

intertextile  
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 2022.23

intertextile

2022.23 秋冬趋势



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autumn - winter 2022.23 秋冬趋势

We are experiencing the approach of a new era. The time has come to expand our horizon, we are ready to advance and prepared to evolve.

We feel a real urgency to shape a better world, adopting new norms and expressing future directions with a synthesis capacity and a contemporary linearity.

Each contributes to a chapter of life's evolution through instinctive creativity, initiative and with an open-minded approach to innovative developments, reconnecting with our free will and desires.

It's time to boost our mindset, our vitality and feelings to set a 'phygital' lifestyle.

# evolution

# 数码崛起

新时代造就新征途，我们需要放眼远望，迈步向前，迎接变革。

我们迫切地想塑造更美好的国度、采纳新规范，并通过综合能力和当代线性勾勒未来。

在谱写这一新篇章时，我们每一位都献出了与生俱来的创造力、行动力、以开明的态度迎接创新发展，并重新审视自身的自由意志和欲望。

现在是时候为「现实数码」生活模式强化思维、行动力和情感了。

resilience



韧性

refuge



慰藉

unreason



非常规

booster



激励



Humans look for a more intimate connection with nature, in their desire to return to a slower-paced lifestyle, fully reconnecting with their feelings and fundamental needs. We are able to concentrate on the positive aspects of things that will lend comfort to our everyday life, fostering technology, controlled craftsmanship and sustainable materials. A quiet luxury, designed to last.



1

# resilience

韧性



2



人们希望更亲近大自然，渴望放慢脚步慢活一回，彻底重建心灵与生理需求的连结。专注于那些能令日常生活更舒适、科技更发达、手艺更精良、材质更永续的正面事物，低调奢华、历久常新的设计。

# resilience 韧性

**COLOURS:** calm, indulgent, simple, functional.

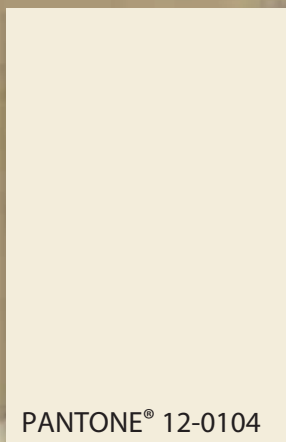
Reflecting awareness, sensibility, originality, colours express a range of tinged warm beiges, cold tones and soothing coloured neutrals.

颜色：平静、寛容、简约、实用。

反映意识、感性、原创性、一系列温暖的淡米色、冷色调和疗愈中性色调。

1

2



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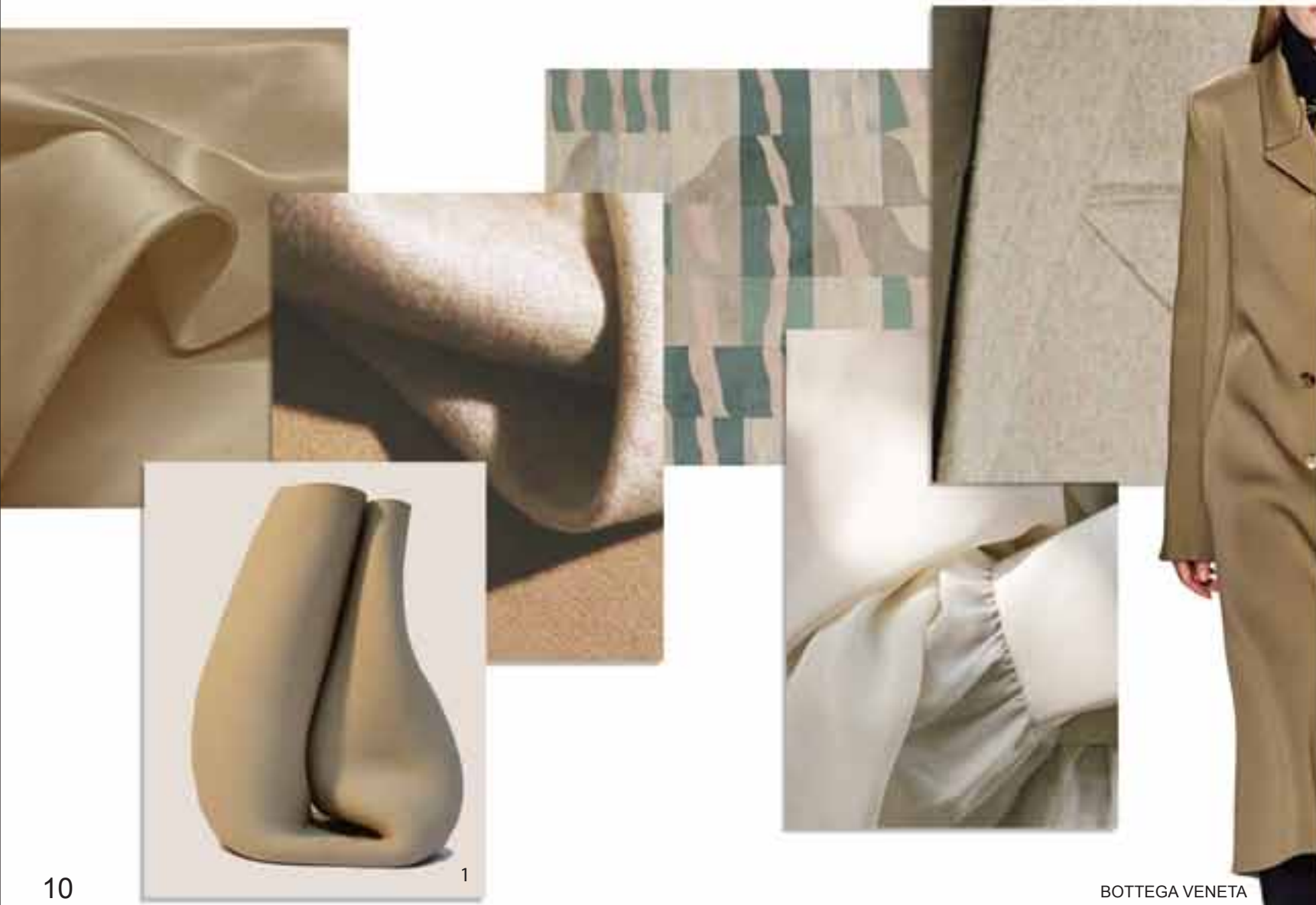


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## FABRICS

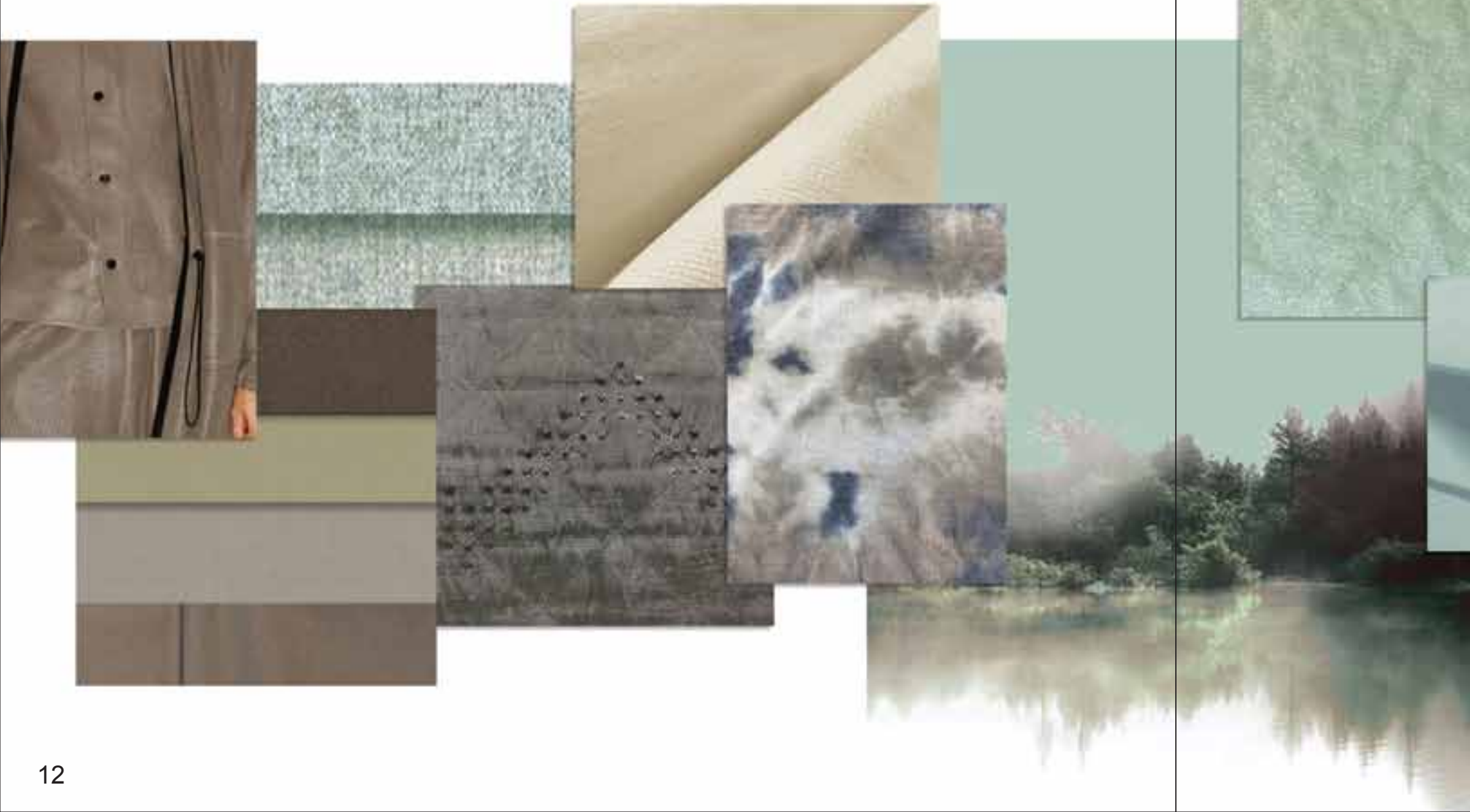
Foggy skies, heathered landscapes express moderation and the need for tactility, softness, warmth. Natural cashmere and alpaca wovens and knits, woolen canvas, wool fleece and pile, stretch flannel, compact gabardine and cotton poplin, ribbed velour, velvet. Muted mélanges, marled density, marbleised aspects, brush stroke prints.



## 面料

朦胧天空、风化地貌表现出来的恰如其分，以及对触感、柔软、温度的需求。天然羊绒和羊驼毛编织物、羊毛帆布、羊毛抓毛绒和绒头、弹力法兰绒、紧密的华达呢和纯棉府绸、罗纹丝绒、天鹅绒。柔和的混色、泥灰岩的密度、大理石的外观、笔刷质感的印花。

Invisible technology applies a gentle sensual method to imperceptibly enhance comfort and functionality, integrating intelligent eco-design. Feather-light water repellent nylon, breathable layers, cocooning paddings with thermal properties, antibacterial and antiviral protections. PU film coatings, metallic luminescence and frosted effects.

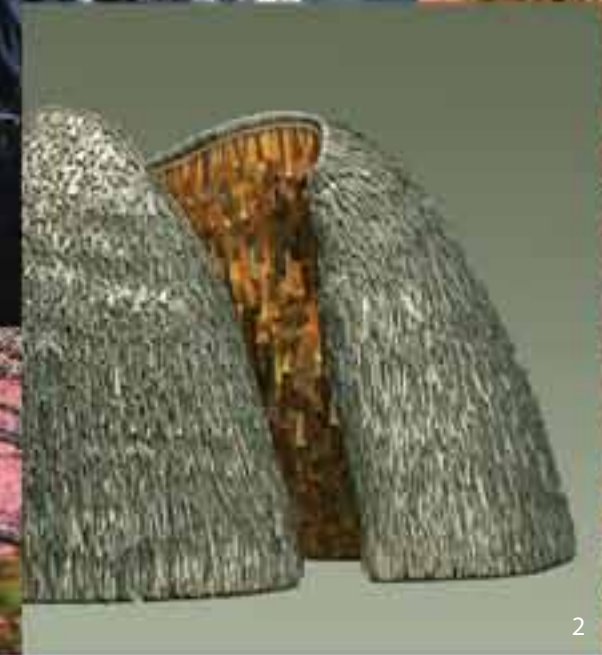


隐形技术采用温和的感官手法，通过整合智能生态设计来显著地提升舒适度和功能性。羽毛般轻盈的防水尼龙、透气层包裹具散热、抗菌及抗病毒效能的填充物。PU聚氨酯涂层呈现金属光泽和雾面效果。





The quest of escape from the chaos of city dwelling has driven us to uncover the serenity of suburban life, the stress-free countryside. All grounded in reality, offering refuge awash with greenery. In harmony with nature we find protection in the rugged rusticity, celebrating craftsmanship with frames from the street and homage to the land-art.



对逃离城市繁嚣的渴求，促使我们寻觅宁静的郊区生活、无忧的村落，这都是可以实现的。在绿林中寻找慰藉，与大自然和谐共处，在荒芜的村落寻找庇护，用街上买来的框架艺术品和向大地艺术致敬来庆祝手工艺。



# refuge 慰藉

**COLOURS:** vegetable, crafted, durable, comfortable.  
Sensitive natural tonalities of amber-tinged vegetable dyes act like a protective shield alongside dense forest darks.



颜色：植物、手工、耐用、舒适。  
琥珀色植物染料的灵动自然色调在阴暗的茂密丛林中能起保护色作用。





## FABRICS

The protagonists of the season are materials developed to follow sustainability. Hairy brushed weaves, herringbone textures, wool-cotton transeasonal seersuckers, organic irregular surfaces, tartans and tweeds. Fabrics that are regenerated and recycled. Crafted weaves, authentic rugged classics, handloom blankets, country plaid and blurry patterns.



## 面料

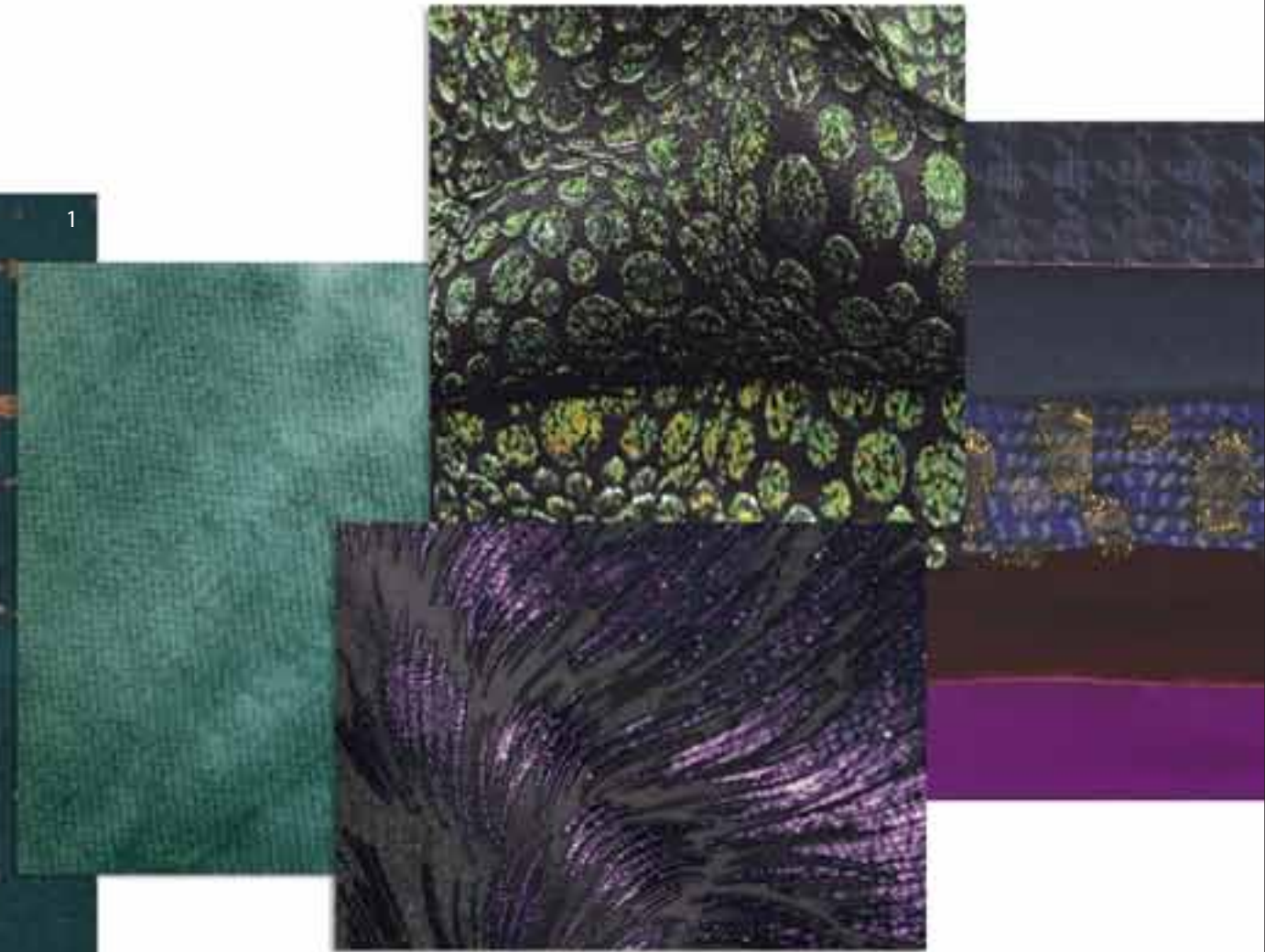
本季度的主角是为永续而研发的面料。毛茸茸的拉丝编织、人字纹理、羊毛棉越式泡泡纱、有机不规则面料、格子呢和花呢再生与回收再用的面料。精巧的编织、真正耐用的经典、手摇编织的毯子、乡村格纹和迷幻的图案。



Materials imitate luxuriant vegetation fusing the vegetal and the human real, full of tactile organic surprises, blurring 3D embroideries, trompe l'oeil effects, wallpaper florals, foliage, tapestry jacquards, ombré camouflage, velvety smoothness and optical illusions.



融合植物和人工写实元素的材料仿如茂密的植被、意想不到的丰富触感、迷幻立体刺绣、错觉效果、墙纸花、树叶、提花编织挂毯、渐变迷彩、光滑天鹅绒和光学错觉。





Faced with the current distressing atmosphere, we choose to tinker our own subjective reality. Cultural clashes and sweet nostalgic flashbacks are explored in an inventive spirit, in tune with the second hand and upcycling trend. Incongruous, transgenerational and breaking free of societal norms.



当前的压抑气氛之下，我们会选择调整自己的主观现实，以创新精神探索文化冲突和怀旧情怀，并与二手和改造趋势同行，寻求与众不同、跨越世代和打破规范。



# unreason 非常规

**COLOURS:** retro, dissonant, casual, weird.  
A base range of essentials by a casual inspiration from the world of denim or sport. A dual palette transcending time alongside retro inspired mid-tones and dense dark tonalities.



**颜色：** 复古、与众不同、休闲、不寻常。  
以休闲牛仔或运动为灵感的基本必备品。历久常新的双色调，搭配复古风格的中性色和深邃的深色调。





## FABRICS

Myriad denims, boiled and felted wool, schoolboy plaid, vegan leather, workwear compact cottons, distressed velvet and patchworks. Deadstock materials upcycled to avoid waste.



BURBERRY



## 面料

大量牛仔布、水煮和缩绒羊毛、学院风格纹、纯素皮革、工作服纯棉、做旧天鹅绒和拼布。循环再用废置材料以免浪费。

MIU MIU



Retro inspired velvetine and lace, tie jacquards and prints, and floral and liberty motifs. Upcycled folk patterns, graphic flat tints and camouflage. Gold and silver coatings on denim, knits and distressed weaves.



复古风天鹅绒与蕾丝、领带常见的提花和印花，以及花卉与碎花图案。经改造的民族图案、平面色彩图案、迷彩图案。牛仔布、针织及刷破编织材质上的金银涂料。



Freedom is the leading concept of the season. Diversified personalities emerge, enlivened by abundant individuality, celebrating playfulness, inspired by Pop Art. Technology has transcended dimensions. Digital and physical coexist, blurring beyond imagination and capturing the future.



# booster

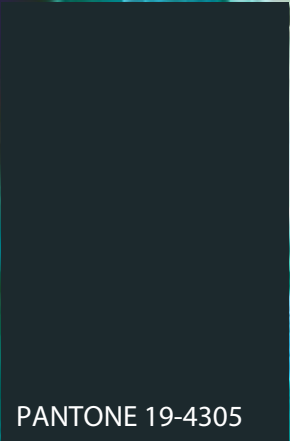
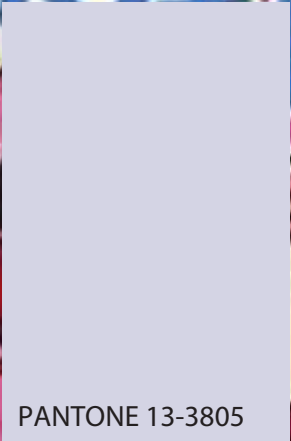
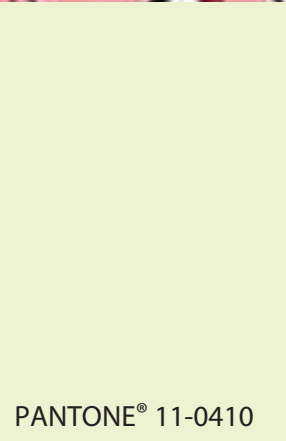
## 激励

自由是这个季度的核心理念。受流行艺术的启发，多元化个性涌现，推崇丰富的个性和玩味十足的设计，以科技超越空间维度。数码与现实并存，模糊界限超越想像，把握未来。



# booster 激励

**COLOURS:** digital, amusing, optimistic, dynamic.  
An assorted palette of modern pastels and shocking brights, where colours mingle in an energising mood. A pale luminosity emphasises the sidereal depth of black.



**颜色：**数码、有趣、积极、动感。  
融合各种现代粉色系和惊艳亮色系，充满活力。浅色的亮光能突显黑色的深邃。





## FABRICS

Spontaneous multicoloured with diversified textures and performing qualities. Bonded jersey, quilted nylon, padded foam, fuzzy fur, terry cloth, mesh knit, techno organza and Pop Art inspired prints.



## 面料

随性混色，搭配各种纹理和出色性能。平织布、绗缝尼龙、泡棉内衬垫、绒毛毛皮、毛巾布、网布针织、电子风格的透明硬纱和受流行艺术启发的印花。



A sensual tech mood defines inflated nylon incorporating biodegradable fillers, spacer, polyamide foil, Latex and neoprene for a dynamic comfort. Cyber hybridisation, holographic prints and neon crystallised effects.



结合生物降解填充物、衬垫、聚酰胺箔、乳胶和氯丁橡胶的高科技充气尼龙带来的全方位舒适。网络混合、全息印刷和霓虹灯结晶效果。

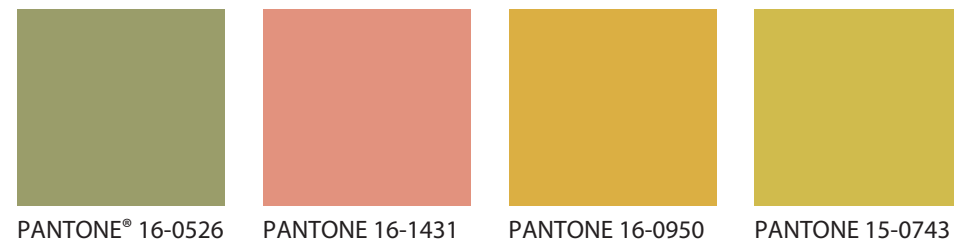


# colours 颜色

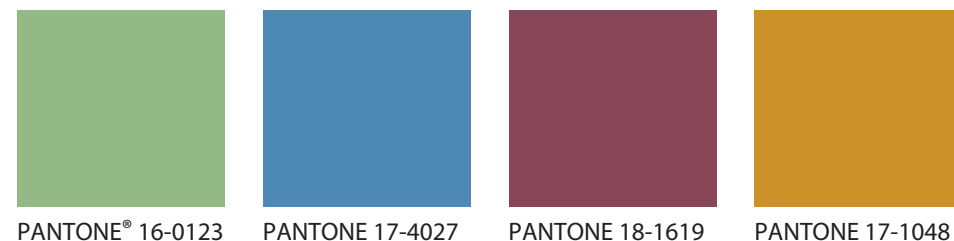
resilience  
韧性



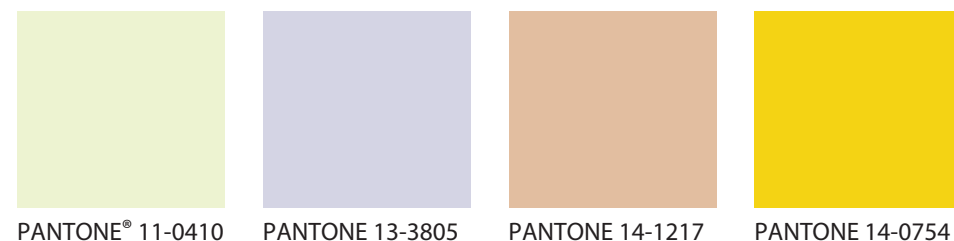
refuge  
慰藉



unreason  
非常规



booster  
激励



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autumn - winter 2022.23 秋冬趋势



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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

### 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

### 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

### 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 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

### DONEGER CREATIVE SERVICES – 美国纽约

Doneger Creative Services (DCS)是生活品味及商业界首屈一指的策划及创作顾问公司。作为The Doneger Group的子公司，DCS除了是备受零售业界信赖的策略建议者，亦是商业策略的环球领导者，他们对于突破性的创作意念有著独特的观点，同时又能保留商业元素。公司的忠旨是透过创意思维，灵感实践及品牌策略由去坚定客户设计的信心。DCS的总监 Kai Chow 带领著一群出色的市场前瞻者、概念设计师、潮流分析师和品牌策划师，透过设计产品及品牌，启发及指导客户塑造具影响力的市场策划。  
www.doneger.com

### 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

### 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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Visit the Trend Forum at  
Intertextile Shanghai Apparel Fabrics – Autumn Edition  
25 – 27 August, 2021  
National Exhibition and Convention Center (Shanghai)

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中国国际纺织面料及辅料（秋冬）博览会  
2021 年 8 月 25 – 27 日  
国家会展中心（上海）

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