

news +++ Intertextile Shanghai Apparel Fabrics  
National Exhibition and Convention Center (Shanghai), China, 11 – 13 March 2025

**intertextile**  
SHANGHAI apparel fabrics

## Intertextile *Directions* reveals I-identities as theme connecting fashion trends for Spring / Summer 2026

Shanghai, 17 December 2024. In a world striving for rapid evolution, the values and identities of humans and objects stand steadfast, and nurturing individuality is key – according to I-identities, the theme connecting the Intertextile *Directions* Trends of S/S 2026, developed by four renowned international forecasters. From 11 – 13 March 2025 at Intertextile Shanghai Apparel Fabrics – Spring Edition, fairgoers will be able to discover the emergence of four key trends – SIMPLE, HACKING, MISCHIEF, and FREEDOM – at the Trend Forum in Hall 5.1 of the National Exhibition and Convention Center (Shanghai).



Fashion samples of I-identities' four trends (clockwise from top left): SIMPLE, HACKING, FREEDOM, MISCHIEF. Source: Messe Frankfurt (HK) Ltd.

For the upcoming sourcing season, prominent trend forecaster Elementi Moda (Milan) will take charge of the Forum and create a tangible showcase of the trends, predicted by them and the three other members of the Intertextile *Directions* Trend Committee – DONEGER | TOBE (New York), NellyRodi™ Agency (Paris), and Sachiko Inoue (Tokyo). The Forum will feature collections of fabrics and accessories from various exhibitors, arranged according to each trend story. In-vogue fabrics for S/S 2026 range from natural and understated textiles with raw simplicity, to curated cute materials with whimsical and innovative elements.

The full Spring / Summer 2026 Trend Guide can be [viewed here](#).

## **‘When we change our clothes’ – understanding the upcoming trend stories**

Wanting to dress in favourite clothes, resemble someone admired, or remain true to self are a few of the near-universal ideals for personal style choices. As a concept, fashion embraces each wearer’s diverse passions, and that shines through in the I-identities theme.

### **SIMPLE**

Seeking a peaceful lifestyle in harmony with nature, the trend utilises a colour palette mildly drawn with neutral tones, showing natural softness and delicate brushstrokes. Fabrics are split into three categories: **Quiet craft**, featuring fabrics of inherent quality and raw simplicity such as cotton-cashmere and dehydrated linen; **Emo-tech**, using materials with a strong focus on texture, overdyed as well as faded and vintage-inspired patterns; and **Mystic past**, woven or knitted feminine fabrics with a cool, soft texture and delicate appearance.

### **HACKING**

Blending sport, beauty, comfort, and sustainability, with rhythmic and refreshing hues such as dark camouflage contrasting with signage brights. **Sexy corp**, the first category, is characterised by organic, recycled and synthetic fashion materials balancing performance and practicality. **Outdoorsy**, meanwhile, makes use of new-quality and highly functional fabrics with a touch of individuality. Lastly, **Glam move** prioritises comfortable materials with lightness and wearability, such as sophisticated satin, triacetate, and wool blends.

### **MISCHIEF**

A neo-romantic style brimming with modernity, revealing a milky pastel palette empowered by a playful spectrum of hues. **Sugarbaby** shows shirring, puffed fabrics, matelassé, and other fabrics with a free-spirited and joyful kitsch, while **Preppy boy** is marked by fresh and airy organic materials and refined country-style fabrics. Finally, **Cheeky Cheeky** consists of multicoloured, playful fabrics blending different types of fibres, with many including pigment prints and innocent, childlike drawn patterns.

### **FREEDOM**

This trend draws from the desire to escape into an extraordinary, non-routine existence, using an exotic palette fusing mysterious hues with sunny gradational tones. Fabric categories consist of **Dramatropic**, with voluptuous fabrics such as sleek silk satin, grosgrain, and chiffon; **Happy Hippie**, embodying diverse personalities using dynamic materials with a pleasant and cool feel; and **Serenity**, and its supple, nuanced fabrics with flocked finishes, delicate embroidery, and floral and bird motifs.

The fair is co-organised by Messe Frankfurt (HK) Ltd; the Sub-Council of Textile Industry, CCPIT; and the China Textile Information Centre. It will take place alongside Yarn Expo Spring, Intertextile Shanghai Home Textiles – Spring Edition, CHIC and PH Value at the National Exhibition and Convention Center (Shanghai). For more details on this fair, please visit: [www.intertextileapparel.com](http://www.intertextileapparel.com).

Intertextile Shanghai Apparel Fabrics – Spring Edition will be held from 11 – 13 March 2025.

Other upcoming shows:

### **Vietnam International Trade Fair for Apparel, Textiles and Textile Technologies**

26 – 28 February 2025, Ho Chi Minh City

### **Intertextile Shenzhen Apparel Fabrics / Yarn Expo Shenzhen**

11 – 13 June 2025, Shenzhen (Futian)

**Intertextile Shanghai Apparel Fabrics – Autumn Edition / Yarn Expo Autumn**  
2 – 4 September 2025, Shanghai

**Press information and photographic material:**

<https://intertextile-shanghai-apparel-fabrics-spring.hk.messefrankfurt.com/shanghai/en/press.html>

**Social media and website:**

[www.facebook.com/intertextileapparel](http://www.facebook.com/intertextileapparel)

[www.x.com/Intertextile](http://www.x.com/Intertextile)

[www.linkedin.com/in/intertextileapparel](http://www.linkedin.com/in/intertextileapparel)

[www.instagram.com/intertextileapparel](http://www.instagram.com/intertextileapparel)



**Your contact:**

Jason Taylor

Phone: +852 2230 9296

[jason.taylor@hongkong.messefrankfurt.com](mailto:jason.taylor@hongkong.messefrankfurt.com)

Messe Frankfurt (HK) Ltd  
35/F, China Resources Building  
26 Harbour Road, Wanchai, Hong Kong

[www.messefrankfurt.com.hk](http://www.messefrankfurt.com.hk)

**Newsroom**



**Background information on Messe Frankfurt**

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With a workforce of some 2,500\* people at its

headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2024 were around € 780\* million. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt's key strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. We are using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity. For more information, please visit our website at: [www.messefrankfurt.com/sustainability](http://www.messefrankfurt.com/sustainability)

With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: [www.messefrankfurt.com](http://www.messefrankfurt.com)

\*Preliminary figures 2024