

Press release

May 2019

## Eco-conscious Intertextile *Directions* trends for Autumn / Winter 2020-21

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While this year's Intertextile Shanghai Apparel Fabrics celebrates 25 years of history, the fair also looks to the future for the next trend forecast. From 25 – 27 September, trade buyers can visit the Intertextile *Directions* Trend Forum for Autumn / Winter 2020-21 inspiration. The season's trend theme is HUMAN ⇌ TECH, with four trends: SENSE-ABILITY, ELECTRO-TONIC, KNOW-HOW and RE-MAKE. The theme reflects on today's transformative era. It considers ways to rediscover a sense of self, whilst also connecting to the future.



Textile inspiration from the SENSE-ABILITY trend.

Vitality, the trend theme discusses fashion's responsibility to cut waste and create a sustainable future. Eco-friendly fabrics and natural textures with modern functionalities are mentioned throughout the Intertextile *Directions* Trend Guide, suggesting that sustainability is becoming an integral 'norm' of fashion's future.

**SENSE-ABILITY:** sensual fabrics that fuse chemistry and nature, combining technology with ecology. Textures in this trend are coarser, archaic materials with a natural look, such as pile, fairy wool, velour, velvet and organic silk in subdued, delicate pale tones and medium-neutrals.

Messe Frankfurt (HK) Ltd  
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**ELECTRO-TONIC:** bold and enchanting designs, encapsulating a luxurious feel infused with rich nature. Fabrics in this trend are dynamic and technical – triacetate, cupro, eco-nylon, organic wool – paired with a palette of vivid tones, neon, and black and white.

**KNOW-HOW:** materials are diverse and expressive, demanding both comfort and functionality. Fabrics are sustainable, recycled or re-used, nostalgia-inspired and handcrafted: felted wool, jersey jacquard, eco-suede, yarn-dyed and soft tweed. A vintage pastel palette will subtly incorporate autumnal tones.

**RE-MAKE:** practical, functional and sportive – an evolved version of traditional materials. Recycled wool, organic cotton, mixed feel on tweed, corduroy, functional stretch fabrics and bulky home-spun fabrics are key to this trend. Chic, earthy greens and basic brights will pair modern and retro palettes.

The Autumn / Winter 2020-21 Intertextile *Directions* Trend Guide is now available online and can be found at: [https://intertextile-shanghai-apparel-fabrics-autumn.hk.messefrankfurt.com/content/dam/messefrankfurt-redaktion/intertextile\\_shanghai\\_apparel\\_fabrics\\_autumn/download/itsa19/ITSA19-2020-21-AW-Trend-Guide.pdf](https://intertextile-shanghai-apparel-fabrics-autumn.hk.messefrankfurt.com/content/dam/messefrankfurt-redaktion/intertextile_shanghai_apparel_fabrics_autumn/download/itsa19/ITSA19-2020-21-AW-Trend-Guide.pdf).

At the fair, the Intertextile *Directions* Trend Forum is a valuable opportunity for exhibitors to submit on-trend fabric samples, which in turn direct trade buyers to their booths. Often a first visit for major trade buyers, the Trend Forum is a key example of how the fair's fringe programme supports and enables new business connections. "Our products are quite expensive, so we target the high-end market, and many visitors at the fair are from this sector. Victoria's Secret saw our product in the Trend Forum and came to our booth. We've also had buyers from Icebreaker and other luxury brands visit us," observed Mr James Tang, Marketing Manager of Südwole Group at last year's Autumn Edition.

To meet flexible sourcing needs, the fair will offer a database of exhibitors offering small-order and product-in-stock services. The Business Matching Programme will also arrange onsite meetings between exhibitors and VIP buyers, with interpreters available on a first-come-first-serve basis. More details will be announced soon.

Intertextile Shanghai Apparel Fabrics – Autumn Edition 2019 is co-organised by Messe Frankfurt (HK) Ltd; the Sub-Council of Textile Industry, CCPIT; and the China Textile Information Centre. For more details on this fair, please visit: [www.intertextileapparel.com](http://www.intertextileapparel.com). Information from the international textiles sector and Messe Frankfurt's textile fairs worldwide can be found at: [www.texpertise-network.com](http://www.texpertise-network.com).

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Notes to editors:

### **Download press materials**

<https://intertextile-shanghai-apparel-fabrics-autumn.hk.messefrankfurt.com/shanghai/en/press/press-releases/2019/ITSA19-PR2.html#download>

### **Download the Intertextile *Directions* Trend Guide**

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### **Newsroom**

Information from the international textiles sector and Messe Frankfurt's textiles fairs worldwide can be found at: [www.texpertise-network.com](http://www.texpertise-network.com).

### **Background information on Messe Frankfurt**

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,500\* employees at 30 locations, the company generates annual sales of around €715\* million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A 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. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. 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 2018