO FEEL GOOD!**  
COLGATE SAVE THE WATER CAMPAIGN, 2016  
做好事、感受美好！  
COLGATE SAVE THE WATER CAMPAIGN, 2016



↑  
**VEGAN IS THE NEW SEXY!**  
AMÉLIE PICHARD x PAMELA ANDERSON, 2016  
素食是最新的性感指标！  
AMÉLIE PICHARD x PAMELA ANDERSON, 2016

# Feel Good

## Spring Summer 2018

好感觉 — 2018 春夏

### Merge with Nature

自然融合

Feel good with the harmony  
of sea horizon.

感受海平线的和谐美好。

### Care for the Future

宠爱未来

Feel good and feel positive, thanks to  
a fresh energy full of vitamins!

感受美好、感觉正面，感谢充满  
维他命的清新能量！

### Meet with Culture

文化相汇

Feel good through the world journey  
and cultures mixing...

从环球旅程及文化交融中感受美好.....



# Merge with Nature

自然融合

Feel good with the harmony of sea horizon.  
Give rise to a deep feeling of wellness through a meditative walk on the seaside, in total harmony with the natural elements.

Feel the dryness of the windswept sand dunes, immersed in sandbanks, shellfish, seaweed and shingle... Plunge your eyes into the sea waves, foam and fish, and take a breath of fresh air to remind what is really essential...

For those who are seeking the harmony of body and soul, through a slow and natural way of life made of essentials products.

感受水平线的和谐美好。

在海边漫步时深思健康的真义，与大自然的元素和谐结合。

感受沙丘被风吹拂的干燥，沉浸在沙洲、贝母、海藻和砂石之中..... 放眼于海中波涛、泡沫和鱼儿，然后深呼吸一口清新空气，提醒自己甚么才是最重要的.....

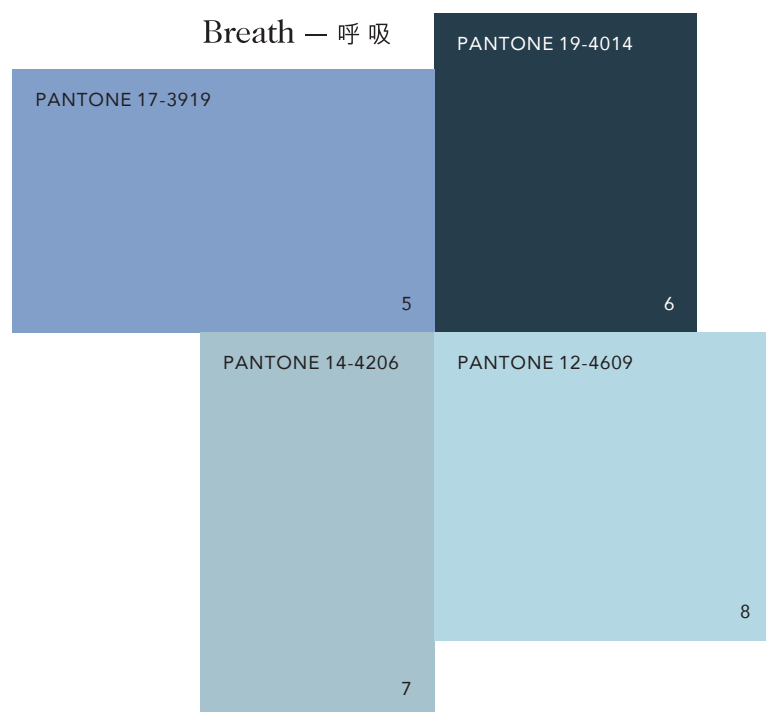
对于那些寻求身心灵和谐的人而言，这是带来慢活与天然生活享受的重要产品。



## Archeology — 考古学



## Breath — 呼吸



- 1 Pebble — 卵石
- 2 Seaweed — 海草
- 3 Cord — 绳
- 4 Sand — 砂

- 5 Mother-of-pearl — 珍珠母
- 6 Ocean — 海洋
- 7 Breeze — 微风
- 8 Aqua — 水族

A calm, mineral range of neutrals inspired by the wide-open spaces that encourage solitude. Real shades marked by time: clay, granite, sand, linen. These neutrals are completed by sea-spray tones found in lands where the cold reigns in Summer. The need to take a deep breath of fresh air.







**ARCHAIC PALMS** Authentic, antique chic: materials are raw and original, inspired by stony landscapes and mineral places between land and sea (grottoes, cliffs, eroded rocks, stony grounds, dry vegetation...).

**WILD VEGETATION** Stringy aspects, fish nets and ropes: linen, jute, hemp, sisal... loose plain weaves, nets.

**SANDY** High twist yarns, turned and twisted crepes / Rustic textured lace, like calcareous sponges.

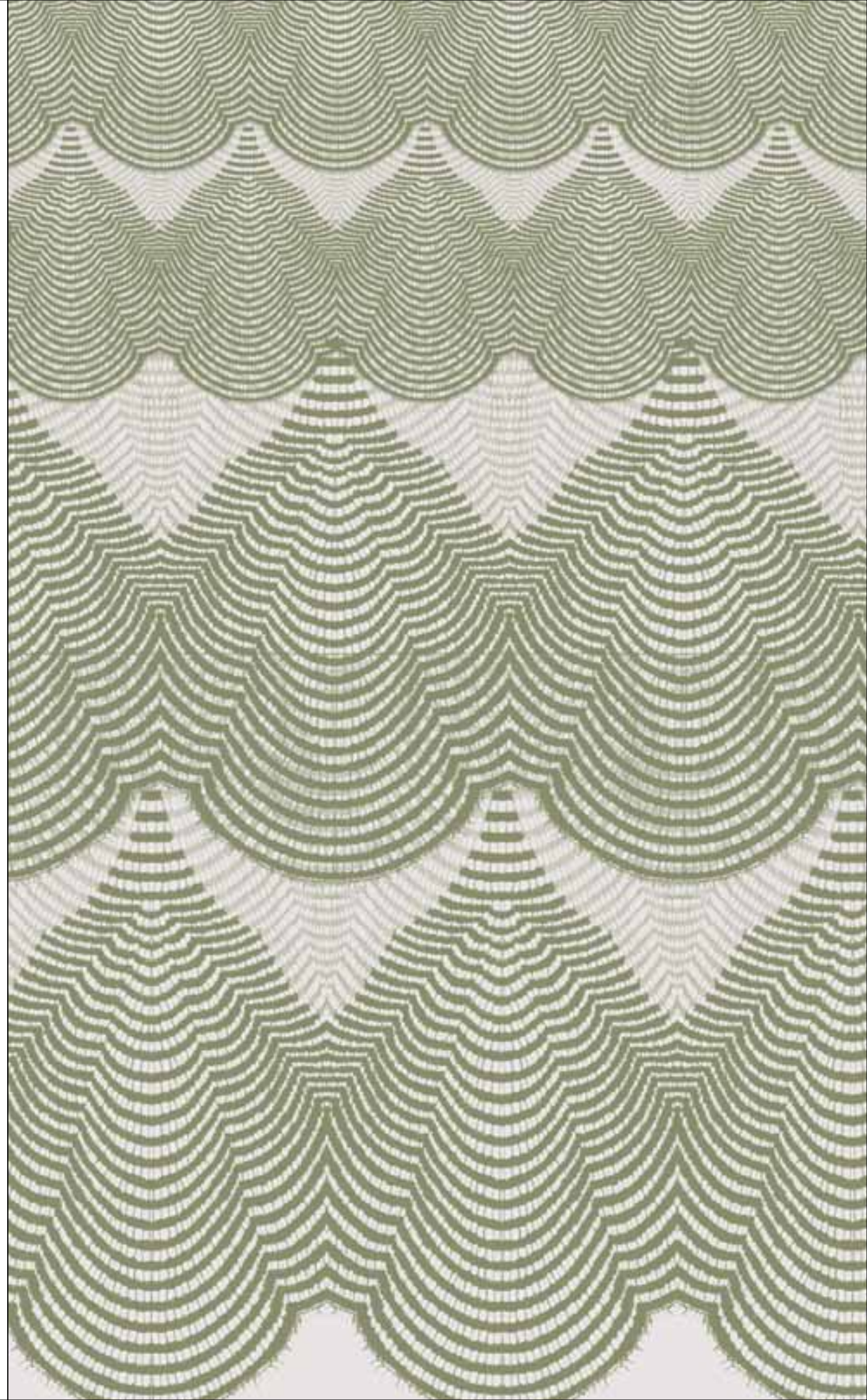
**SHELLS & FOSSILS** Calcareous structures: nautilus, spirals / Wavy tone-on-tone textures / Blistered effects, drawn threads, embroideries, jacquards.

**古老的棕榈树** 真实的、古老别致的：物料是原始的、未经加工的，受石质地貌及陆地与海洋之间的矿石所启发（石窟、悬崖、侵蚀岩石、石场、干燥植被.....）。

**野生植被** 细长的外表，鱼网和绳索：亚麻、黄麻、柔麻、剑麻..... 松散的平纹编织、网织。

**沙褐色的** 高扭纱线、翻转和扭曲的绉纱 / 仿古纹理蕾丝，石灰似的海绵。

**贝壳和化石** 石灰质的结构：鹦鹉螺，螺旋形的 / 波浪形原色染质感 / 起泡效果、手绘线条、刺绣、提花织。











**SEASPRAY** Between sea and sky, a breath of fresh, salty air. A desire for sea-spray and brisk sea breezes for a fresh, invigorating sensation.

**FLAGSTONE** Sailor denim / Slate blue / Bleached effects: streaks, pronounced slubs / Tweeds, indigo marled effects.

**PEARLY GLEAM** Pearly, wet-look shine / Slippery hands / Fluid, slippery, runny, almost slimy aspects. Triacetate + cotton + polyester; viscose + polyester blends.

**SEA GARDEN** Moss and plankton / Matte and shiny effects / Shot aspects / Silky looks.

**大海的浪花** 在天与海之间，呼吸清新而带点咸味的空气。渴望海浪及海风带来清爽、畅快的感觉。

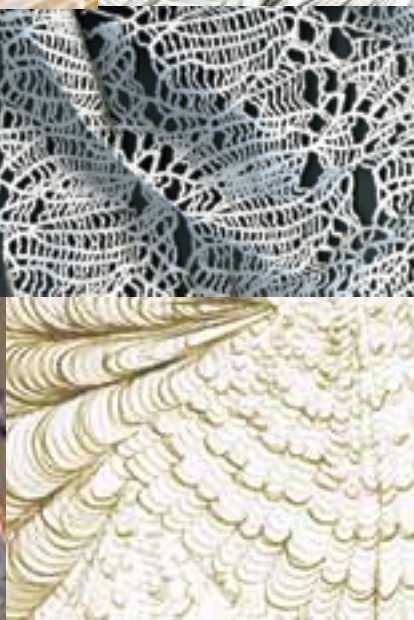
**石板街** 海军蓝布 / 暗蓝灰色 / 漂白效果：条纹、显眼的粗纺线 / 粗花呢、靛蓝泥灰效果。

**闪耀珠光** 闪耀湿润珍珠光芒 / 溜滑的双手 / 水润、溜滑、流动，近乎黏滑的外表。  
三乙酸酯 + 绵质 + 聚酯纤维；黏胶纤维 + 聚酯纤维混合物。

**海洋花园** 苔藓和浮游生物 / 哑色及闪亮效果 / 闪烁的外表 / 丝样观感。







**UNDULATION AND DUNE FLOWERS** Maxi flowers with undulating, supple petals. Dishevelled flowers scattered on sand dune grounds.

**起起伏伏与沙丘之花** 马克西花的花瓣起伏而柔软。散乱的花朵散落在沙丘之上。





# Care for the Future

宠爱未来

Feel good and feel positive, thanks to a fresh energy full of vitamins!

Science and mindfulness are now cooperating, while technology is going emotional. A new creative 3.0 wave is emerging, both hyper connected and totally relaxed; radical and thoughtful; logical, rational and poetic – all at once.

A playful and technological universe inspired by the pop sixties era, for a new generation aiming to mix modernity with wellness and comfort in order to boost their style. So... roll on tomorrow!

感受美好、感觉正面，感谢充满维他命的清新能量！

科学与正念现已合作无间，而科技亦逐步走向人性化。全新的创意浪潮 3.0 现已诞生——连接紧密而又完全放松；激进而又贴心；将逻辑、理性与诗意完美结合。

以 1960 年代的潮流元素作启发，结合成玩味而技术性的宇宙，专为将现代化与健康及舒适揉合，推动个人风格的年轻新一代而设。所以..... 让明日动起来吧！



## Healthy Relax — 健康放松



## Pop Vitamin — 流行维他命



- |                          |                           |
|--------------------------|---------------------------|
| 1 Fluoride — 氟化物         | 5 Mango — 芒果              |
| 2 Blush — 脸红             | 6 Plastic Curacao — 塑料库拉索 |
| 3 Javel Bleach — 次氯酸钠漂白剂 | 7 Raspberry — 覆盆子         |
| 4 Silver — 银             | 8 Black — 黑色              |

A variety of fresh pastels in a medical-cosmetic spirit, with a focus on pinks and greens occasionally ranging as far as silver. Completed by optimistic, energetic, plastic bright, and not forgetting a deep black.

在医学美容的火花中有著各式各样的清新粉彩，焦点落在粉红、翠绿的颜色上，偶尔透著银光。以乐观、活力、塑料光感完成，别忘了还有深不见底的黑色。







**BABYDOLL** An unabashed kitsch, fun, doll-like style. A desire for fun, playful decoration, artificial gardens and acid colours worthy of a naïve, child-like world.

**ACID YARN DYES** Ribbed stripes / White or grey + acid tones / Satin bands / Cotton + elastane.

**DOTS** Maxi dotted Swiss, spangles, circles, discs / Bicolour: white + acid tone / Lines of graphic, regular little flowers.

**METALISED VIBRATIONS** Weaves using metallic fibres that shield harmful waves / Titanium / Iridescence / Aluminium gleam / Silvery pearly effects.

**小小洋娃娃** 不折不扣的庸俗、有趣、像洋娃娃般的风格。渴望一个天真、像小孩般的世界，满是趣味、调皮的装饰、人工花园及酸性颜色。

**酸性纱染料** 棱纹条纹 / 白色或灰色 + 酸性色调 / 缎带 / 绵质 + 弹性纤维。

**波点** 最大的瑞士波点、闪光金属片、圆形、碟 / 双色：白色 + 酸性色调 / 几何图案线条、平均分布的小花图案。

**金属振动** 织法使用金属纤维，有效阻隔有害波长 / 钛 / 色彩斑斓 / 铝质闪光 / 银色珠光效果。



**BABYDOLL** An unabashed love  
A desire for fun, playful decoration  
and acid colors worthy of a

**ACID YARN DYES** Ribbed  
acid tones / Satin bands / Co

**DOTS** Maxi dotted swiss, s  
Bicolor: white + acid tone /  
little flowers.

**METALIZED VIBRATIONS**  
fibers that shield harmful wave  
Aluminum gleam / Silvery pe







**TECHNO EMOTION** A cosmetic, medical spirit is stepping into textiles. The connected human appreciates its shooting effects and finds much-needed wellbeing in smart textiles (neo-skin, detox or “cream” textile...).

**SPONGY** Gummy, plushy / Light and compact / Mini French terry / Supple stretch.

**ULTRA MATTE** Rubbery finishes and coatings / Latex, polyurethane / Matte neo-vinyl.

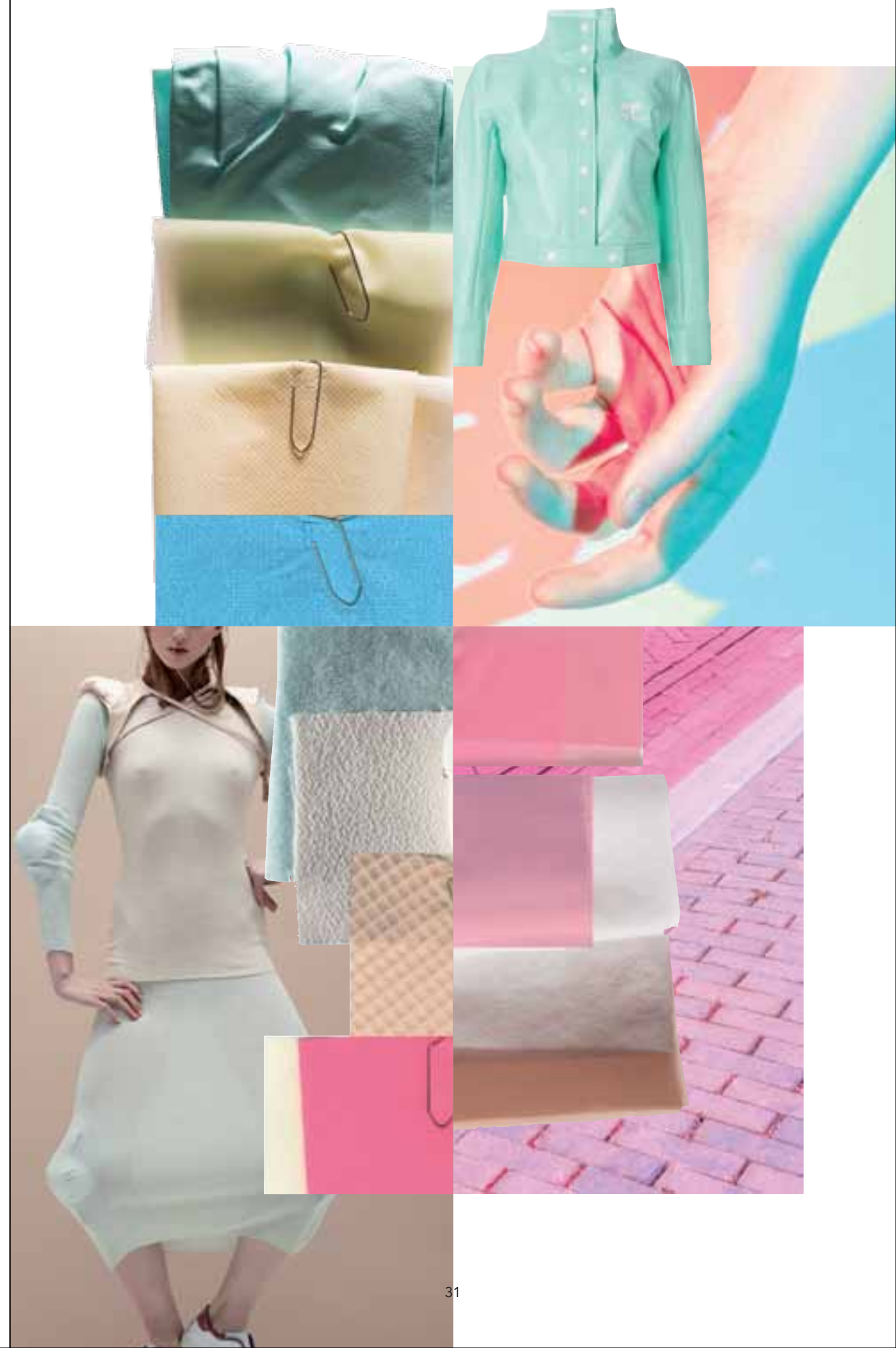
**TRANSLUCENT MEMBRANCES** Supple plastics / Gradations / Thermal change colour / Sensitive textile coatings.

**科技情感** 将美容、医学的精神带进纺织世界。结合拍摄效果及人类所需的健康智能纺织均使人赞叹不已（新生肌肤之亲、排毒或「忌廉」纺织.....）。

**海绵质感** 黏性的、长绒毛感 / 轻巧而紧密 / 迷你法国毛圈布 / 质料柔韧可伸展。

**超哑光** 橡胶表面及涂层 / 乳胶、聚氨酯 / 哑光新乙烯基。

**半透明膜** 柔韧塑胶 / 层次 / 热能变色质料 / 敏感纺织涂层。







**NAÏVE PARADISE** The symbol of a paradisiacal world: rainbows, deserted islands, palm trees, hibiscus flowers on a dotted line, ground resembling offset grids. Clean-lined, graphic flowers, dots and stylised daisies. In dense all-overs, stripes or as grounds to develop in prints, guipures and embroideries.

**纯真的天堂** 天堂世界的标志是：彩虹、荒岛、棕榈树、带有点点虚线的木槿花、类似格子的地面。乾净俐落的线条、花花图案、波点及型格的雏菊。密密麻麻地铺满了条纹、图案、嵌心丝带及刺绣。





# Meet with Culture

文化相汇

Feel good through the world journey and cultures mixing...

An ode to beauty and elegance, created by the luxurious mix of East and West. An initiatory journey from Asia to the north of the Mediterranean, where the young generations mash up influences, wardrobes and references to reinvent aesthetic codes. Inspired by melting-pots and nomadism, we discover a multitude of new savours, through the charming flower and spice markets, the majestic mosaic compositions and ornamental gardens...

从环球旅程及文化交融中感受美好.....

创作揉合了东西方的奢华，颂赞著美丽与优雅。来一趟由亚洲至北地中海的旅程，在那里，年轻一代揉合影响、衣柜及参考资料，重塑美学的代码。受到融锅及游牧主义的启发，通过迷人的鲜花和香料市场、雄伟的马赛克图案和观赏花园..... 我们发掘出众多全新品味。

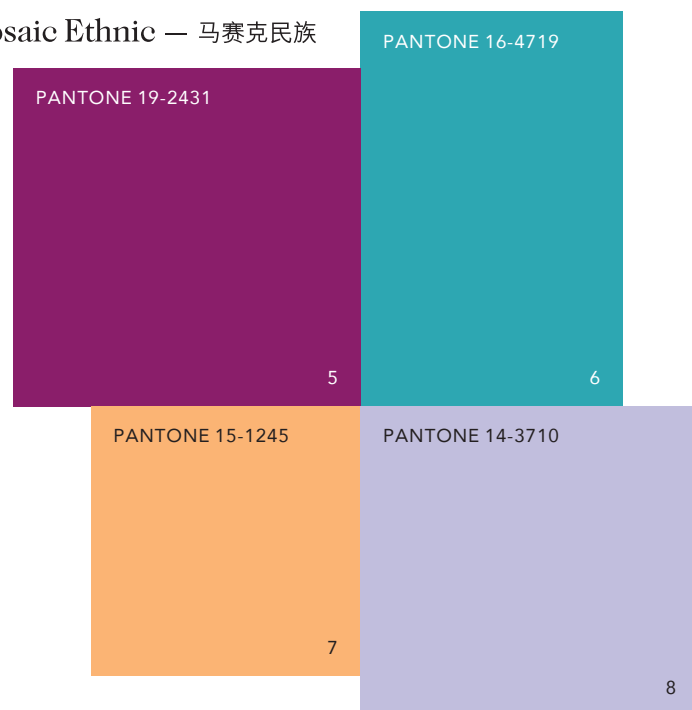




## Terracotta — 红陶



## Mosaic Ethnic — 马赛克民族



- |               |                       |
|---------------|-----------------------|
| 1 Soil — 泥    | 5 Petunia — 矮牵牛       |
| 2 Henna — 指甲花 | 6 Turquin — 蓝色大理石     |
| 3 Nude — 裸体   | 7 Orange Blossom — 橙花 |
| 4 Ocher — 赭石  | 8 Damas — 达马斯         |

Fragile, sophisticated tones, earthy pastels and warm, sensuous sanguine shades. The colours of the heady perfumes, spices and plants found in Oriental markets. Persian and Old World inspirations.







**ROMANTIC ANTIQUE** Ode to delicate femininity: sophisticated silks and decoration approaching the world of lingerie for a contemporary goddess. Fantasised sensuality inspired by Pre-Raphaelite and Orientalist paintings.

**PEPLUM PLEATING** Pronounced crepons / Fine irregular pleating / Little trompe-l'oeil pleats / Light linear blistering.

**PRECIOUS PERSIA** Finely etched and worked Oriental decoration / Cloisonné enamel inspiration / Isfahan, Palace of Babylon / Jacquards, brocades, beading...

**PÂTE DE VERRE** Veiled pastels / Pearly, iridescent, patinated / Soft, delicate shine / Light and translucent.

**古典浪漫** 颂赞精致的女人味：高雅的丝绸和装饰，将你带进当代女神们的内衣世界。受前拉斐尔和东方绘画启发的梦幻感官满足。

**宽松外袍褶皱** 显眼的织造物 / 幼细而不规则的褶皱 / 细小的错视画褶皱 / 轻巧线条泡泡。

**波斯珍宝** 精工雕琢的东方色彩装饰 / 景泰蓝灵感 / 伊斯法罕、巴比伦的宫殿 / 提花、织锦、钉珠。

**玻璃贴** 隐藏的粉彩 / 珠光、彩虹色、翠绿 / 柔和细腻光泽 / 轻巧及半透明。











**EASY SUMMER** A relaxed, easy-to-wear, yet still very feminine Oriental style. A certain casual elegance paired with a desire for sophistication conveyed in cottons and more everyday qualities.

**MOSAICS** Mini geometric motives / Bicolours or tone-on-tones / Jacquards, damasks.

**HAMMAM** Hammam towel inspiration: foutas / Wide multicoloured stripes / Flat basketweaves.

**MASHRABIYAS** Screen wall decoration / Textured tone-on-tone damasks / Mini French terry.

**简单夏日** 一款轻松、易穿、而又充满东方女性魅力的风格。绵质物料结合休闲优雅而不失修养的风格，更适合日常穿著。

**马赛克** 迷你几何动态 / 双色或原色染 / 提花织物、缎子。

**浴场** 以浴场毛巾为灵感：轻薄质感 / 宽阔多彩的条纹 / 平篮编织。

**阿拉伯窗花** 柔韧塑胶 / 层次 / 热能变色质料 / 敏感纺织涂层。







**ORIENTAL GARDEN** Geometric and floral ceramic motives from Majorelle Garden, harmonies inspired by saffron flowers and pistils. Flowery branches, graceful shrubs and charming bushes.





## 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 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

The NellyRodi™ Agency is a trend forecasting agency – established in 1985 by Mrs Nelly Rodi – with a passion for the future. Nelly Rodi is a pioneer in envisioning and understanding a world where consumer behaviour influences fashion and all lifestyle sectors. Gathering more than 35 collaborators, including designers, and marketing and sociology experts, the NellyRodi™ Agency's observations and predictions inspire more than 1,200 companies from all over the world in the textile, apparel, cosmetics and lifestyle industries, in the development of their creative strategies and products. Laurent Le Mouél is the agency creative director since 2011 on fashion and beauty sectors.

[www.nellyrodi.com](http://www.nellyrodi.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](http://www.elementimoda.com)

### DONEGER CREATIVE SERVICES – NEW YORK, USA

Doneger Creative Services, the trend and colour forecasting division of The Doneger Group – a leading US merchandising consultant and trend forecasting company – offers a broad range of products and services in keeping with the direction of the industry. Kai Chow, Director of DCS, covers the apparel, accessories, lifestyle and home markets through printed publications, integrated digital platforms and live presentations to address the needs of retailers, manufacturers and other style-related businesses.

[www.doneger.com](http://www.doneger.com)

### SACHIKO INOUE – TOKYO, JAPAN

Sachiko Inoue graduated from the International Design and Art Institution in 1971. Having worked for various textile companies as a fashion and textile forecaster, she was honoured with the Display Industry Encouragement Award after producing an excellent Spring / Summer 2000 trend collection for Fukui Innovatory Textiles. 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 field.

## 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。

### NELLYRODI™ AGENCY – 法国巴黎

NellyRodi™ Agency 于1985年由 Nelly Rodi 女士一手创立，是一家对未来发展前景充满信心的时尚潮流创意顾问机构。Nelly Rodi 高瞻远瞩，是洞悉当今由消费者行为主导的时装及生活时尚的领导者。NellyRodi™ Agency 汇聚 35 个合作夥伴、设计师、市场推广及社会学专家，为全球超过 1,200 家纺织、服装、化妆品和生活时尚行业的大企业观察和预测潮流趋势，拓展他们的创作策略及产品推广。Laurent Le Mouél 于 2011 年担任 NellyRodi™ Agency 时尚及美容部之创作总监。

[www.nellyrodi.com](http://www.nellyrodi.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](http://www.elementimoda.com)

### DONEGER CREATIVE SERVICES – 美国纽约

Doneger Creative Services 隶属 The Doneger Group 专责色彩及潮流趋势预测的部门。The Doneger Group 为美国声名显赫的采购顾问及潮流预测机构，提供多元化的产品及服务，紧贴业界发展步伐。Kai Chow 为 DCS 总监，透过印刷刊物、综合数码平台及生动的演绎，发布服装、饰物及生活时尚趋势情报，以满足零售业、制造商，以及设计相关行业的需求。

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### 井上佐知子 – 日本东京

井上佐知子于 1971 年毕业于国际设计及艺术学院 (International Design and Art Institution)，曾于数家纺织公司担任时装及纺织业潮流预测专家，后来为 Fukui Innovatory Textiles 创作了 2000 年春 / 夏季潮流系列而赢得「展示工业嘉许奖」(Display Industry Encouragement Award)。现时身兼专业顾问，为日本多个时装材料生产区、贸易公司、加工批发商及布料生产商，提供潮流预测及私人指导服务。她亦曾领导 JFW (Japan Fashion Week Organization) 的潮流趋势预测。

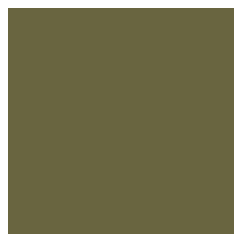


## Merge with Nature — 自然融合

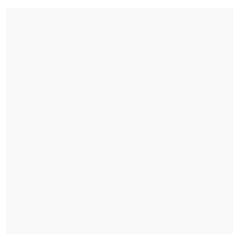
Archeology — 考古学



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PANTONE 19-0622



PANTONE 11-0601



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## Care for the Future — 宠爱未来

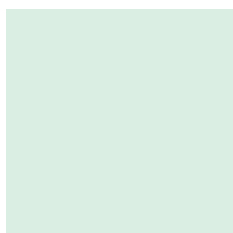
Healthy Relax — 健康放松



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SILVER

## Meet with Culture — 文化相汇

Terracotta — 红陶



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## Pop Vitamin — 流行维他命



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BLACK

## Mosaic Ethnic — 马赛克民族



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