

# intertextile

## SHANGHAI apparel fabrics

AUTUMN/WINTER 2020-21  
TRENDS



# HUMAN $\rightleftharpoons$ TECH

- SENSE-ABILITY • RE-MAKE
- ELECTRO-TONIC • KNOW-HOW

We live in an era referred to as one of transformation, amid various problems scattered worldwide, which is precisely why we must openly reflect on how best we can connect to the future – toward society, ourselves and the globe. Furthermore, another meaningful approach would be to consider our lives in harmony with others and nature, while sensing and sharing energy, to rediscover our sense of self. Equally vital is striving hard to cut waste and nurture a beautiful universe with self-responsibility while treasuring people, things and societies, to create a sustainable environment for the upcoming future. Given the inseparable nature of human awareness and senses and how they clash, our primary focus – above all else – must be the sheer joy of being alive. Let us look to the future, keep global eco-friendliness in mind alongside a broad perspective and flexible mindset, and weave our forward-looking dream.



### EXHIBITOR OBSERVATIONS

#### Japan Pavilion

**Kiichiro Kobayashi, Manager, Fibres & Textiles Marketing Dept, Asahi Kasei Corporation, Japan**

“We’ve been exhibiting here for 15 years now. We’ve had many buyers come to our booth this edition. The pleasing aspect about this fair is some of them will become our partners afterwards, based on our previous experience here. This is the best platform to access the Chinese market, but it’s also a very international fair. Many companies exhibit here, so it brings the global industry together.”

#### Functional Lab

**Hon Chen, Manager of Spun Yarn & Fabric & Apparel SBU, Far Eastern New Century Corporation, Taiwan**

“This exhibition has been in business for 25 years and has attracted many domestic and overseas brands and buyers. We have participated in this fair for many years, and the result has been remarkable each year. Through this platform, we can integrate with market trends and brands, promote the company image, and ultimately boost international and domestic sales.”

#### Korea Pavilion

**Young Sang Yoon, Vice President of Korea Fashion Textile Association, Korea All About Sustainability**

“The Korean exhibitors at Intertextile have already achieved remarkable business results just from the first two days of the fair, thanks to their high quality products. This fair is considered as a final sourcing platform where actual orders for the next season are placed. Intertextile has provided an opportunity to us to introduce



Korean textiles to an international market effectively.”

**Marc Sidler, Group CMO, Testex AG, Swiss Textile Testing Institute, Switzerland**

“It’s important for Testex to exhibit in Intertextile Shanghai as this is the leading fair in China and maybe in the world. We are an official representative for OEKO-TEX and have had a pavilion for five years. Our members are very happy with the exhibition results so far. They have even seen an increase in enquiries. We had very good opportunities to talk with trading companies and brands from all over Europe and the US.”

#### SalonEurope

**Paul Alger, International Business Director, UK Fashion & Textile Association, United Kingdom**

“Intertextile is here specifically to target the very important Chinese market. China is the dominant force now in apparel manufacturing, for both the high-end and mid-range markets. The halls are very busy, there are lots of people here. The exhibitors are happy and the brands seem to be pleased. We’ve had a really good show so far.”

#### Verve for Design

**Joe Moreline, Sales, Camilla Frances, UK**

“Business has been really good so far, we had a great first day in particular. I’m really happy with our sales throughout the fair. We had mostly buyers from China, mostly manufacturers, and Australia – we’re here for the Chinese market, so it was a nice surprise to see some existing Australian customers too. This is our fourth time at Intertextile.”

### BUYER OPINIONS

**Yang Chen, General Manager, Hengsheng Garment, China**

“I attend Intertextile almost every year. There are a lot of exhibitors this year, which meet my purchasing needs. I have found some high-quality suppliers, including some manufacturers that provide environmentally friendly fabrics. This is one of the most professional exhibitions in this industry. Exhibitors and product resources are more abundant, which brings high purchasing efficiency.”

**Rosette Carrillo, Associate Director, Confederation of Wearable Exporters of the Philippines, Philippines**

“Being here gives us a wider idea of the products available in the market, the latest technologies, as well as sustainable options. The buyers in our group were very impressed with the fair’s size and range. The round-table was also a very important facet of the fair, as it allowed different associations, especially in Asia, to discuss how everyone is adapting to the market. This fair is the best a garment manufacturer can attend.”

**Alan Aschenbrenner, Head of Far East, Debenhams, United Kingdom**

“We are here to find fabrics for men, women, kids and home business. There’s a lot here to offer, so we are here to find as much as we can. This is not our first time being here – we keep returning because the offering here is huge, the pricing matches our needs and the customer service is pretty good.”

The fair was held concurrently with Yarn Expo Autumn, CHIC and PH Value from 25 – 27 September, at the National Exhibition and Convention Center (Shanghai). The Spring Edition will take place from 11 – 13 March 2020 and the next Autumn Edition will take place in September 2020. Intertextile Shanghai Apparel Fabrics – Autumn Edition 2019 was co-organised by Messe Frankfurt (HK) Ltd, the Sub-Council of Textile Industry, CCPIT, and the China Textile Information Centre.





## SENSE-ABILITY

Multi-talented ability emerges just like spontaneous ideas or impulses arising from the bottom of the soul. A cool and delicate presence are what underpin the culture that nurtures human minds cocoon-like, while stimulating a union of smart and slow manners and gentle comfort. The key thing here is to superpose elaborate creation and serene strength. Treasure your own identity in the hope of happiness to link to the future.




## FABRICS

- Sensitive and expressive materials beautifully breaking down common sense with free conception.
- Fabrics evolving by fusing chemistry and nature; technology plus ecology.

Fabrics awash with a sensual mood and a powdery touch. Bulky fabrics. Coarser, archaic materials with a natural look.

Pile, fairy wool, velour, velvet, organic silk, eco-fur, hairy animal fibre-blends, silk, synthetic fibres, sleek drapability, jersey, inlay, fancy tweed, soft fleece.



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PANTONE 17-3924

PANTONE 13-1404

PANTONE 12-0109

PANTONE 14-4506

PANTONE 13-0725

PANTONE 11-0701

PANTONE 16-3810

PANTONE 14-1116

PANTONE 15-2706

PANTONE 14-4317

PANTONE 18-4016

**COLOURS** Subtly refined hues tactfully blending intellectual and subdued pale tones and powdery medium-neutrals, evoking a delicate and poetic sensation.



## PRINTS & FINISHING

Floating jacquard, lacy-knit, burn-out, pleating finish, gradation dye, embroidery, knit-jacquard, bonding, iridescent effect, glitter finish, burred floral designs.







## RE-MAKE

Now is the time to devote ourselves to building on our human bonds in our daily lives, while honouring our long-fostered traditions and know-how, in search of new inspirational discoveries and approaches ahead. Practical and functional elements meet handmade and sportive tastes spawning mutual growth and paving the way to pursue what only the individual can attain. What is key here is to freely express individuality and awaken internal and tempting human senses.



## FABRICS

- \* Working-collage fabrics inherited from tradition to novelty via individually accumulated emotion.
- \* An evolved version of traditional materials.

Fabrics with partially harmonised/incompatible natures, those having evolved from the basic/standard items and those consistently true to comfort and authenticity.

Recycled wool, organic cotton, mixed feel on tweed, chiné-like or top yarn-dyed, synthetics, iconic yarn-dyed, corduroy, denim-like, functional stretch, wooly fabrics, eco-nylon, vintage-inspiration, bulky home-spun.



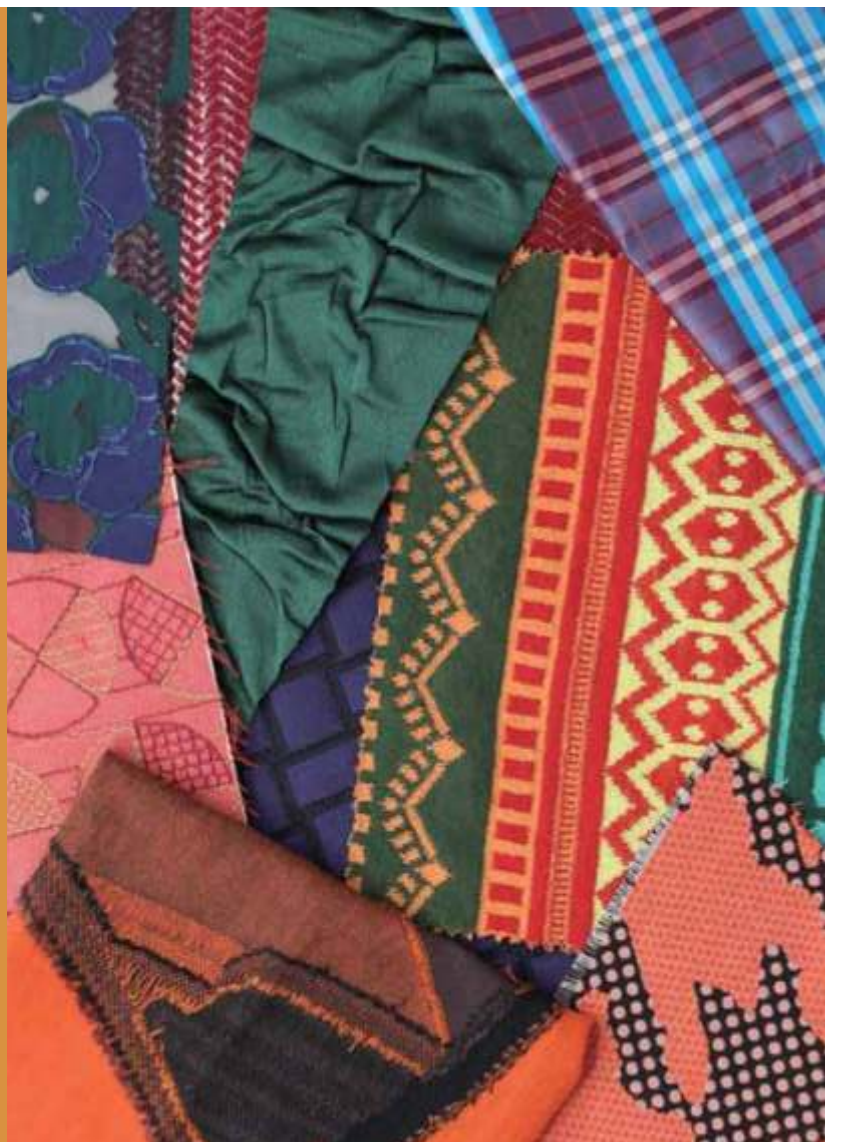
## COLOURS

An interplay of modernity and retro; featuring a chic, profound tonality of earthy greens and a neo-uniform gamut as well as bringing basic brights on board.



## PRINTS & FINISHING

Patchwork assembling diverse fabrics, paisley designs, basic and traditional motifs, komon/kotsuki (fine) patterns, felting finish.







## ELECTRO-TONIC

The story invites you to an indescribable mystic universe, concealed beneath a nuanced sensorial allure, where radiant pop and splendour vibrate, transforming being into fascinating and audacious presence, while dynamic brilliance lights up with ennui sensitivity. Under a dynamic noir-like spell, find yourself enticed to an esoteric electronic-magical world, where techno and fantasy mystically interact.

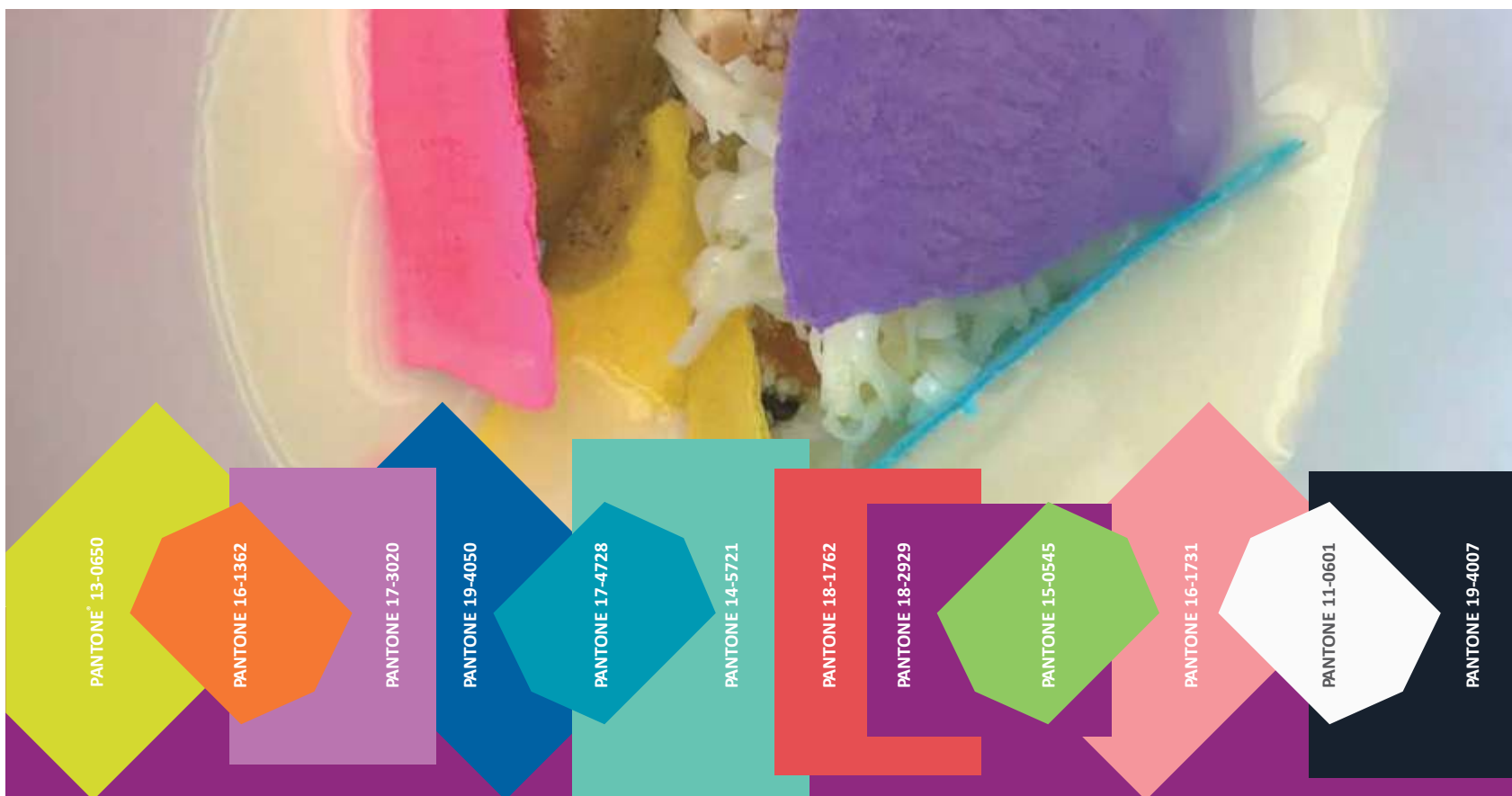


## FABRICS

- \* Enchanting fabrics eliciting subtlety, alongside splendid dynamism.
- \* Fabrics encapsulating a sensual and luxurious feel; infused with beautiful and rich nature.

Modish and artificial mixed fabrics awash with individuality, technical materials.

Triacetate, cupro, silk & fluid fabrics, hyper-fabrics, fabrics retaining fluidity, eco-nylon, sportive-tech, eco-wooly fabrics, lustrous aspects, lamé application, hybrid, velvet, organic-wool, fabrics with expressive-surfaces, compact dobby, felt, matte & shine.



## COLOURS

A palette reflecting an empathy of pop and mysterious allure in resonance with upgraded vivid tones, plus neon for fascinating audacity – and enticingly incorporating basic black and white.



## PRINTS and FINISHING

Dynamic designs expressing stillness & motion, layered prints, 3D prints, chemical lace, knit-jacquard, embroidery, burn-out jacquard, optic patterns & burn-out, film coating, playing with yarns, metallic application.







## KNOW-HOW

Philosophy epitomises the identity encompassing one's whole life; namely undiscovered unique aesthetics for the self. Awaken the senses upliftingly while trusting beliefs and emotions on a quest for new romanticism. Let us prioritise emotional values, poetic sentiments and aesthetics, while nurturing thoughts for intellectual creativity, and proceed on to tomorrow.



## COLOURS

A palette expressing vintage-pas tel s subtly incorporating an autumnal tonality – via personal aesthetics as well as practicality, and with a twist of esprit.

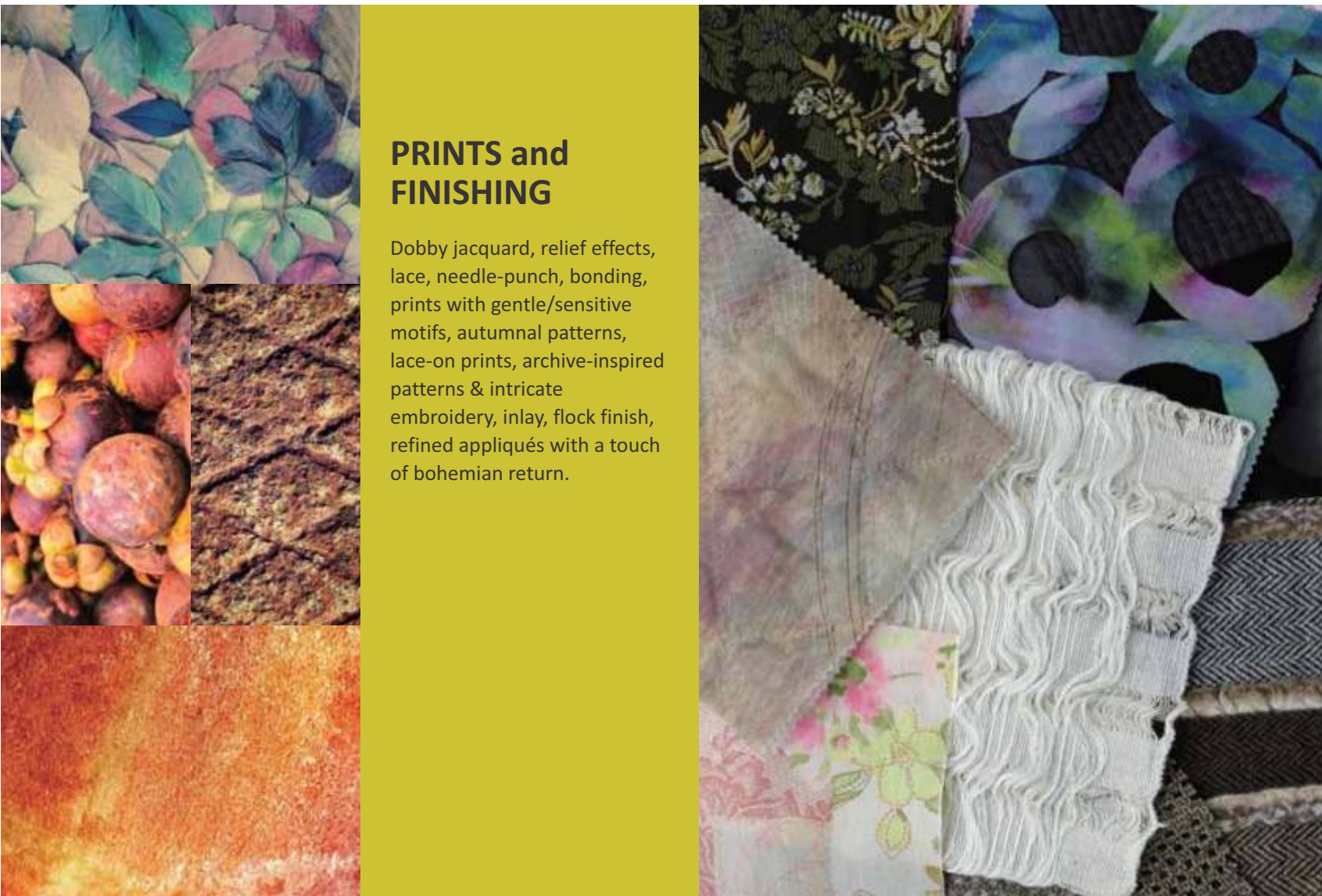


## FABRICS

- \* Materials with diverse and expressive textures, as if glorifying freedom and dramatically depicting personal aesthetics.
- \* Fabrics demanding both comfort and high functionality.

Fabrics awash with creativity blending in relief and sensibility, sustainable, recycled/re-used materials, nostalgia-inspired lovely fabrics, relaxing fabrics, uneven-surface feel. Handcraft textile and handloom fabrics.

Felted wool, jersey jacquard, eco-suede, yarn-dyed, soft-tweed.



## PRINTS and FINISHING

Dobby jacquard, relief effects, lace, needle-punch, bonding, prints with gentle/sensitive motifs, autumnal patterns, lace-on prints, archive-inspired patterns & intricate embroidery, inlay, flock finish, refined appliqués with a touch of bohemian return.