

# intertextile

SHANGHAI apparel fabrics  
SPRING & SUMMER 2021 春夏趋势





REGENERATE

再生

# ATION

## REGENERATION 再生

We are living in an era of environmental, societal, cultural, and economic challenges. Now is the time to change our perspective and view things with a fresh optimistic eye. Inspired by young “positive activists”, we want to take a more respectful approach to ourselves, others and different cultures to build a luminous future. Let's regenerate!

我们生活在一个面对环境、社会、文化及经济挑战的年代。  
现在是时候改变我们的看法，以崭新的眼光看待事物。  
受年轻的「积极分子」启发，我们希望对自己、他人和不同文化采取更加尊重的态度，以建立一个光明的未来。  
让我们再生吧！



**recycling**  
循环再造

**sustainable**  
可持续发展

**tech**  
科技

**craft**  
工艺

**wellness**  
健康

# SOBRIETY

简朴



#

**natural light**

自然光

**sober**

简朴

**soft feminine**

柔和的女性气质

**sentimental**

多愁善感

**peacefulness**

安宁

**emotion**

情感

# SOBRIETY

## 简朴

Through lightness and transparency, the body is naturally honoured as we fully embrace the notion of inclusivity. Sheer and natural tones reveal a raw and poetic humanity. Well-known classics and crafted heritage are reinterpreted in a way that will last and be better for the natural world. New colours and fabrications are to be developed using modern technology introducing an era of natural elegance, refined imperfection and smart preciousness.



通过轻盈感和透明感，我们因为完全拥抱包容性的概念而自然而然地感到光荣。透明和自然的色调展现出原始而富有诗意的人性。  
对著名的经典作品和精湛的传承进行了重新演绎，使之对自然世界带来更持久、更好的影响。使用现代技术开发出新的色彩和物料，从而走进自然优雅、精致无瑕和精巧珍贵的时代。

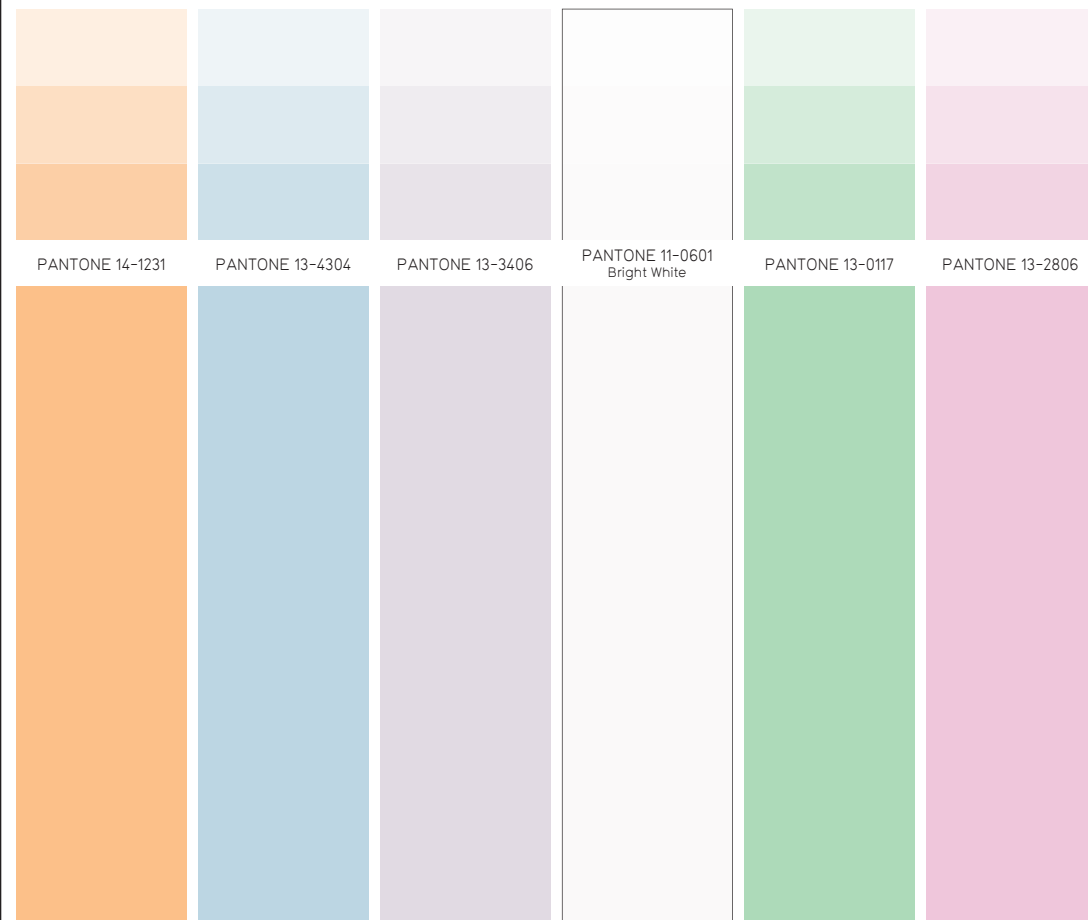
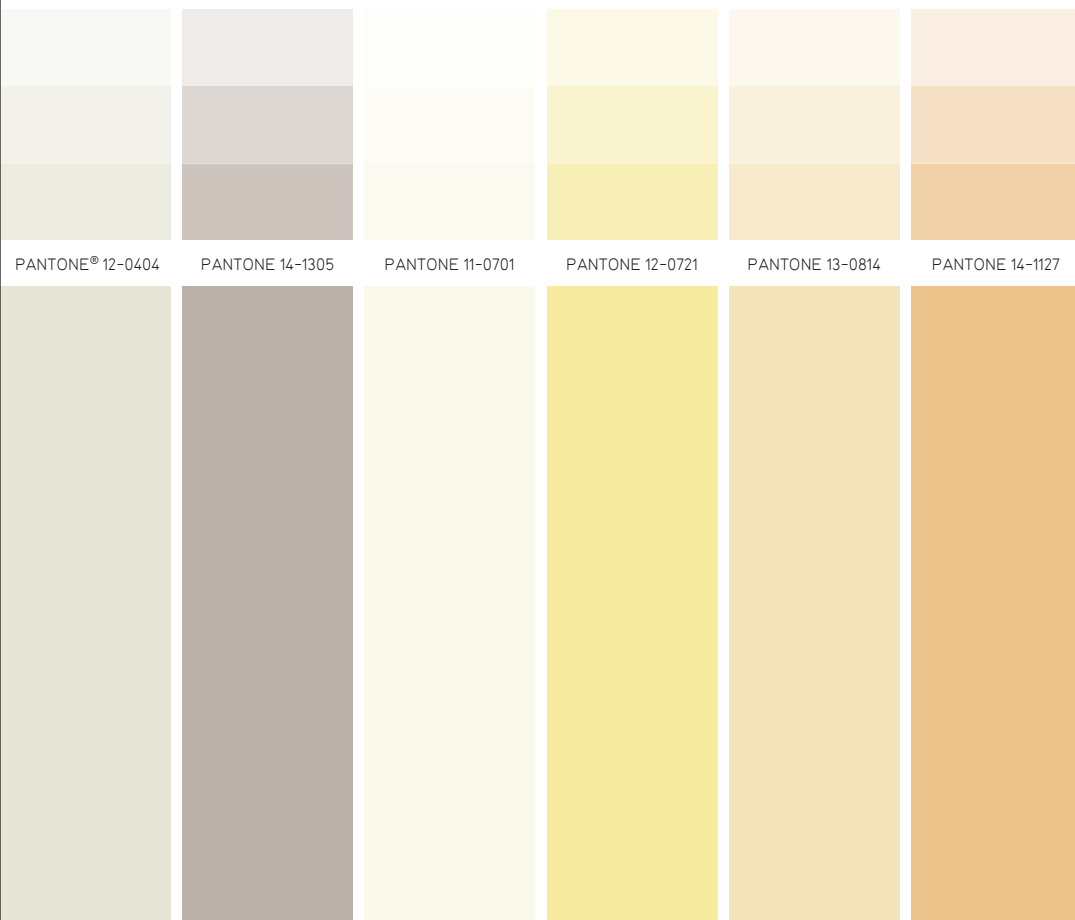


# COLOURS

## 颜色

Fresh and luminescent colours. An emotional range of whites, and delicate skin tones extend to a frozen and poetic strange pastel. The effect is sensual and charming, with lustre and transparency. Silver yarns can be added.

清新和光亮的颜色。一系列随情感变换的白色、精致多样的肤色，延伸至冰冻而富有诗意的柔和色调。效果是感性而迷人的，具有光泽和透明度。还可以添加银纱。



# FABRICS

面料



- Lightweight: gentle touch, providing delicate comfort.
- Clean perfect surfaces with refined textures.
- Transparency: light fabrics, jacquard on almost transparent backgrounds. Burn-out effects.
- Lustrous and iridescent finishing.
- Sentimental, feminine and charming sheerness: tulle, delicate laces, mesh.

- 轻巧：轻柔的触感，带来细致的舒适感。
- 以精致的质感展现光洁无暇的表面。
- 透明感：浅色面料、提花，搭配几乎是透明的背景。烧花效果。
- 光泽和虹彩饰面的后整技术。
- 感性、女性化和迷人的柔韧性：薄纱、细腻的蕾丝、网格布。





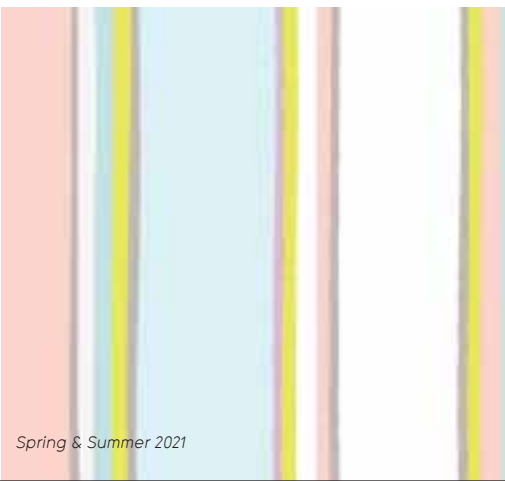


# PRINTS

## 印花



Liana Jegers



Filles à papa

Softly sketched flowers and shadowy traces of supple foliage evoke a modern romance, mixed with refined irregular shirting stripes printed on evanescent textures, delicate pastel travel engravings, and ephemeral optical draws.

轻柔的花朵和柔和的叶子阴影唤起现代浪漫气息，混合精致而不规则的衬衫条纹，印在瞬息即逝的纹理上、精美的蜡笔旅行版画和一闪即逝的视觉绘图。



# PRESERVATIONS

保存

#

**virtuous  
consumers**

品德高尚的消费者

**soft activist**

柔和的行动主义者

**evergreen**

常绿常青

**upcycling**

升级改造

**innovative  
pioneers**

创新的先驱



# PRESERVATIONS

## 保存

Urban farmers and gardeners reinvent tomorrow's world. Function leads fashion, menswear sets the tone.

A return to natural fibres is the core as consumers opt to buy less yet buy better.

Simple workwear, and durable innovative essentials.

Short supply circuits, local and/or transparent production: the city aesthetic is reinvented along new virtuous lines that unites technology with a farmer spirit, utilising comfortable raw materials with modernist lines.



Brot by Benditas Studio



Milan Design Week, © Loewe

城市的农夫和园丁重塑了明日世界。功能引领时尚，男装为时尚定调。

天然纤维的回归是消费者选择买得少而买得精的核心。简单的工作服、耐用而创新是最重要的必需品。

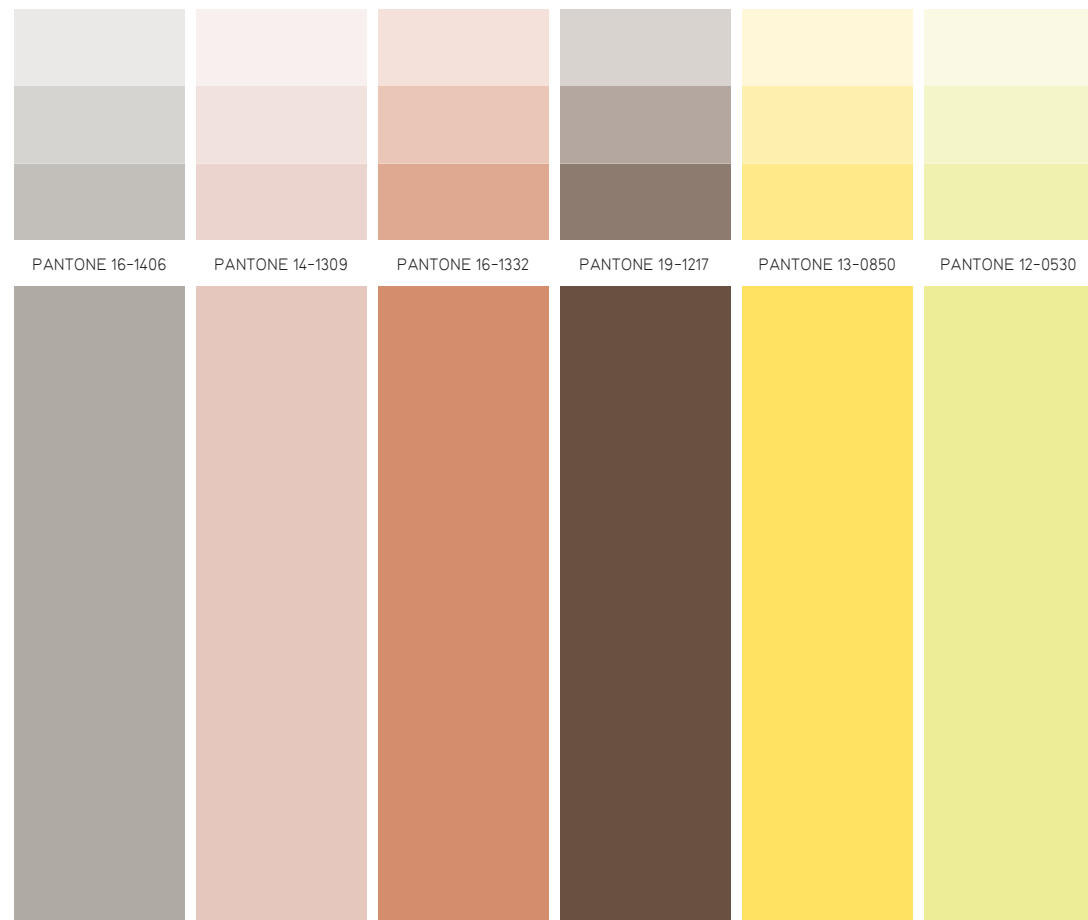
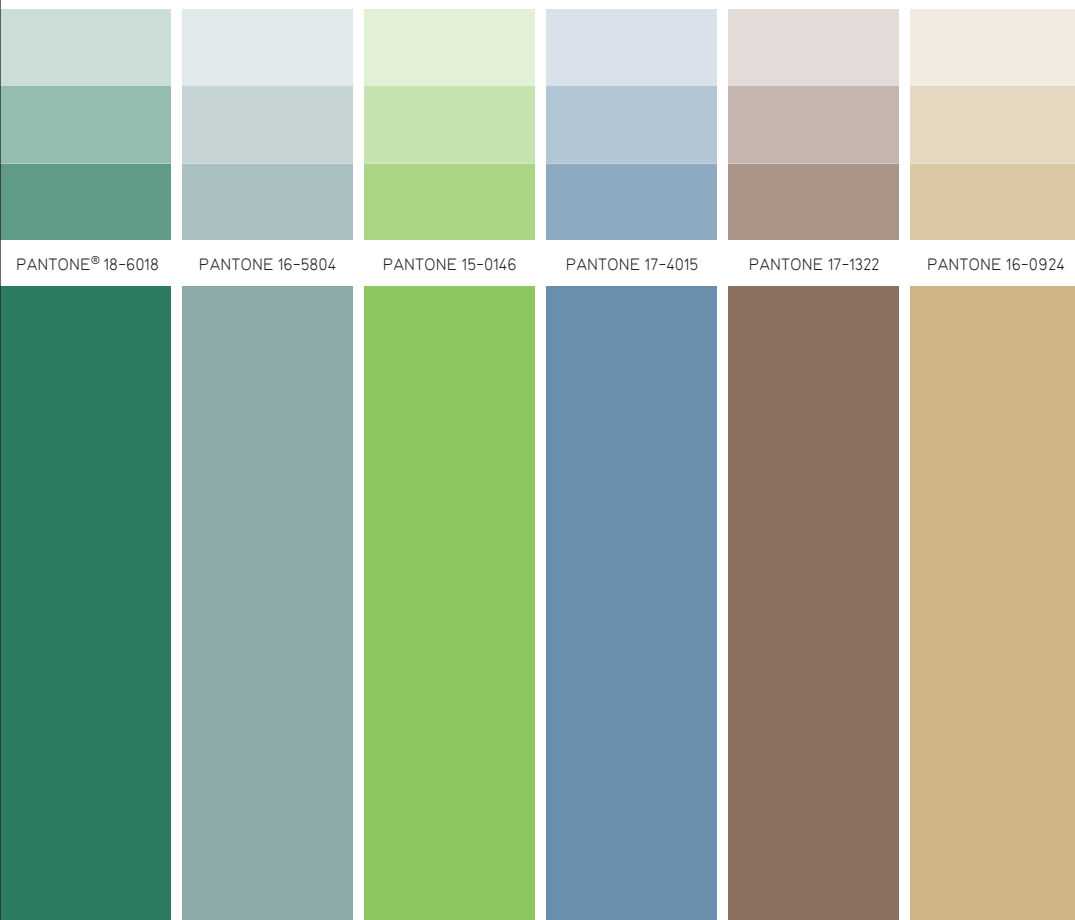
简短的供应链、本地生产和/或透明化生产：城市美感沿著新的美德线条重塑，将技术与农夫精神融为一体，充分利用舒适的原生物料和现代主义的线条。

# COLOURS

## 颜色

Vegetal khakis and greens in different tones are the base. Natural neutrals and warm browns are used as complements. Gentle sunlight yellows and gold can be used as accents.

以不同深浅的卡其色和绿色作为基调。天然中性颜色和温暖的棕色被用作调和。柔和的阳光黄色和金色则作为点缀。





# FABRICS

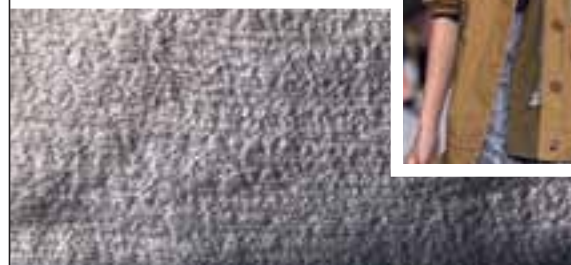
## 面料



Frédéric Gauthier for Serax

- Simple workwear with compact basic cottons or linens and twills like denims.
- Well-worn looks: tone on tone fabrics, lightly stone washed and raised finishing.
- Stretch is very important for comfort.
- Technical fabrics are required, such as performance nylon and recycled, rainproof, windproof and breathable fabrics.
- Checks and madras for shirting to give an Indonesian feeling.

- 简单的工作服，配有紧密的基础棉或亚麻布和斜纹布（如牛仔布）。
- 陈旧的外观：同色系配色的面料，轻度水洗处理。
- 弹性对于保持舒适感非常重要。
- 需要使用功能性面料，例如高性能尼龙和可循环再造、防雨、防风和透气的面料。
- 格子布和马德拉斯布用来制作衬衫，带来印尼风情。







# PRINTS

## 印花



A botanical inspiration with 3D effects like an arty camouflage. A fantasy of elsewhere is translated in geography maps, exotic stripes, modern ikats stripes and lightweight madras checks in a more Indonesian way.

以植物为灵感，及3D立体效果，仿如充满艺术感的迷彩图案。各处的想像组合成地图、异国情调的条纹、现代的依卡 (ikats) 条纹和轻便的马德拉斯格子布，更具印尼风情。





# SPONTANEITY

自发性

#

**positivism**

实证主义

**optimistic**

乐观

**artificial colours**

人造色彩

**extra normal**

非常普通

**fun & feel good**

有趣且感觉良好



# SPONTANEITY

## 自发性

A rising generation of aesthetes comfortable in their own skins and mind are inciting us to put on the brakes. They respond to accumulation with subtraction: less fake, less ironic, less superfluous.

A cheerful, joyous way of rediscovering adolescence for a more light-hearted attitude to everyday life. Made with love, humour and integrity.

Revisiting the vintage allure of the 70s through a unique confluence of reality and artificiality.



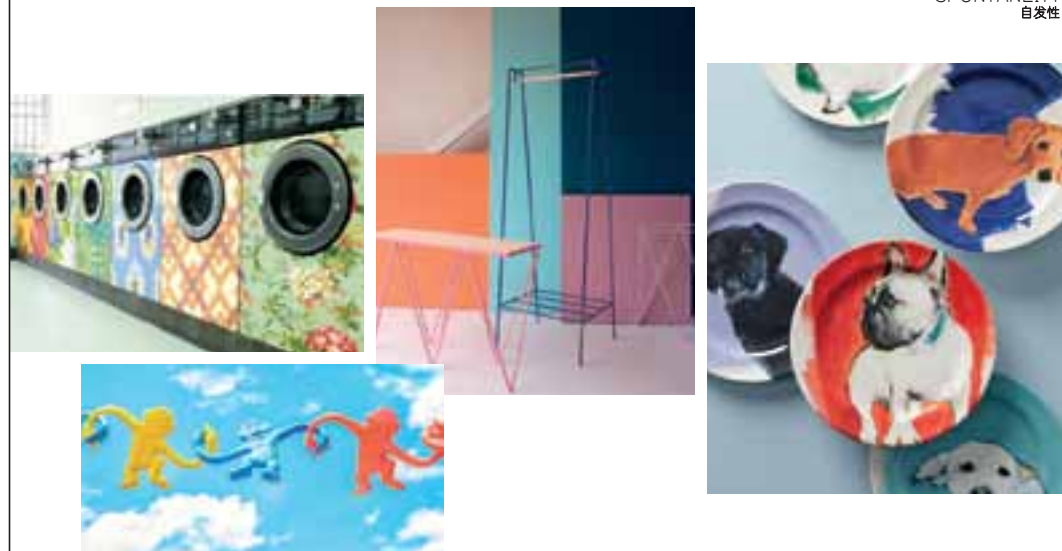
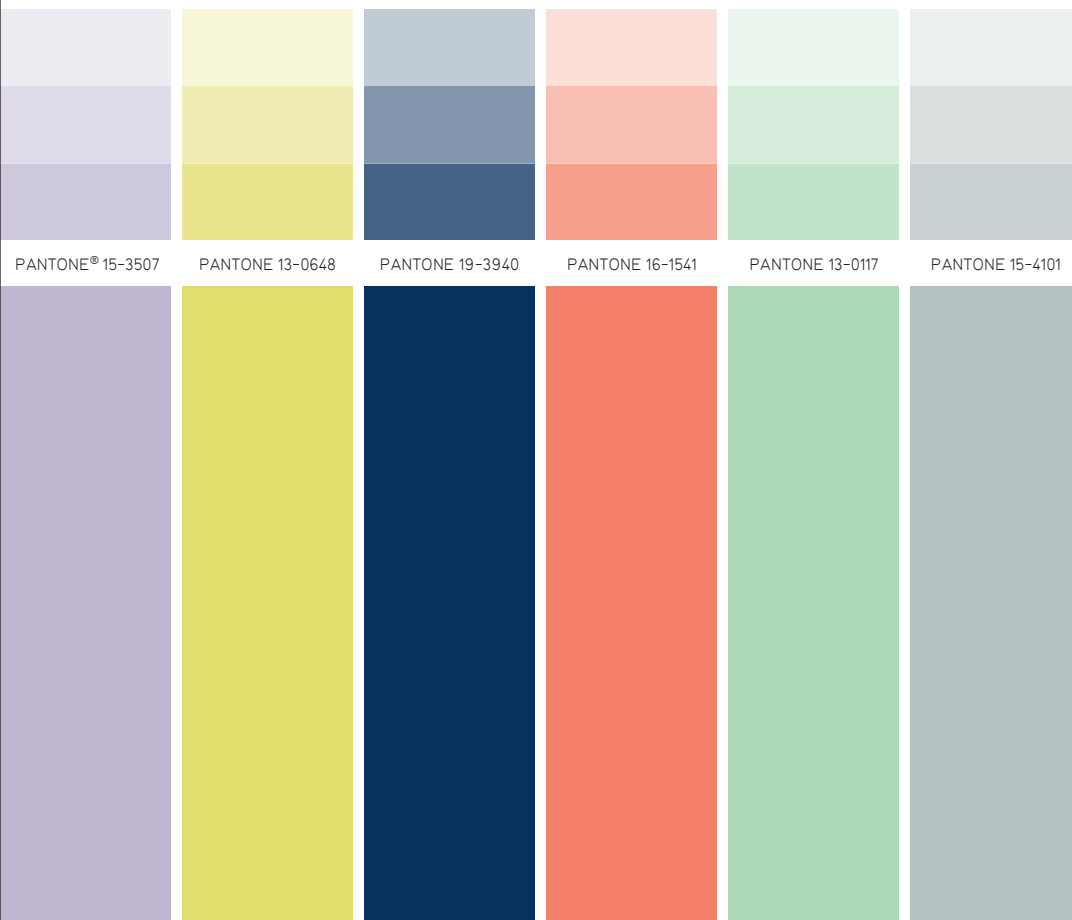
崛起的完美主义者一代，著重于他们的肌肤及思想上的舒适感，驱使我们刹停下来。他们逐渐追求极简的方式：少一点虚伪、少一点讽刺、少一点修饰。  
以一种开朗、快活的方式去重新发现青春期，让每天的生活态度更舒心愉快。有著爱、幽默和忠诚。  
通过现实与人工的独特融合，重温70年代的复古魅力。

# COLOURS

## 颜色

Sunny, ultra-cheerful and deliciously retro-tonic, this mood celebrates the grace of dynamic, strong primary lights mixed with reassuring essential nostalgic neutrals. An ode to happiness.

阳光明媚、超级欢快及惬意的复古色调，彰显出动感十足的灯光原色与令人放心的怀旧中性色调。幸福的颂歌。





# FABRICS

面料



- Confluence of artificial and natural: preppy cottons, triacetate, linen, poplins, piqués, compacts, sergés.
- Whiteness aspects are requested for all fabrics even for new denims.
- Beside the natural look, synthetic fabrics will be needed such as nylon and polyamides.
- Chambrays and pencil stripes are needed.
- Circular knitting will have a fresh look.

- 人工和天然的交织：学院风棉、三乙酸酯、亚麻、府绸、珠地布、紧密纱及哔叽。
- 所有物料都要塑造成发白的外观，包括新牛仔布。
- 除了天然的外观，还加入合成纤维，例如尼龙和聚酰胺。
- 经纬异色布和铅笔条纹都是需要的。
- 圆形针织将感觉焕然一新。







# PRINTS

印花



Fresh and retro, a naïve playful offer across 70s flower styles, youthful picnic style geometrics and plaids, funny but modern nautical stripes. "Everyday activity" motifs can be revisited to push humour.

清新复古，跨越70年代的花朵风格，年轻的野餐风格搭配几何图案和格子，还有有趣而现代的航海条纹，弥漫著一种天真玩味的气息。「日常生活」的概念再被推崇，以增添幽默感。





# DIVERSITY

多样化

#

precious craft  
宝贵的工艺

heritage  
传承

graphic unexpected  
意想不到的图形

inclusive proudness  
包容的自豪感

multicultural  
多元文化

# DIVERSITY

## 多样化

An expressionist lifestyle which becomes the official language of a new aesthetic world, remixed codes and influences that honour the bold and the resourceful, teams and neo artisans.

A deep desire to stand out and be different. Like a cure for the world's standardisation everyone flaunts their most flamboyant singularity.

A song of joy, a song of life, a song of pride.



一种表现主义的生活风格，成为新审美世界的正式语言，重新混合了不同的守则及影响力，向大胆而机智的团队和新手工艺者致敬。

渴望脱颖而出，与众不同的强烈愿望。就像解决世界标准化的方法一样，每个人都炫耀自己最瞩目的特点。

快乐之歌、生活之歌、自豪之歌。



# COLOURS

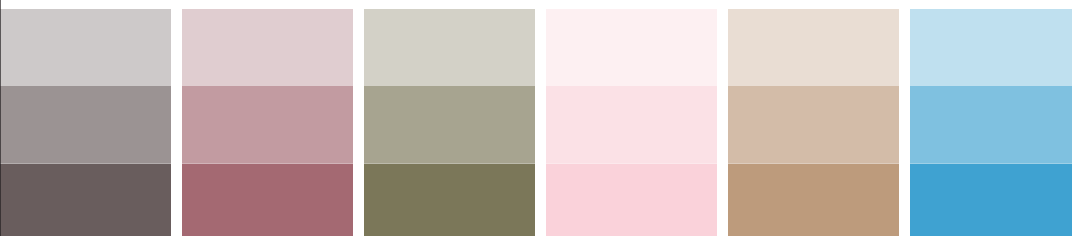
## 颜色

A bright range of colours inspired by synthetics, mixed with deep pigments and earthy shades. Reds and brown are combined with indigo blues.

Metallic yarns and neon exotic accents are used such as copper gold, yellow Rio, Curacao blue and bright purple.

灵感来自合成材料的各种色彩，并融合了深色颜料和泥土色调。红色和棕色与靛蓝的组合。

金属丝和凸显异国风情的霓虹色调，例如古铜金、里约黄、库拉索蓝和亮紫色。



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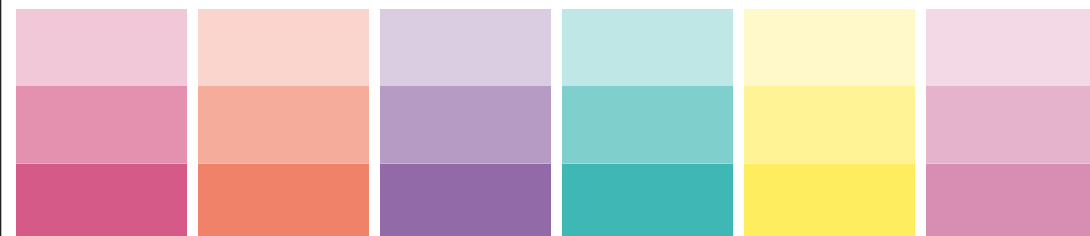
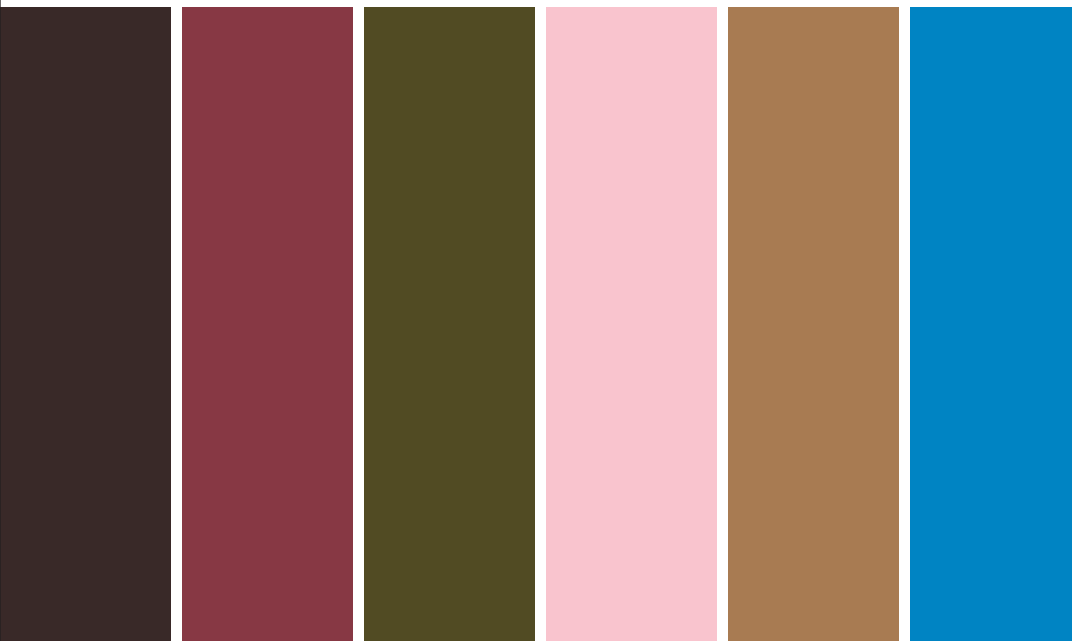
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# FABRICS

面料



- With a rough and rustic summer feel: cotton, cupro, linen, paper.
- Summer blends of worsted wool, with silk or recycled nylon.
- Premium style techniques and decors such as embroideries, brocades, burn-out, cut yarns, overprints on jacquards with an ethnic inspiration.
- XXL madras check weaves.
- Handmade knits in recycled polyester and nylon.

- 有著粗糙而质朴的夏季感觉：棉、铜氨、亚麻、纸。
- 夏季的混纺使用精纺羊毛与真丝或再生尼龙。
- 高档风格的技术和装饰，例如刺绣、织锦、烂花、断纱、提花上的叠印，都带有民族色彩。
- 双加大的马德拉斯格子布。
- 再生聚酯和尼龙制成的手工编织物。

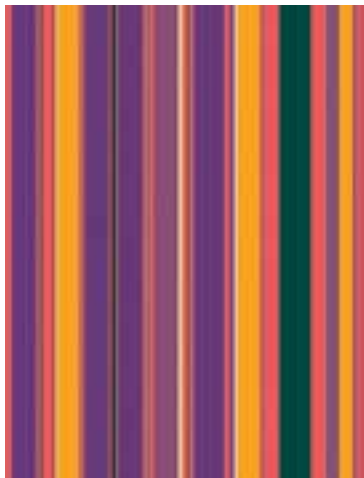






# PRINTS

## 印花



Lucia Laguna



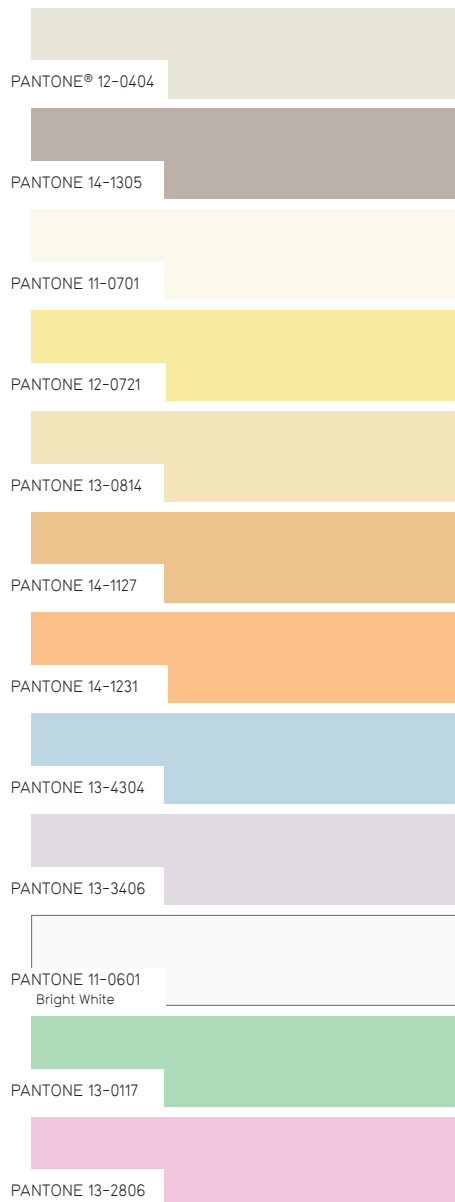
A craft-heritage look across ethnic ikats, batiks, shibori, tied and dyed techniques. For weaving as well as prints, wide bicoloured stripes. In a more vibrant arty look, recoloured red irregular stripes, push giant expressive motives and multi-coloured jungle leaves like a "happy savoir-faire to wear."

各种具民族特色的依卡 (ikats)、蜡染 (batiks)、绞染 (shibori)、扎染工艺等手工艺遗产。用于编织和印花，宽幅双色条纹。鲜艳而带艺术感的外观，重新上色的红色不规则条纹，凸显巨大的表达动力以及多种颜色的丛林叶子，仿如「具愉快而自如的穿搭能力」。

# COLOURS 颜色

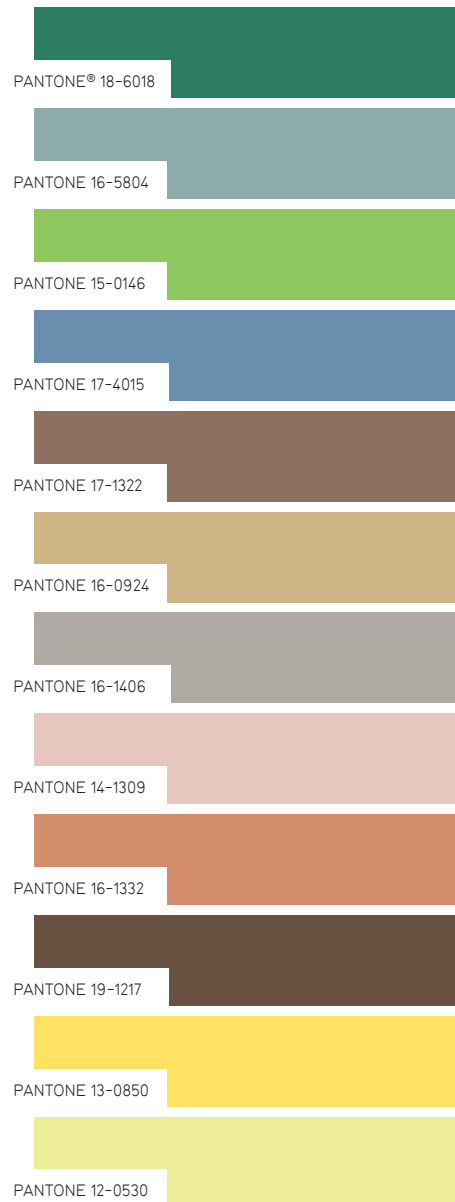
## SOBRIETY

再生



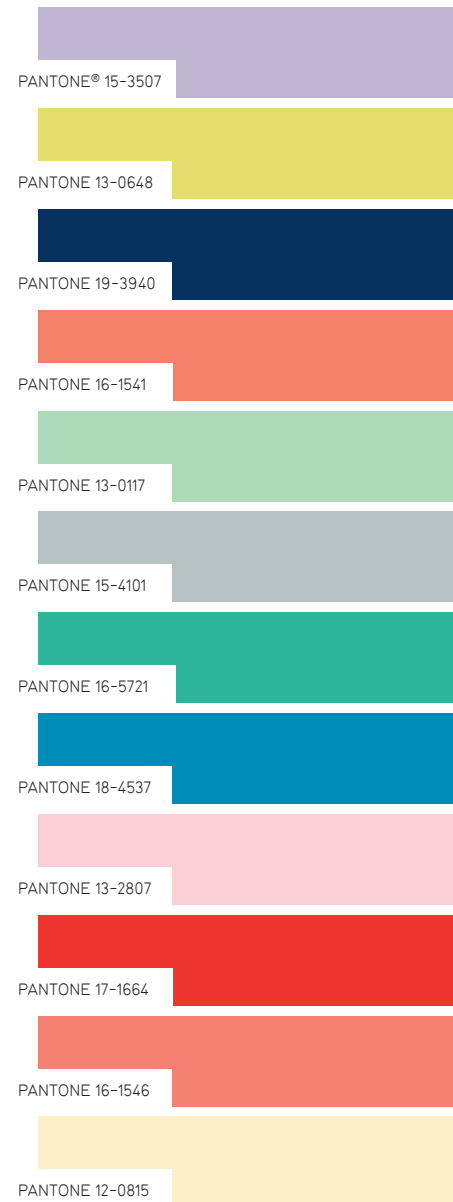
## PRESERVATIONS

保存



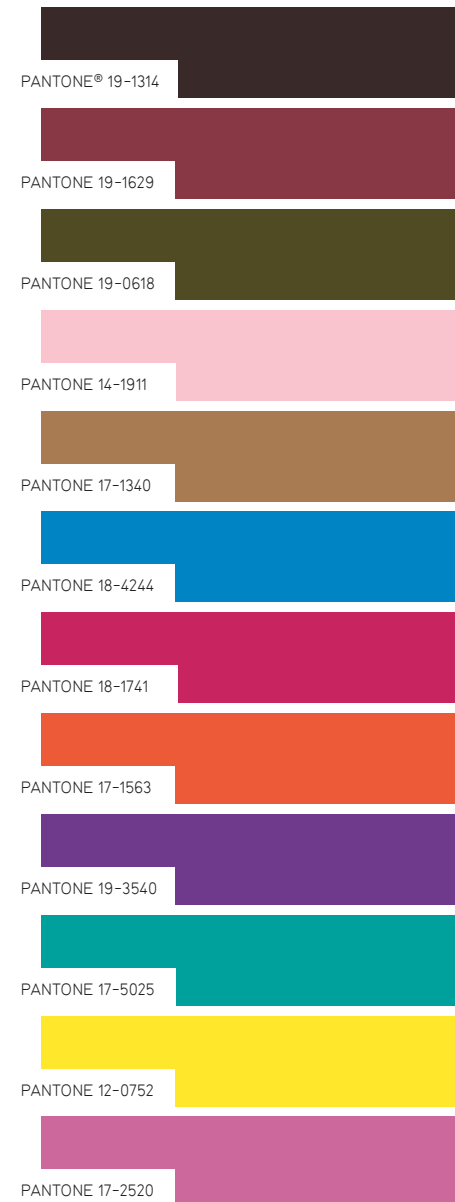
## SPONTANEITY

自发性



## DIVERSITY

多样化



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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.

### **NELLYRODI™ AGENCY – PARIS, FRANCE**

Founded in Paris in 1985, NellyRodi is a consulting firm specialising in innovation and creativity. Today based in Paris, Shanghai, Tokyo and New York, it is an international reference for forecasting the industrial and service sectors. NellyRodi coaches and assists brands, investment funds, and collective organisations in developing their strategy, marketing, product and digital expertise. 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.

### **DONEGER CREATIVE SERVICES – NEW YORK, USA**

Doneger Creative Services (DCS) is a leading forecasting and creative consultancy at the intersection of lifestyle and commerce. A division of The Doneger Group, retail's trusted advisor and the global leader in merchandising strategies, DCS has a unique perspective in blending breakthrough creativity with commercial practicality. Their mission is to provide design confidence through creative concepts, hands-on inspiration and branding strategies to bring great ideas to life. Kai Chow, Director of DCS, 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. [www.doneger.com](http://www.doneger.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)

## 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，以鲜明的主题刻画未来潮流及时装材料趋势。

### **NELLYRODI™ AGENCY — 法国巴黎**

1985 年于巴黎成立，NellyRodi 是一间专注于创新及创意的顾问公司。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 为不同品牌、投资基金，以及集团机构提供顾问服务，协助他们发展事业策略、市场推广、产品开发及数码化技能。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。

### **DONEGER CREATIVE SERVICES — 美国纽约**

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### **ELEMENTI MODA — 意大利米兰**

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