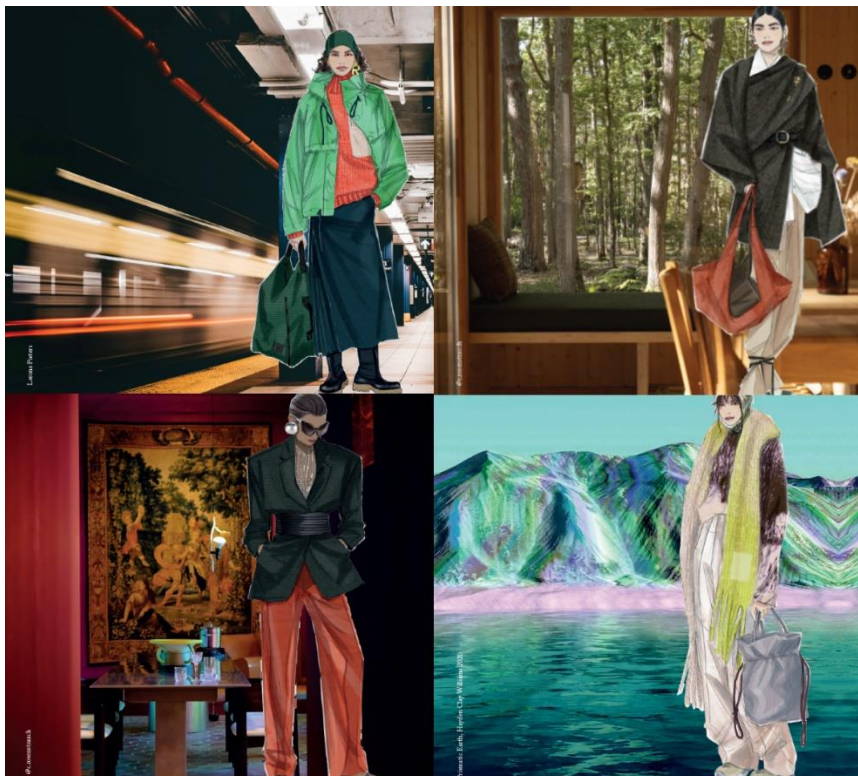


news +++ Intertextile Shanghai Apparel Fabrics
National Exhibition and Convention Center (Shanghai), China, 27 – 29 August 2024

intertextile
SHANGHAI apparel fabrics

Human Intelligence: Intertextile *Directions* Trends for Autumn / Winter 2025-26 revealed

Shanghai, 17 July 2024. For three decades, Intertextile has been at the forefront of the textile industry, evolving alongside the ever-changing fashion landscape. To uncover the latest fabrics and accessories trends, the Intertextile *Directions* Trend Committee was established in 1998. Two years later, the first Intertextile *Directions* Trend Forum was launched at the fair. As the fair celebrates its 30th anniversary, the Trend Forum, a popular destination for in-vogue buyers, will unveil must-have fabrics for Autumn / Winter 2025-26. Under the overarching theme Human Intelligence, four key trends will be explored – UTILITY, CALM, PLURALISM, and PROJECTION – from 27 – 29 August at the National Exhibition and Convention Center in Shanghai.



Representing various global fashion capitals, the Committee is comprised of experts from NellyRodi™ Agency (Paris), Sachiko Inoue (Tokyo), Elementi Moda (Milan), and DONEGER | TOBE (New York), collaborating to forecast next year's trends. This year's Intertextile *Directions* Trend Forum is led by Sachiko Inoue, who will bring the four trends to life under the main theme of H.I. – Human Intelligence.

In an age when machines assist us or tend to replace us, it becomes essential to remember the importance of Human Intelligence. This season, four human values will enable us to envision the future: the need for functional, long-lasting products; the desire to recharge our batteries and regain control; the need for self-expression and the acceptance of singularities; and the desire to draw on the past to design the future.

To view the full Autumn / Winter 2025-26 Trend Guide, [click here](#).

UTILITY

Inspired by urban uniforms, versatility is the heart of this theme. Among a combination of pragmatic and premium wardrobe, and fine craftsmanship and technical materials, the coat is the main utility piece.

While the garments are easy and multi-functional, the cold and greyish colour palette is a tonic full of strong contrasts, colour blocking, positivity and pep. Premium fabrics with a graphic and “UP-timistic” aesthetic are inspired by modernist architectural prints, Bauhaus archives and retro '50s wallpapers.

CALM

With calls for garments in natural colours, this theme awakens our need to protect ourselves and the environment by generous volumes in which to wrap or drape. Inspiration comes from Japan, with meticulous woodwork, origami techniques and a philosophy of internal and external well-being.

In order to reproduce the nature, the colour palette resonates with moss, lichen, fresh seeds, wild berries, Asian chrysanthemums, smoky earth, and natural wood from dense to faded. The exquisite handmade or handmade-like fabrics recreate this earthy style along with patterns borrowed from Asian wall hangings, engravings and tapestries that feature floral bouquets and animal motifs.

PLURALISM

A modern, historical twist of sophistication, featuring couture volumes in an '80s bold spirit, sumptuous ornamental materials, XXL jewels, “Art Deco” touches, Oriental jacquards, and a hint of nocturnal Memphis.

A range of gem-inspired dark colours (sapphire, emerald, ruby) form powerful contrasts with new golds (from bronze, to amber red and winter yellow). In this cultural patchwork of East-West influences, maxi patterns are a must. Art Deco influences are also revisited with new colours, sometimes infused with sensual vegetal elements and fractal pictorial treatments.

PROJECTION

This Avant-gardism theme represents a new digital dawn. A frozen range of wintry aquatics inspired by raw, iced Nordic landscapes reflect bright, digital, chemical hues.

A variety of fantastic worlds also provide inspiration for protective or embellished garments, featuring enchanting pastel colours on a matte or iridescent base. Favouring vegetable-based ink, sinuous, water-coloured 3D effects create a digital abstraction, to be interpreted on a micro / macro scale.

“Fabric to Fashion” to inspire buyers searching for latest vogues

A wide range of exhibitors will showcase their on-trend fabrics at the Intertextile *Directions* Trend Forum. At this edition, the fair will collaborate with the Technological and Higher Education Institute of Hong Kong (THEi) for the “Fabric to Fashion” project. Fabrics handpicked by the Trend Committee will be transformed into 2D and 3D outfits, which will

be displayed on screen at the Trend Forum, enabling buyers to better visualise textiles' fashion potential.

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 Autumn, CHIC and PH Value at the National Exhibition and Convention Center (Shanghai), with the venue playing host to the entire apparel textile value chain. For more details on this fair, please visit: www.intertextileapparel.com.

Intertextile Shanghai Apparel Fabrics – Autumn Edition will be held from 27 – 29 August 2024.

Other upcoming shows:

Intertextile Shanghai Home Textiles – Autumn Edition

14 – 16 August 2024, Shanghai

Vietnam International Trade Fair for Apparel, Textiles and Textile Technologies

26 – 28 February 2025, Ho Chi Minh City

Intertextile Shanghai Apparel Fabrics – Spring Edition, Yarn Expo Spring, and Intertextile Shanghai Home Textiles – Spring Edition

11 – 13 March 2025, Shanghai

Press information and photographic material:

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

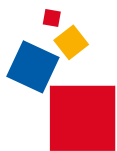
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Newsroom



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 2,300 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