

秋冬趋势

2026/27

AUTUMN/WINTER

intertextile
SHANGHAI apparel fabrics



PUSH SENSATION 感官冲击

Captures our modern craving for intense, unforgettable experiences driven by a need for both escapism and heightened reality. This desire fuels pop culture but requires balancing spectacle with real meaning. It encourages stepping away from tradition, embracing the unconventional, and seeking out the extraordinary. The message is to break free from the ordinary, celebrate authenticity, and boldly pursue a life filled with adventure and fantastical possibilities. The world is ours to shape with our wildest dreams—are you ready to break free?

现代人对强烈且难忘体验的渴求，源于其渴望逃离现实的需求，也源于其对强化现实的追求。这种欲望推动了流行文化，却同时需要在绮丽梦幻与真实意义之间取得平衡。它鼓励人们摆脱传统、拥抱创新、寻求非凡体验。它所传达的信息是脱离平凡、歌颂真实，勇敢地追求一场充满冒险与奇幻的人生。属于我们的世界，正待我们用最疯狂的梦想来塑造——你，准备好挣脱束缚了吗？



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AUTUMN/WINTER 2026/27 秋冬趋势

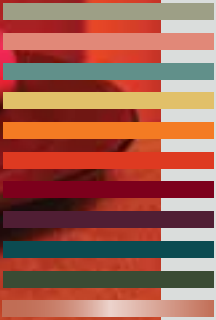


Photo by Clement Vayssieres © Nelly Rodi



gentle 温柔 ➤ raw 原始

The nature and earthen fashion trend blends soft elegance with raw, handmade imperfection, reflecting a shift towards sustainability and authenticity. It celebrates slow fashion, using practices like plant-based dyes and upcycled materials. The trend balances tenderness and toughness, showcasing the beauty of earth-inspired elements and nature's duality through timeless, understated style.

以自然与大地色调为特色，将柔和的优雅与原始手工的粗糙感融为一体，反映了时尚向可持续性与真实性的转变。它崇尚慢时尚，使用植物染料和升级再造材料。这一趋势平衡了柔韧与粗犷，通过隽永而低调的风格，展现大地元素和大自然的双重美感。

colour 颜色

MINERAL AND EARTH-TONED
PALETTES, PIGMENT BRIGHT
ACCENT.

矿物与大地色调，点缀明亮的
颜料色彩。

PANTONE® 12-5202

PANTONE 15-1306

PANTONE 14-0721

PANTONE 18-0422

PANTONE 18-0832

PANTONE 18-0935

PANTONE 19-5917

PANTONE 19-1241

PANTONE 19-1111

PANTONE 19-1761

PANTONE 17-6229

fabric

ORGANIC MATERIALS WITH ARTISANAL DETAILS

- Eco furs, animal fleece, double-sided suede
- Bouclé knits, brushed mohair
- Precious wool (alpaca, cashmere, mohair)
- Rustic tweed, irregular basketweaves, handloom
- Worsted wool etamines, vegetal dyes (rubia, persimmon)
- Uneven corduroys, cotton flannel, softened broadcloth
- Pigment dye sweatshirts, textured
- Fibrillation finish, wrinkles, fading, and fraying



面料

有机材料与手工精制

- 环保皮草、动物抓绒、双面麂皮
- 圈圈纱、拉绒马海毛
- 珍稀毛纺（羊驼毛、山羊绒、马海毛）
- 乡村粗花呢、不规则篮网编织、手工编织
- 精纺羊毛纱罗、植物染料（茛蓿色、柿子色）
- 不平整灯芯绒、纯棉法兰绒、软化绒面呢
- 涂料染色卫衣、纹理面料
- 纤化处理、褶皱面料、褪色和磨损面料





Photo by Clement Vayssières © Nelly Rodi



print & pattern

ETHICAL PRACTICES WITH CULTURAL CRAFTSMANSHIP

- Mineral and stone pattern
- Ethnic influences, tribal body art, kilim rug
- African mud cloth and walnut-dipped ombrés



印花与图案

传统民族工艺与自然艺术

- 矿物和石头图案
- 民族风格、部落人体艺术、基里姆地毯
- 非洲泥染布和胡桃木浸染渐变图案



Photo by Cecile Rosenkrauch © Nelly Rodi

classic 经典 ➤ theatrical 戏剧化

A radical transformation defying uniformity and embracing individuality, challenging traditional fashion norms. It breaks free from established boundaries, combining luxurious velvet, daring metallics, and unconventional textures. With a theatrical flair, it pushes the limits of beauty, seeking a bold expression of creativity and personality that demands innovation and defies convention.

一场彻底转变，挑战了统一性，同时拥抱个性，颠覆传统时尚规范。它打破了既定的界限，将奢华的天鹅绒、大胆的金属色和非传统的质感合在一起，并以一种戏剧化的创新风格颠覆常规，突破美的极限，寻求一种对创意和个性的大胆表达。

Photo by Clement Vayssières © Nelly Rodi

colour 颜色

TENDER NEUTRAL TO INTENSE RED AND OPULENT BLUES/GREENS. COPPER METALLIC ACCENT.

温柔的中性色、浓烈的红色、奢华的蓝色 / 绿色。金属铜色点缀。

PANTONE® 16-0213

PANTONE 16-1526

PANTONE 17-5111

PANTONE 14-0837

PANTONE 16-1356

PANTONE 18-1564

PANTONE 19-1531

PANTONE 19-1718

PANTONE 19-4726

PANTONE 19-0315

PANTONE 18-1537

fabric

COMBINING TIMELESS MATERIALS WITH DRAMATIC, BOLD ALTERNATIVES

- Timeless Shetlands, classic tweed
- Mélange checks in alpaca and mohair
- Dandy suiting, club stripes, herringbone, gabardines
- Lustrous leather, lasered
- Ottoman, faille, light crepes, mini damasks
- Velvets, velour, devoré, jacquard
- Silky satin, chiffons, subtle shantung, sequins
- Decorative baroque, brocades



面料

把富有戏剧化、大胆的另类材质，与经典材质结合

- 隽永的设得兰毛织物、经典粗花呢
- 羊驼毛和马海毛混纺格纹
- 雅致西装面料、俱乐部条纹、人字纹、华达呢
- 光泽皮革、镭射切割
- 楼梯布、罗缎、轻绉纱、迷你花缎
- 天鹅绒、丝绒、烧花天鹅绒、提花
- 丝缎、雪纺、山东绸、亮片
- 装饰性巴洛克面料、锦缎

Photo by Cecile Rosenstrauch © Nelly Rodi





复古几何和华丽装饰图案

- 格纹、同色系格纹
- 复古波浪纹、复古现代几何图案
- 家具灵感花卉、装饰壁纸

RETRO GEOMETRIC TO DECORATIVE ORNATE

- Checkered pattern, tonal checkerboard
- Retro undulating, retro-modern geometric
- Furnishing inspired florals, decorative wallpaper

childish 童趣 ➤ bizarre 怪诞

A bold mix of childhood innocence and surreal, worldly influences, it blends the playful modernism of the '50s and '80s with ecstatic absurdity, incorporating bizarre elements from global cultures, tribal art, and psychedelic patterns. This duality creates a surprising and personal aesthetic, offering an emotional escape through joyful, imaginative self-expression.



大胆融合童真与超现实主义，糅合世俗的影响力，并将50和80年代的俏皮现代主义与狂喜的荒诞感合二为一，融入了世界各地的文化印记、部落艺术和迷幻图案的奇异元素。这种二元性创造出了一种令人惊喜且个性化的美学，通过快乐而充满想象力的自我表达，为人们提供了情感解脱。

colour 颜色

BLENDING SOFT, PLAYFUL HUES WITH BOLD, UNEXPECTED TONES.

将柔和、玩趣的色彩，与大胆、意想不到的色调进行融合。



PANTONE® 12-1010

PANTONE 14-2710

PANTONE 14-5711

PANTONE 12-0721

PANTONE 15-1239

PANTONE 15-5534

PANTONE 15-2216

PANTONE 16-1544

PANTONE 18-4247

PANTONE 16-0948

PANTONE 18-6320

fabric

MODERN SIMPLICITY MEETS UNCONVENTIONAL FANCY

- Playful faux fur, fluffy woollies
- Bio-sourced PVC vinyl, coated fabrics (shiny or matte)
- Compact woollen, felt
- Double faced, bonded, double knit and weave
- Hand-knits, crochet, intarsia jacquard
- Tartans and plaids
- Sequins, hand embroidery, DIY aesthetic
- Beaded tulle, dotted jacquard, satin stripes



面料

现代简约与非传统奇思妙想的完美结合

- 玩趣的人造皮草、蓬松的羊毛织物
- 生物基PVC乙烯基、涂层织物（亮面或哑光）
- 密织羊毛、毛毡
- 双面、粘合、双线针织和编织
- 手工针织、钩针编织、嵌花提花
- 格纹和方格布
- 亮片、手工刺绣、DIY美学
- 串珠薄纱、点状提花、缎面条纹



印花与图案

从童真稚趣到全球文化共鸣

- 可爱图案与卡通印花
- 大胆几何、拼图、迷幻图案
- 文艺图案、焕彩部落风纹样

print & pattern

CHILDHOOD INNOCENCE TO GLOBAL CULTURAL APPEAL

- Cute motifs and cartoonish prints
- Bold geometric, puzzle, psychedelic pattern
- Cultural influence, recoloured tribal pattern

pragmatic 务实 ➤ dreamlike 梦幻

The trend combines tailored sophistication with futuristic innovation, blending high fashion and performance. It features sharp, durable tailoring with refined glamour, alongside ethereal colours and tech-infused fabrics. This style appeals to those seeking a balance of structure, innovation, and beauty, creating a bold, transformative vision.

将精致的剪裁与未来主义创新相结合，让高级时装同样具备出众的功能性。它以利落剪裁、经久耐用、精致魅力为特点，同时还搭配空灵色彩和科技感面料。这种风格吸引着那些追求结构、创新和美感平衡的人们，创造出大胆且具变革性的视觉效果。

Photo by Clement Vayssières © Nelly Rodi

colour 颜色

COSMIC DARKS AND
DIAPHANOUS PALES. SILVER
METALLIC ACCENT.

宇宙般的深色与朦胧的浅色。
金属银色点缀。

PANTONE® 19-4025

PANTONE 19-3316

PANTONE 19-4914

PANTONE 19-3642

PANTONE 19-3955

PANTONE 14-0846

PANTONE 14-5002

PANTONE 14-4206

PANTONE 12-0000

PANTONE 12-0108

PANTONE 11-0602



fabric

UTILISES TECH INCORPORATED WITH PRECIOUS INNOVATION

- Ultra fine combed wools, stretch
- Irregular chiné wools, micro-reliefs, micro-textures
- Intricate jacquard, shine/matte, raised surface, devoré
- Glossy, iridescent satin, reflective taffetas, moiré ottomans
- Translucent chiffons, organza, plissé, fluidity jerseys
- Modern cocoon, 3D bubbles, high tech down fill
- Crafted dimensional knits, new age
- Compact sweatshirts, soft and dense fleece

面料

运用科技与珍贵创新相结合

- 超细精梳羊毛、弹性面料
- 不规则印花羊毛、微浮雕面料、微纹理面料
- 复杂提花、亮面/哑光面料、表面凸起面料、烧花天鹅绒
- 光泽面料、彩虹色绸缎、反光塔夫绸、云纹楼梯布
- 半透明雪纺、欧根纱、褶皱、流动性针织
- 现代茧型呢、3D泡泡面料、高科技羽绒填充面料
- 手工立体针织、新时代风格面料
- 密织卫衣、柔软厚实的抓绒





印花与图案

从空灵宇宙到简约几何

- 宇宙灵感、星际振动、陨石纹理
- 绘画笔触、渐变、抽象的留白
- 极简主义植物线条艺术、简单线条
绘画

print & pattern

ETHEREAL COSMIC TO SIMPLE GEOMETRIC

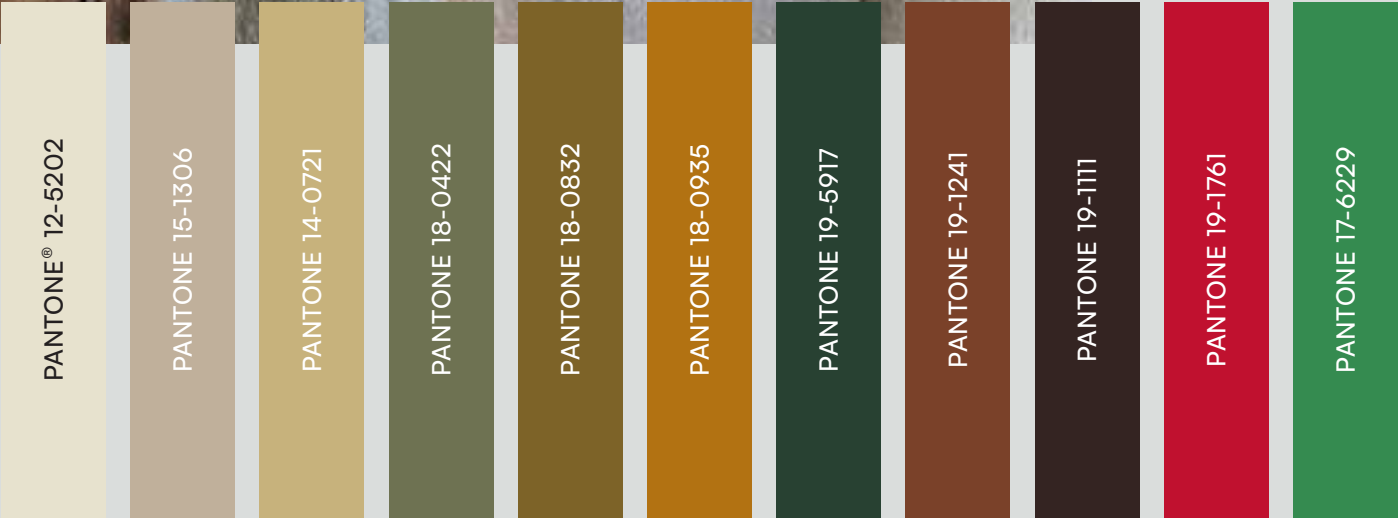
- Cosmos inspired, interstellar vibrations, meteorite
- Pictorial brushstrokes, gradient, abstract negative space
- Minimalist botanical line art, simple line drawing

colour 颜色

AUTUMN/WINTER 2026/27 秋冬趋势



gentle 温柔 ➤ raw 原始



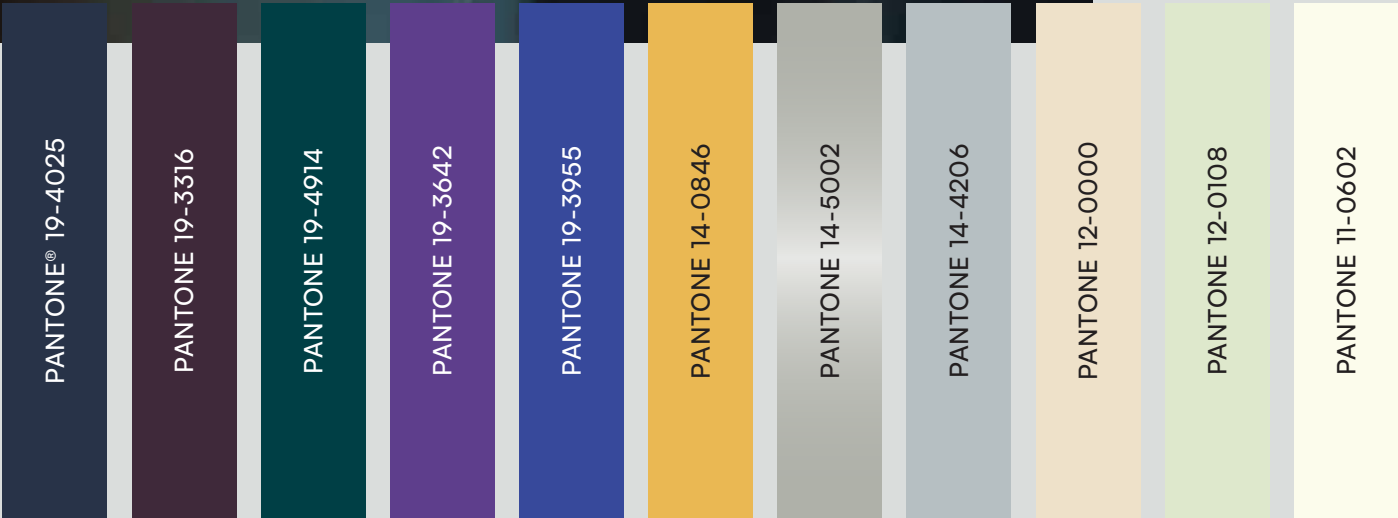
childish 童趣 ➤ bizarre 怪诞



classic 经典 ➤ theatrical 戏剧化



pragmatic 务实 ➤ dreamlike 梦幻



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DIRECTIONS trend committee

Since its foundation in 1998, the *Directions* Trend Committee has provided an invaluable research and marketing tool to designers and garment professionals, helping them steer their designs and manufacturing processes in line with coming fashion seasons. The committee is comprised of top trend forecasters, selected by Messe Frankfurt (HK) Ltd based on their knowledge and wide experience in all fields of fashion. They come from cities considered the fashion capitals of the major export markets for international garment trade: New York, Milan, Paris and Tokyo. Each season, the committee members combine their expertise and local influences to come up with the themes that tell the story of tomorrow's apparel fabric trends.

DONEGER | TOBE – NEW YORK, USA

DONEGER | TOBE is a special operation team for smart companies, focused on how consumers interact with brands today. The DONEGER | TOBE team develops and evolves concepts that inspire new strategies and encourage innovation to help clients stay relevant. Kai Chow, Creative Director, leads a team of forecasters, concept designers, trend analysts, and branding strategists to inspire and guide clients in designing products and developing brands that make an impact.

donegertobe.com

NELLYRODI™ AGENCY – PARIS, FRANCE

Founded in Paris in 1985, NellyRodi is an expert strategic consulting agency for the creative industries. Today based in Paris, Tokyo and Los Angeles, it is an international reference for forecasting and consumer behaviour analysis. NellyRodi helps businesses, brands, investors and collective organisations, defining their brand strategy all the way to operational deployment. NellyRodi is a B certified corporation reflecting a 40-year commitment to transparency, sustainability and responsible business. NellyRodi has been established in China since 2002, and Michael Bonzom is creative director.



www.nellyrodi.com

ELEMENTI MODA – MILAN, ITALY

Elementi Moda is a forecasting and creative company which focuses on lifestyle evolution and consumer trends, offering customised consulting for the textile industry, the fashion system, home interiors. From the idea to innovative products. Elementi Moda provides trend conferences for international apparel companies and educational training for international Fashion and Design Institutes. It also provides extensive research and development services for commercial textile products: from fibres, yarns to fabrics and knitwear. Creative Director Ornella Bignami is a specialist in fibres, colours, yarns and fabric developments for fashion and home and member of the International Trend Committees.

www.elementimoda.it

SACHIKO INOUE – TOKYO, JAPAN

Sachiko Inoue graduated from the International Design and Art Institution in 1971, then worked for various textile companies as a fashion and textile forecaster. Currently, she offers consulting services, including trend forecasts and individual guidance for several key material producers, trading firms, converters and fabric manufacturers in Japan. She has also been involved in directing JFW (Japan Fashion Week Organization)/Textile Div. in the trend forecasting and textile consulting field in both Japanese and overseas fairs.

潮流**导向**委员会

潮流**导向**委员会自1998年成立以来，一直致力为设计师及纺织业专才提供宝贵的市场研究及推广工具，协助他们紧贴未来的时装潮流而进行设计及生产。委员会成员由法兰克福展览（香港）有限公司挑选，均为首屈一指的潮流预测专家，于各个时装领域掌握丰富的知识和经验。各成员来自世界各地的时尚之都，遍布欧洲、亚洲及美国等全球主要成衣出口市场。每一季，委员会都会结合彼此的专业知识和地区实力，以鲜明的主题刻划未来潮流及时装材料趋势。

DONEGER | TOBE – 美国纽约

DONEGER | TOBE是一个为智能公司打造的特殊运营团队，专注于当今消费者与品牌的互动方式。DONEGER | TOBE团队开发和发展能够激发新战略并鼓励创新的概念，以帮助客户保持相关性。创意总监 Kai Chow 领导着一支由预测师、概念设计师、趋势分析师和品牌策略师组成的团队，以启发和指导客户设计产品和开发具有影响力的品牌。

donegertobe.com

NELLYRODI™ AGENCY – 法国巴黎

1985年于巴黎成立，NellyRodi 是一间专业的创意产业战略咨询机构。时至今日，于巴黎、东京及洛杉矶均设有办事处，有助以国际视野预测业界趋势及分析消费行为。NellyRodi 帮助企业、品牌、投资者及团体组织，从定义他们的品牌战略一直到运营部署。NellyRodi 获 B Corp 认证，体现出其 40 年来一直致力实践透明度、可持续发展和负责任企业。NellyRodi 自 2002 年起已在中国设立办事处，而 Michael Bonzom 是现时的创意总监。



www.nellyrodi.com

ELEMENTI MODA – 意大利米兰

Elementi Moda 是一家专注于生活方式改变和消费趋势的预测和创意公司，为纺织行业、时尚系统、家居室内设计提供定制咨询。提供创意及产品创新。Elementi Moda 为国际服装公司提供趋势分析讲座，并为国际时装和设计学院提供教育培训。它更为商业纺织产品提供广泛的研发服务：从纤维、纱线到织物和针织品。创意总监 Ornella Bignami 是时尚和家居纤维、颜色、纱线和面料开发方面的专家，也是国际趋势委员会的成员。

www.elementimoda.it

井上佐知子 – 日本东京

井上佐知子在 1971 年毕业于国际设计及艺术学院 (International Design and Art Institution)，随后于多家纺织品公司担任时尚及纺织品潮流预测专家。现时身兼专业顾问，为日本多家重要的时装材料生产商、贸易公司、加工批发商及布料生产商，提供潮流预测及顾问服务。她同时亦领导 JFW (Japan Fashion Week) 纺织品组别的事务，为日本及海外展览会进行潮流预测及担任纺织面料顾问。

Visit the Trend Forum at
Intertextile Shanghai Apparel Fabrics — Autumn Edition
2 — 4 September 2025 National Exhibition and Convention Center (Shanghai)

For further information please contact
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35/F, China Resources Building
26 Harbour Road, Wanchai, Hong Kong
textile@hongkong.messefrankfurt.com
www.messefrankfurt.com.hk

请莅临参观流行趋势区
中国国际纺织面料及辅料（秋冬）博览会
2025年9月2至4日 国家会展中心（上海）

有关详情请联络
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香港湾仔港湾道26号华润大厦35楼
textile@hongkong.messefrankfurt.com
www.messefrankfurt.com.hk





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请莅临参观流行趋势区
中国国际纺织面料及辅料（秋冬）博览会
2025年9月2至4日 国家会展中心（上海）

有关详情请联络
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