

news +++ Intertextile Shanghai Home Textiles
National Exhibition and Convention Center (Shanghai), 14 – 16 August 2024

intertextile
SHANGHAI home textiles

Intertextile Shanghai Home Textiles unveils Trends 2025 alongside diverse fringe programme

Shanghai, 12 July 2024. In sync with the fair's 30th anniversary, the comprehensive sourcing platform will host around 12 fringe events for fairgoers to stay ahead of the curve, under the following segments: Design Inspiration, Business O2O, Textiles & Technologies, and Industry Empowerment. As one of the foremost spotlights, Intertextile Shanghai Home Textiles has joined forces with Danish trend agency SPOTT trends & business to present the design theme for 2025 – 'Healing Home' – together with eight major trend directions set to captivate the home textiles market. Set to be a hotspot for in vogue sourcing and industry exchange, the show will take place at the National Exhibition and Convention Center (Shanghai) from 14 – 16 August 2024.



Trends 2025 will provide design insights for fairgoers to get to grips with the latest industry trends. (Photo: Messe Frankfurt)

To help home textile industry players set the tone and direction for the upcoming business season, the fair will present Trends 2025 along with leading trend agency SPOTT trends & business, to illustrate the 'Healing Home – Spaces for Thriving Living' theme that marks the path ahead for the evolving sector. This concept conveys the idea of a home that promotes a remedial, prosperous lifestyle, improving peoples' general health and well-being, with several key factors contributing to the overarching theme:

Eight key directions: Age-Old Crafts, Nature-Tech Synergies, Regenerative Possibilities, Wellbeing Spaces, Colourful Gatherings, Bio-Engineered Innovations, Transitional Practices, and Circular Systems.

Five key colours: deep burgundy, warm terracotta, light creamy shade, saturated nostalgic green, and vaporous blue.

The founder of SPOTT trends & business, Ms Anja Bisgaard Gaede, will be onsite to share insights related to these new design trends. Fairgoers are invited to join her interactive trend tour, and physically experience the concepts steering the industry's future.

A designated trend display area will illustrate the essentials of this 'Healing Home' theme. Visitors looking for early inspiration can explore the trend guide ahead of time, by accessing the full version [here](#).

With the intention of sparking further design inspiration for industry players, an expert panel discussion of Chinese interior architects and designers, InterDesign Forum, will be held on the afternoon of Day 1. Focusing on design trend topics related to sustainability, Mr Shen Lei, Founder and Design Director of Interior Architects Design and the Chinese representative of the Intertextile International Lifestyle Trend Committee, will lead the discussion. Adding an international perspective, Ms Anja Bisgaard Gaede will join them for the accompanying round table talk.

More than a trend: embracing sustainability in fringe events

In addition to serving as a gateway for efficient sourcing, the show will inspire fairgoers through its fringe programme, with various formats and topics unpacking current talking points.

At this edition, eco-friendly product presentations and practical strategies for sustainable applications will play a major part in the event lineup. Highlighted sessions include:

- **Round table discussion:** Bridging Borders: A Designer x Producer Talk on Sustainability – a dialogue between designers and manufacturers, exploring how to collaboratively overcome sustainability challenges and reconcile the demands of both sides, from both Eastern and Western perspectives.
- **Econogy Talks:** selected exhibitors, including 3M, Advansa and many more, as well as a representative from Indorama will showcase their innovative green products, giving attendees in-person insights into some of the market's latest sustainable developments in the Sustainable Fibre Forum. Additionally, a Messe Frankfurt representative will explain the Texpertise Econogy concept, the combination of economy and ecology that represents the sustainability activities in the company's Texpertise Network. The discussion will show how crucial sustainability is for the economic success of a business today, and indicate how fairgoers can benefit from such an approach.

Beyond the subject of a greener textile industry, other topics will be explored at various events. With more to be announced in the coming weeks, the following seminars hosted by international experts will provide the latest trends and market updates:

- Bridging Worlds: Design Strategies for Success in Middle Eastern Markets: Ms Esra Lemmens (Day 1)

- How Psychology Impacts the Way We Design Spaces: Ms Pallavi Dean (Day 1)

Moreover, the 10th Home Textiles and Furniture Industry Ecological Integration Forum will bring together leading home textile and furniture brands to explore cross-industry collaboration and provide one-stop home solutions. The 30th China Home Textiles Design Festival & Designer Recommended Brand Awards will showcase the latest trends and achievements in home design, allowing participating brands to gain recognition from designers. Meanwhile, the 7th China International Fibre Art Exhibition will invite influential artists from home and abroad to present diverse contemporary fibre artworks; and the China Intangible Cultural Heritage of Textile Exhibition will showcase some remarkable displays.

Please visit [here](#) to learn more about the fringe schedule.

Intertextile Shanghai Home Textiles – Autumn Edition is organised by Messe Frankfurt (HK) Ltd; the Sub-Council of Textile Industry, CCPIT; and the China Home Textile Association (CHTA).

Press information and photographic material:

<https://intertextile-shanghai-hometextiles-autumn.hk.messefrankfurt.com/shanghai/en/press.html>

Social media and website:

<https://www.facebook.com/intertextilehome>

<https://www.instagram.com/intertextilehome/>

<https://twitter.com/IntertextileH>

<https://www.linkedin.com/in/intertextilehome/>

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Newsroom

The banner features a dark background with a world map and a network of colored dots (red, blue, yellow, grey) connected by lines. In the center, the text reads "TEXPERTISE the textile business network" with the website "www.textpertise-network.com" below it. On the left, two white circles contain the text "13 Countries" and "50+ Trade fairs". At the bottom, there are four colored bars representing different textile sectors: "Apparel Fabrics & Fashion" (red), "Interior & Contract Textiles" (green), "Technical Textiles & Textile Processing" (blue), and "Textile Care" (grey).

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 2,300 people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2023 were around € 609 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 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