

**inter**textile  
SHANGHAI apparel fabrics

China International Trade Fair for Apparel Fabrics and Accessories - Autumn Edition  
中国国际纺织面料及辅料(秋冬)博览会

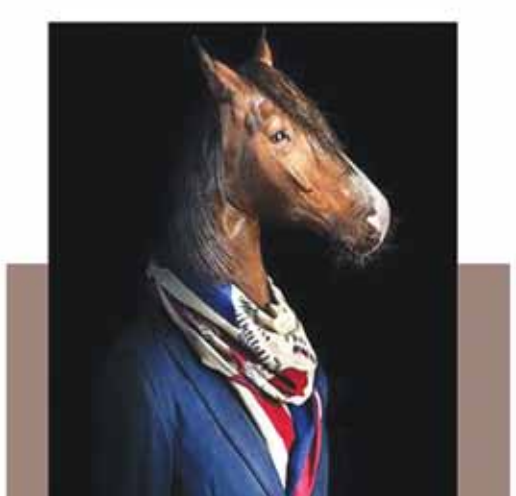
autumn winter 2019  
**20**

**INTER**  
textile



2019  
**20** 秋冬趋势

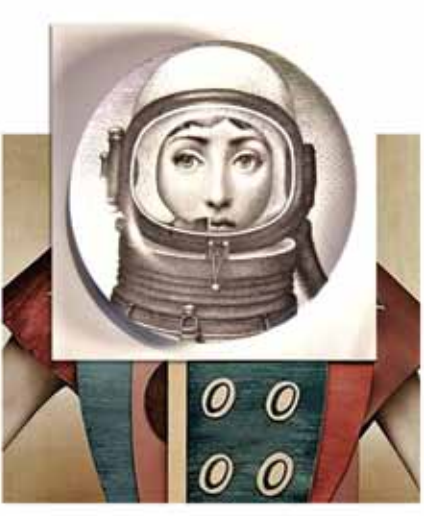
# textile



CLASSIC PLUS 强化经典

FAIRY TECH 梦幻科技

CROSSWORLD 跨世界

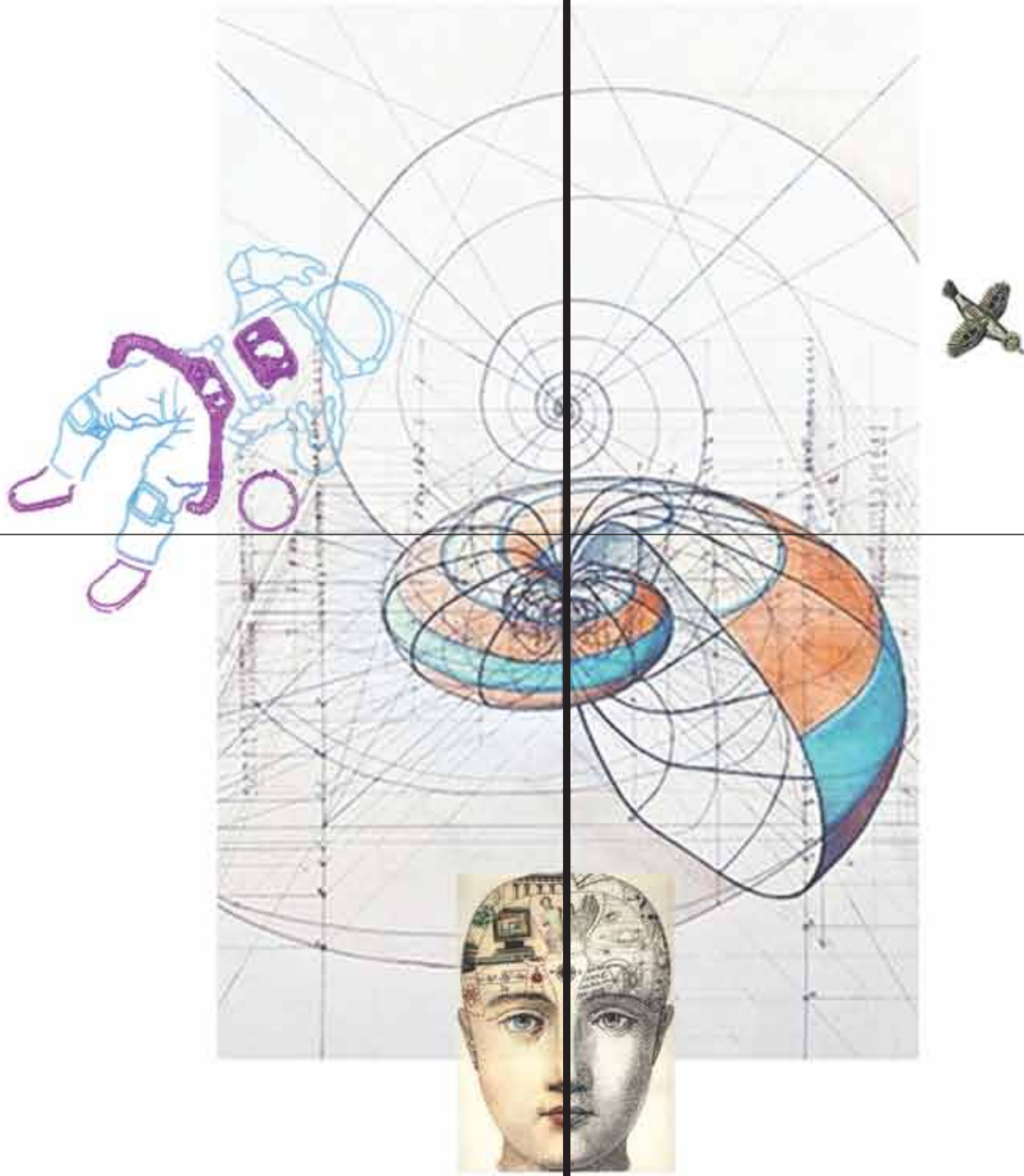


# SHARED FUTURES



We live in transformative liquid times, in a multicentric world, aiming for a new free expression, open to the inclusivity of cultures, people, nature and technology, cultivating their contradictions and values.

A controversial world marked by insecurity, that we strive to reshape for the better with positivity, enriching creativity for global diversity, regenerating tradition, by enabling people to continuously reinvent themselves, remodelling aesthetic forms and ways of thinking. Directing thoughts towards those exceptional paths that break with past preconceptions and open to the innovative ideas that help change mentalities. The seasonal creative directions for Autumn-Winter 2019-20 explore the dichotomy between nature and technology, as experienced through time. We trust technology but search for reassurance in the human imagination that is full of experience, fantasy, irony. The new aesthetic is a collage that revolutionises epochs and reference points. Confirming the care for the values of sustainability and sense of responsibility in a free, fertile and constructive form of radicalism, projecting us in a new world.



## 共享未来

我们身处急速多变的流金岁月、多中心的世界，  
追求一种全新的自由表述，对文化、人类、  
自然、科技持开放而包容态度，发掘他们的  
矛盾点和价值。

一个充满争议的世界以不安全感为标志，所以  
我们致力以正能量创建更美好的世界，为地球的  
多样性积极努力、提升创意、将传统全新演译；  
同时藉著鼓励人们不断的改进自己、重塑美学  
形式和思考模式。

将思维引导至独特的轨道上并拥抱有助改变  
心态的创新意念。

2019-20 秋冬时装的创作方向在于探索一种大  
自然与科技之间经时间洗礼后的分歧。我们相信科  
技，但同时希望在人类的想像之中寻找慰藉，当中  
充满了经历、幻想和讽刺。全新的美学是一幅集合  
革命性时代和参考点的拼贴画。在自由、富饶和  
有建设性的激进主义之中，落实对可持续发展的  
价值和责任的关怀，把我们推向一个崭新的世界。



# FAIRY TECH

A transcendent vision of sustainability in a future where innovation and humanity merge, encouraging reflections on past memories and future potentials.



## 梦幻科技

融合创新与人性、鼓励思索回忆和未来潜能，  
展现出一种可持续发展的超然愿景。

# COLOURS

The timeless hues of cool tinted neutrals harmoniously match with clean pastel mid-tones incorporating a techno-emotional mood. In this hazy dreamland, poetry and innovation flare up from the concrete jungle.

FAIRY TECH



## 颜色

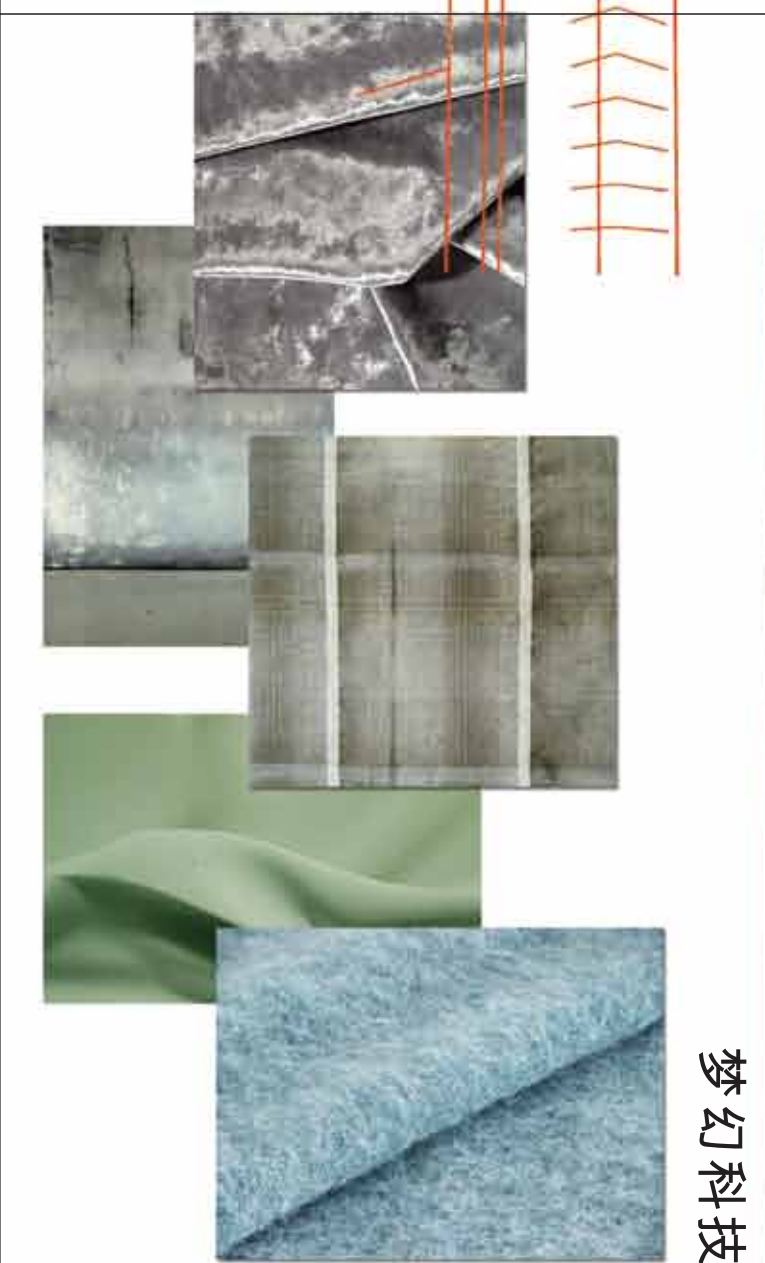
清新淡雅而和谐的色调，配合乾净清爽的蜡笔中性色彩，再融合科技情感的感觉，形成一种经得起时间考验的颜色。仿佛从混凝土森林中迸发出朦朦胧胧的诗歌和创新意念。

梦幻科技

An urban theme, poetic and strong at a time, showcases a subtle style with seemingly mistreated materials. Cement and concrete suggest marled and blurred aspects, fine flat tweeds, frayed and brushed surfaces. Mixing reality and illusion, a new-designed nature leads to shiny, fluid jerseys, compact satin, fine graphic laces, tulle and cloqués.

The silhouette is a hybrid of soft and hard, street and fragile modern aesthetic.

## FAIRY TECH



## 梦幻科技

以都会为主题，同时有著诗意和强硬的特质，将仿似不合时宜的物料展现出一种微妙的风格。水泥和混凝土展现出混合而模糊的特性；细平粗花呢、磨损和磨砂的表面。混合现实和幻觉，设计出新颖的自然风格，组成闪亮流动的平针织物，紧致缎面、精美的图案蕾丝花边、薄纱和泡泡纱面料。

这种色彩轮廓揉合了软和硬的特质，形成一种街头和脆弱的现代美学。



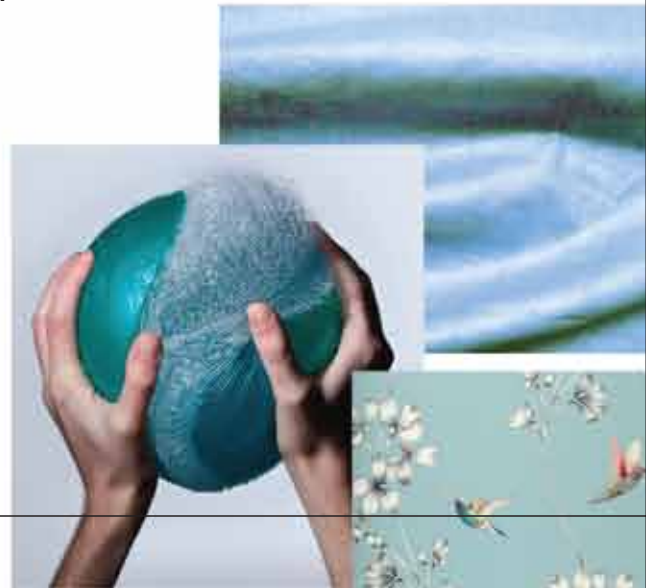
Lost in utopia, fabrics transfer the image of sensitivity. Silky aspects, elegant satin, delicate knits, fil-coupé, slightly felted wool lace, wool-silk blends with dense softness, superlight mohair, transparent organza and crispy voiles.



## FAIRY TECH



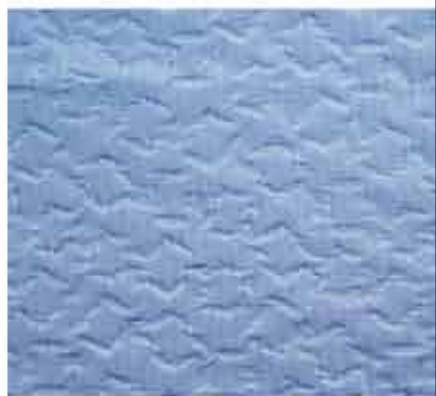
Technical sport qualities in polyester or polyamide show silky aspects that are lightly crinkled or burnt out. Bonded soft polyamides, shimmering techno 3 layers, foil-coated surfaces, crackled, enamelled, PVC transparency, spacers.



## 梦幻科技

迷失在只应存在于乌托邦的物料之中，转化为敏感的形象。丝滑质感、优雅的绸缎、精致的针织物、fil-coupé工艺面料、毛毡质感的羊毛蕾丝、柔软紧密的羊毛丝绸混合面料、超轻马海毛，透明硬纱和轻盈薄纱。

以聚酯或聚酰胺制成的科技运动高质量物料，展示出微皱或微烫痕的丝般质感。黏合软聚酰胺、闪亮三层科技面料、箔涂层表面、微皱、珐琅、PVC透明物料、垫片。



# CLASSIC PLUS

Beyond classics, to the next step.  
Elegant powerful classics celebrate a confident  
allure, enhancing precious heritage  
values and dynamic functional innovations.



## 强化经典

再迈一步，超越经典。优雅而强大的经典歌颂着  
一种源于自信的魅力，提升珍贵的传统价值及  
有活力的功能性创新。



# COLOURS

Distilled for a modern age, a colorama of natural, precious, noble tones is dynamised by powerful radical shades. A genuine feeling of freedom submerges this warm audacious panorama.

CLASSIC PLUS



## 颜色

为现今世代蒸馏出一种自然、珍贵、高雅的色调，并以一种强烈而激进的色调将之动态化。以真正的自由感淹没于这种温暖而大胆的全景之中。



强化经典



# CLASSIC PLUS

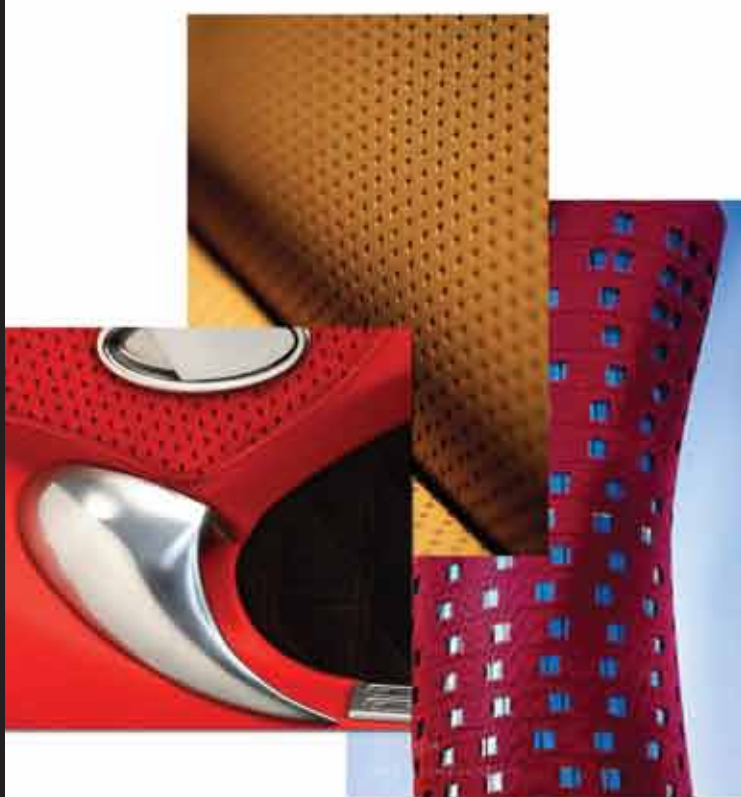


# 强化经典

再混合珍贵的单色纹理面料、温暖的羊绒羊毛、拉绒马海毛和羊驼毛混纺、光滑的绒面革和致密的缎面。并辅以釉面、涂漆材料、保护性黏合羊毛 PA 物料、无可挑剔的弹力平针织物、耐工业聚酯织物和仿如机械人外壳的 PVC 物料。

这种色彩轮廓打破了谨慎的代码，自豪地展现出奢华的物料和建筑动态的诱惑。

Remix with precious monochromatic textured fabrics, warm cashmere fleeces, brushed mohair and alpaca blends, smooth suede and dense satiny surfaces. Enhance with audacious combinations with glazed, lacquered materials, protective bonded wool-PA qualities, impeccable stretch jersey, resistant industrial polyester fabrics, robotic PVC.



The silhouette breaks with the codes of discretion, proudly showing off luxury materials and architectural dynamic allure.



Make way for crafted materials, textured suiting, coarse dense cottons, compact bouclés, bold striped wools, blanket checks and tartans. Mix of jacquards from global folklore, reversible woollens, tweeds and heavy chevrons, vintage tapestry and chunky colourful knits.

## CLASSIC PLUS



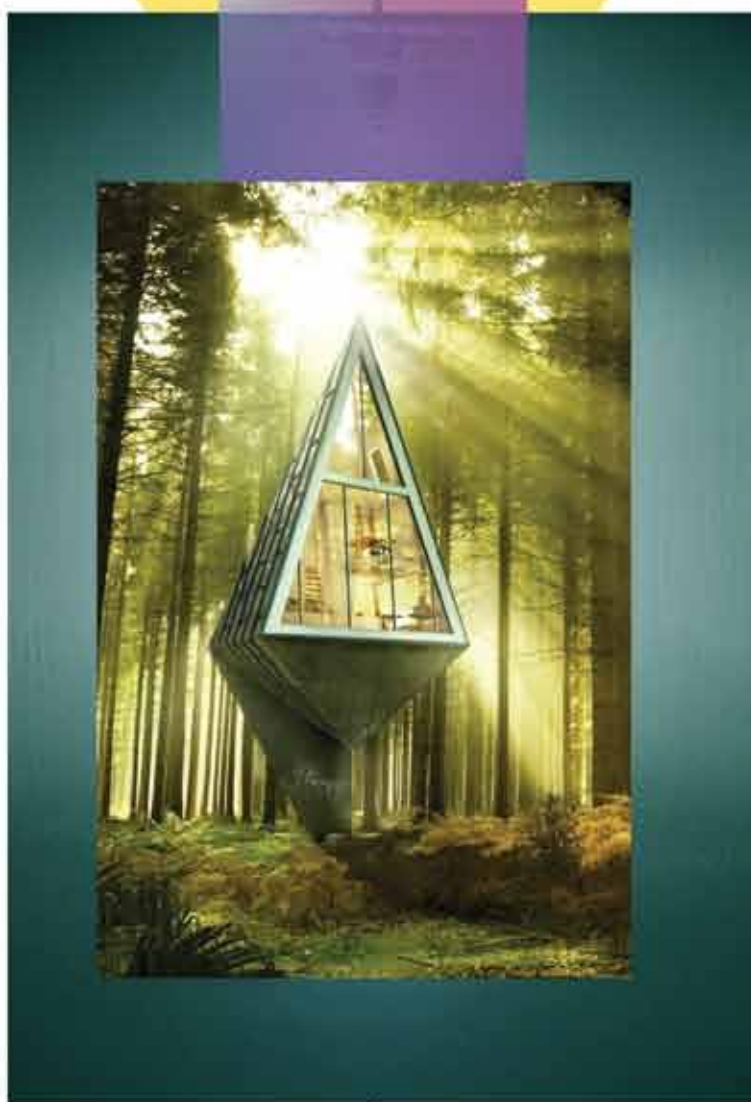
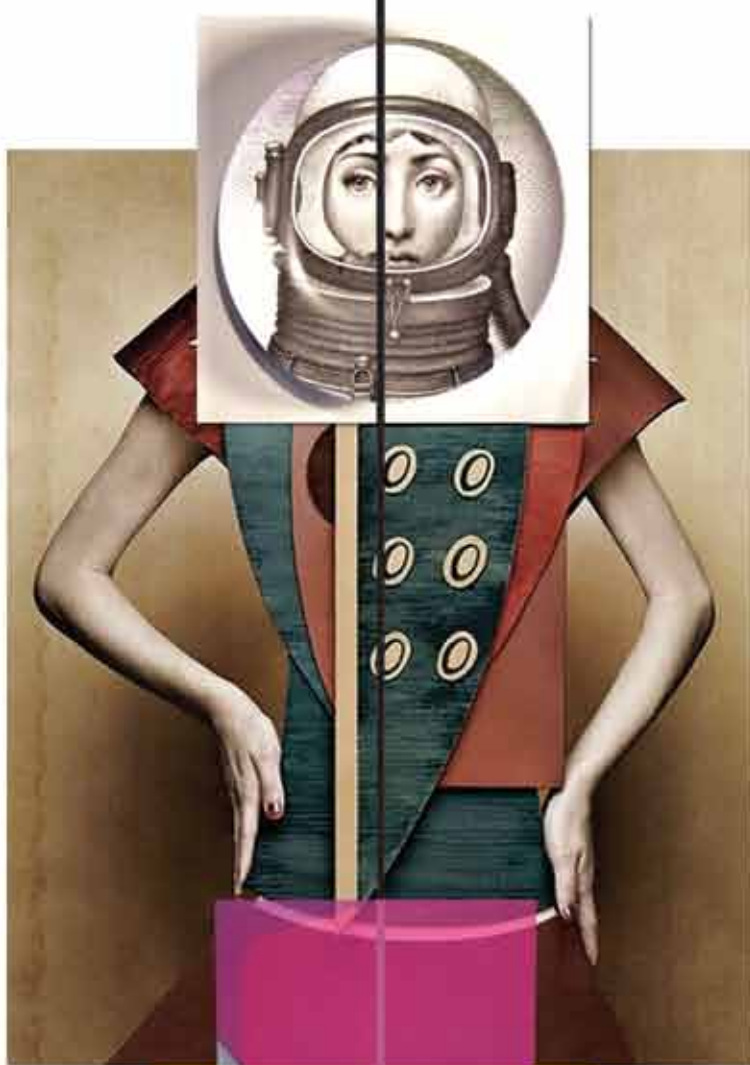
## 强化经典

为手工物料带来出路，粗纹西装料、紧致粗棉布、紧密 bouclés 面料、粗条纹羊毛、格子毯和格子呢。来自全球各地的各式提花物料、可逆羊毛，粗花呢和重迭 V 形花纹、复古挂毯和厚实多彩的针织物。



# CROSSWORLD

Wild opulence, survivalist landscape contrasts with fictional future. A place out of time where dark dreams merge with wild nature, exploring edgy individuality and unknown worlds.



## 跨世界

野性的奢华、生存主义景观与虚构的未来形成对比。在一个不合时宜的时间点，黑暗的梦境与野性的自然融合为一，探索前卫的个性和未知的世界。

# COLOURS

A hybrid range of rich dark shades (embellished) enlivened by shimmering ultra brights, flashes of pure artificial light. A sensuous mood opening to ornamental solutions and futuristic perspectives, letting imagination run wild.

CROSSWORLD



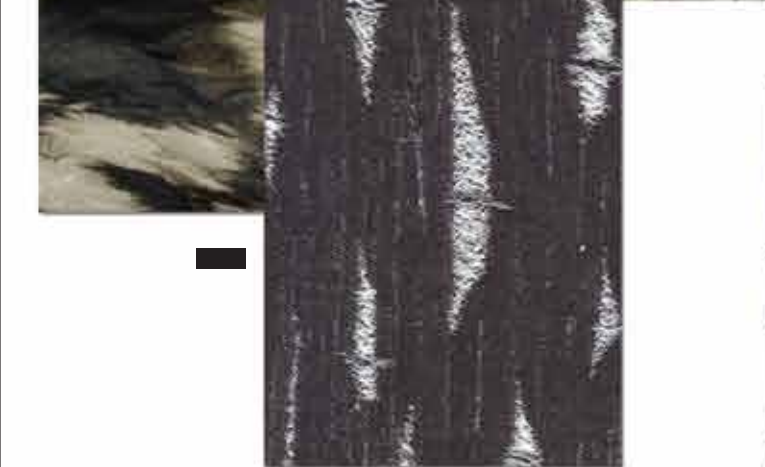
# 颜色

一系列浓厚深色调（装饰）被极为闪烁动人的光芒所带动跃起，闪耀出纯粹的人造光影。一种感性的情绪以观赏性的方案和未来主义视角呈现，让想像力狂野起来。

跨世界

# CROSSWORLD

Fabrics express sensuality through silky aspects, synthetic fluid jersey, drapery crepes, dense velvets and moving plissés. Opulent decorative jacquards, pronounced textures, high-lustre combed wools.

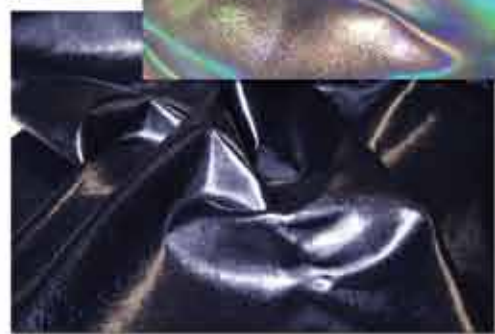
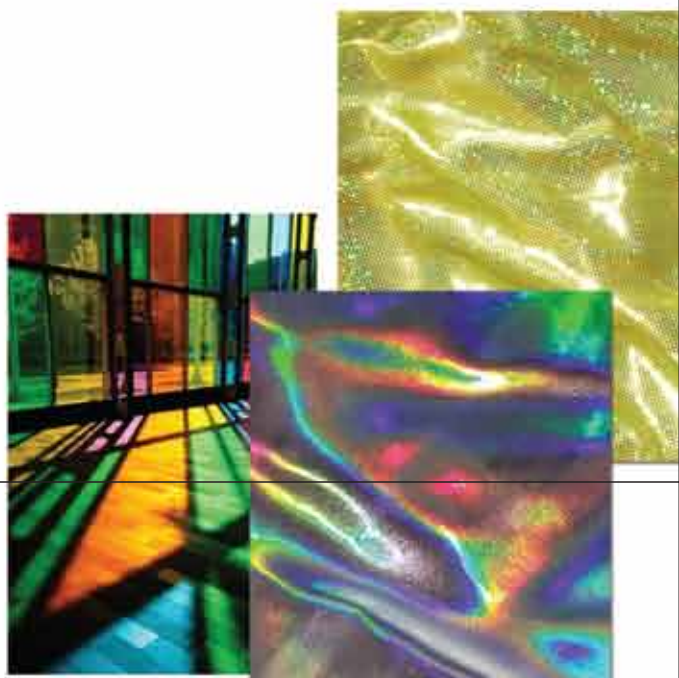


以丝滑的面料表现出感性的特质，合成流体平针织物、布绉纱、致密天鹅绒和律动的 plissés 面料。华丽的装饰提花、明显的纹理、高光泽的精梳羊毛。

这种色彩轮廓是对 Fortuny 和 1900 Art Nouveau 风格的致敬，展现一种狂野壮丽的效果。



The silhouette is an homage to Fortuny and the 1900 Art Nouveau style thrilled with wild spectacular effects.



# 跨世界

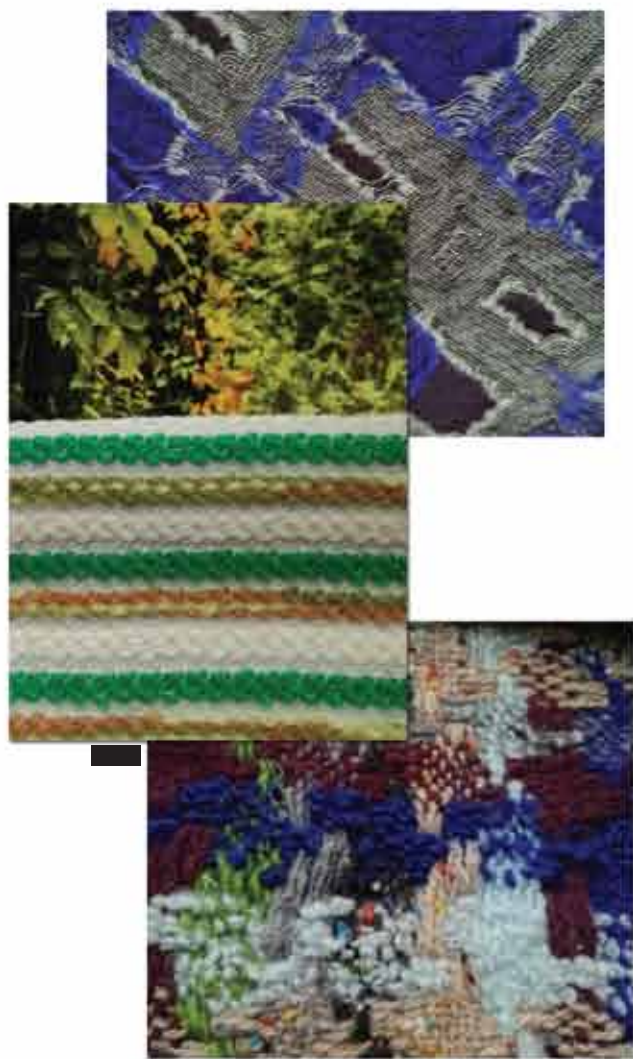


# CROSSWORLD

The revised natural influences arise from contaminated mineral melanges, techno-natural blends, graphic camouflage aspects, authentic khaki, denim, waxed surfaces. Feathers and fake furs in an unexpected mix of colours. On the technical side we explore reflective surfaces, chameleon changeable effects, spectacular holographic aspects, mat metallic foils, vinyl, PVC, PU coatings.



## 跨世界



不一样的自然影响，源于受污染的金属混合物、科技与自然的结合、图案的错觉、原色卡奇色面料、牛仔布、涂蜡表面。将羽毛和仿皮草以意想不到的色彩混合在一起。而在技术层面，我们积极探索反光物料，可变色效果、引人注目的全息物料、金属箔质、乙烯基、PVC及聚氨酯涂层。

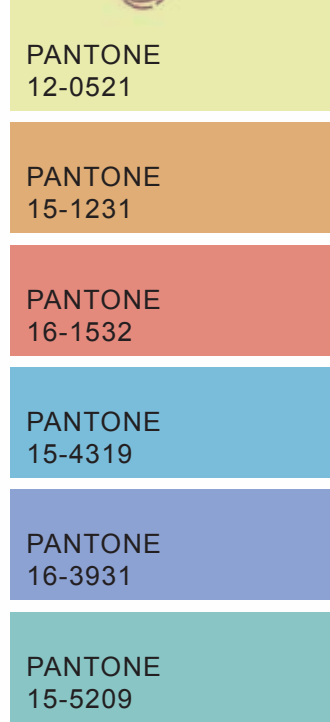
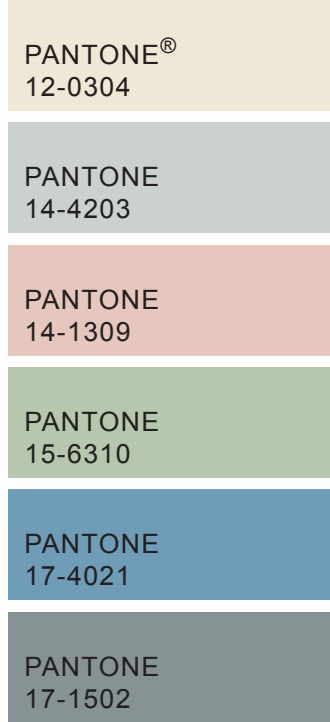
# COLOURS 颜色

autumn winter 2019

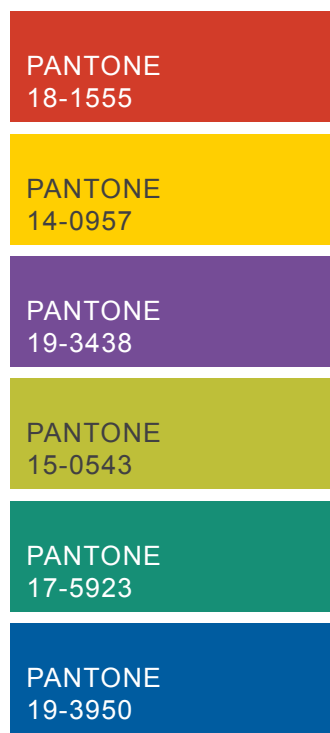
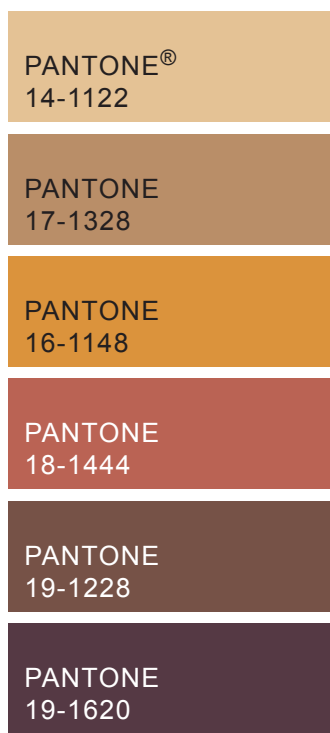
20 秋冬趋势



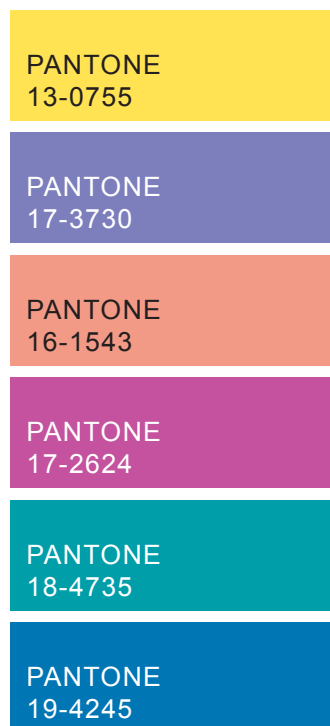
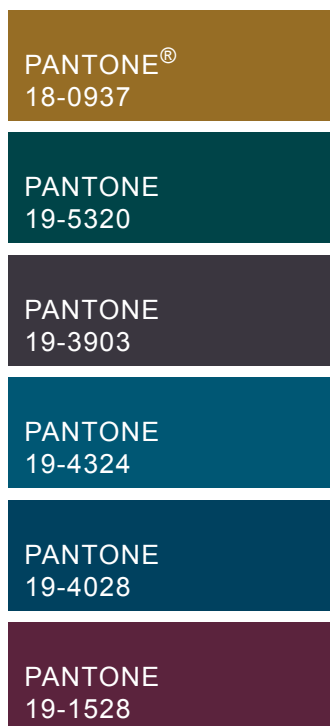
## FAIRY TECH 梦幻科技



## CLASSIC PLUS 强化经典



## CROSSWORLD 跨世界



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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.

### 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)

### 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.

### 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 is established in China for 15 years, and Michael Bonzom is the Asia creative director.  
[www.nellyrodi.com](http://www.nellyrodi.com)

### 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)

## 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 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)

### 井上佐佑子 – 日本东京

井上佐佑子在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。

### 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 已在中国设立办事处15年，而 Michael Bonzom 是现时的亚洲创意总监。  
[www.nellyrodi.com](http://www.nellyrodi.com)

### DONEGER CREATIVE SERVICES – 美国纽约

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# INTERTEXTILE textile

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Intertextile Shanghai Apparel Fabrics  
27 – 29 September, 2018  
National Exhibition and Convention Center (Shanghai)

**For further information please contact**  
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# INTERNATIONAL textile



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