2016

DREAM UP!

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梦想！
This year, Messe Frankfurt (HK) Ltd introduces the 2016 trends at Intertextile Shanghai Home Textiles.

Nelly Rodi (international trendsetter) headed a trend committee mixing different fields of expertise in order to gain the finest comprehension of international lifestyle forecasts.

The committee comprises six experts: a Trendsetter, Interior Architect, Designer, two Textile Designers and International Home Brand representative who conducted meetings together in Paris lead by the Nelly Rodi™ Agency. During these brainstorming sessions, each expert shared their knowledge, their inspirations and exchanged their visions of trend evolutions considering consumer demand, the retail expertise and contract markets, and new technologies.

To offer the most suitable trends for this forum, Nelly Rodi decided to merge expert creative visions with sociological insights from a Nelly Rodi™ Agency international consumer study: Style ID™.

This new methodology led to the definition of this year’s four trend themes that Messe Frankfurt (HK) Ltd and Nelly Rodi are pleased to present to you!
“Yesterday’s trends were turned toward reassuring objects and ideas. They paid tribute to memory. Today’s contemporary consumers feel the need to be daring, take risks and move forward. They have an urge for irreverence and modernity, they want to be thrown off balance, they want to dream. When the prevailing climate is heavy with uncertainty, it becomes absolutely vital to dream, to escape reality through the magic of one’s own imagination. We need to inject our part of that dream into creation, communication, marketing and sales... We need to turn toward modernity and look toward tomorrow.”

“Those genetic codes disappeared or disappearing though blended in your blood, like the Shadow Play performed in the countryside, existing or well seasoned, maybe ugly but long lasting, as they left nothing or you may not meet them again; those heard of, floated, unknown or never touched physically, if not found with rhythm but only a mask left, present a tragedy, like highbrow arts finding few audience, like lotus elegant and clear, not bound by conventions; being fantastic more incredible than reality, just as dancing after haze, self-being behind ruin, compared with the back side of ugly. Strolling in such a world, it seems that men enter an unfamiliar scene beyond body, like the spirit of body; the reaction wondering about the world’s offer to meet your needs, full or dry. Designing ability for sale, human nature hard to be against, through many trials, with presets way in line with the law of nature, on the basis of basic peculiarity different from others, to reflect process, phenomena or various features and law of change of objects and things vividly, like cellular fission and clustering, a true made-up world that may be forgotten by people but be presented before you once again a few years later.”

Shen Lei is one of the founders of Interior Architects Design. His unique design approach is to analyse the blend of architecture and interiors as an integrated space — from this point on new designs are envisioned. His projects approach space in a broad understanding of the term, to effectively blend interior and exterior architecture.

NR
VG

www.iad.cc
"Finding the idea and innovating is the most important thing for creating the next new design. For instance, I'm interested in ancestral wisdom because in poems, maxims and texts there's always a hint about human lifestyles. And there's infinite value and possibility in the 'oh!' breakthrough and discovery. You have to have a child's heart to see the fascinating aspects and be so inspired. All adults should become children! It's much more fun imagining such a wonderful world."

Dan and Gen Namura are young designers based in Tokyo. They are descendants of an old designer's family, with a lineage that can be traced back to the famous Yuzen-zome craft, the dyeing and weaving of highly skilled Kimono fabrics of Kyoto.

Their work ranges from fabric designs for curtains and sofas among other interior goods to bags and clothes.

They have their own free creation brand "DAN" with which they participate at exhibitions in Frankfurt, Paris and Tokyo and also carry out design consulting for department stores, shops and exhibitions.

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“Useful can be beautiful and beautiful can be affordable”, announced Terence Conran in 1964 when he opened his first Habitat store in Chelsea. Now, more than ever, Habitat’s challenge is all about allowing the greatest number of people to furnish and decorate their homes with modern, functional objects and create their own, personal ambience at a reasonable price. Contemporary design furniture and objects whose functionality and production quality have never been compromised. Good design is good for the soul, it enables us to play on everyday codes, while being aware of social and environmental questions — primordial, ethical questions — which had to innovation with a clear conscience.”

During the 60’s, Terence Conran and his wife Caroline, along with business man Philip Pollock and fashion model Pagan Taylor revolutionised how we shop for our homes. The first Habitat store was opened in Filham Road in Chelsea, and this store became the Habitat template. The founding idea of Habitat is to offer a radical, distinctly European idea to furniture shopping. As colourful reaction to post-war gloom, this is built firmly on the mantra that “useful can be beautiful and beautiful can be affordable.” Habitat is renowned for remarkable designs that are innovative, and enduring. Pierre Favresse is currently Head of Design for Habitat International. Through design, he plays with many of today’s everyday questions around the use of new materials and innovative functionality, while maintaining a strong focus on social and environmental concerns.

"TERENCE CONRAN 于1964年在切尔西开了他的第一家HABITAT商店，并称"有用的东西可以是美丽的，而美丽的东西也可以是负担得起的"。现在，HABITAT 遇到的前所未有的挑战是让更多的人使用现代，功能性的家具装饰自己的家，而并不仅在合理价格的基础上创建个性化风格。当代设计家具的功能质量和产品品质是无法被其乐无穷的。好的设计能够传播热情，它使我们能够在日常使用中意识到社会和环境问题——伦理问题——这些可以影响我们内心世界的创新。"

六十年代，TERENCE CONRAN 和妻子 CAROLINE，同商人 PHILIP POLLOCK 和时装模特 PAGAN TAYLOR 革新了我们的购买家居产品的方式。第一个HABITAT 店店位于切尔西的 FIMHAM 路上，这个展示成了以后的 HABITAT 的设计模板。HABITAT 的创始人发现提供那些有欧洲风格的家具商店， HABITAT 提供价格便宜的产品，一扫战后带来的悲观。这种做法我们热爱的，有用的东西可以是美丽的，而美丽的东西也可以是负担得起的。”HABITAT 以其创新和持久的非凡设计而闻名，PIERRE FAVRESSE 目前是 HABITAT 的首席设计师。在设计中，他考虑的是使用新材料的创新在的日常设计，并对社会和环境问题保持关注。
"The world of creation is woven into the flesh of our memories as well as in the thread of our dreams. The fabrics I have imagined let grace and joy leap out from ancient words in order to print them deeply into the patterns of the textile. Dreams advise me to recall traces rather than point out proofs; they tell me to connect opposites, they suggest that I take small winding roads. Giving in to dreams is to love how strong they can be and accept that they represent the colours of life, unexpected or extravagant, unreasonable or sophisticated. The creation will prove its ingenuity by grasping from the fantasy and the uncertainty of dreams. At the cost of this simplicity, with movements and drawings, creation can spark a new confidence in the world."

"This season the accent is on creation and innovation, as certain factories recently set up in Europe prove. Their establishment infuses hope into the entire textile industry as it confirms that by increasing technical capacity it is possible to remain at the cutting edge of modernity and respond to the market's demands. Their competences include developing state of the art techniques for producing petrol-based fabrics or blending natural and synthetic fibres, as well as bolstering traditional techniques, by using green and eco-friendly fibres. It's very encouraging for the future, as their strengthened position on the market demonstrates that anything is possible for those who dare to move forward."

Dominique Picquier studied textile and graphic design at the Ecole des Arts Décoratifs in Paris. After joining forces with her husband in a design and architecture agency she established her own brand to focus on textiles and décor. The collections embody her enthusiasm for colour, shape and contrasts in a way that is both simple and sophisticated. Born in the Island of Madagascar and raised in France, designer Dominique Picquier is inspired by nature, especially trees, plants and leaves, such as the graceful gingko. Her products are sold worldwide: Singapore, Italy, England, United States…

Winner of a Grand Prix de la Ville de Paris in 2013, Samuel Accoceberry likes to spotlight the skills and know-how that he discovers through his professional contacts. From 2011, he worked for various Milanese studios including Paolo Zani, Antonio Citterio & Partners. Returning to Paris in 2004, he freelances as a designer collaborating with the agency Lesign and continues to develop simultaneously his own creations for worldwide companies (Staub, Baccarat, Kartell, D&G, Vitra,…).

In 2010, he became art director of Pyrenea.
2016

LIFESTYLE THEMES

家居趋势主题
DREAM UP!

Spirit of the Season — 本季精神：梦想！

Dream an ideal. See a dream come true.

Our consumers are looking for thrills, excitement and shared emotions. They want to be surprised by unexpected situations and whimsical adventures that will enable them to write their own myths and legends. They dare adversity and take risks to avoid getting stuck in their comfort zone. We live in a global society in perpetual mutation, and we need to adapt to the new circumstances with mobility and flexibility.

Be inspired rather than imitate. Power to imagination, audacity and fantasy! Creation is one of life’s great ideals.

Our aesthete-consumers are awed by the miracles of creation. They dream about beautiful fabrics, noble, quality materials, precious colours and poetic harmonies. They dream up their home and its decoration according to their own personal utopias because they want to feel good in their environment. Magic, poetics and a touch of the extraordinary must be re-injected into the process of creation to awaken all the senses. Dreaming of new paradigms. Creating new realities.

种下梦想，看梦想成真。

我们的消费者追求的是刺激、令人兴奋的能够分享的情感。他们希望从突发状况和冒险中获得惊喜，撰写属于自己的传奇故事。他们敢于冒险，乐于承担风险，避免自己陷入舒适的生活。我们生活在一个瞬息万变的社会，需要适应新环境的机遇和危机。

要有创意，不要模仿。要有想象，幻想的力量！创造是生命的伟大典范之一。

我们的顾客是唯美主义者，极端创造带来的奇迹。他们梦想拥有美丽、高贵、典雅的材料，精致的色彩和诗一般的和谐氛围。他们梦想着按照自己的想法创造自己的家，因为他们希望在自己的私人空间内能有舒适的氛围。创作过程中必须重新注入魔法、诗意和一些与众不同，只有赢所有感官。梦想新的模式，创造新的现实。
NellyRodi™ Agency has been working on an international study in order to get a better understanding of worldwide consumers: Style ID™. This study led to the definition of four main families having different values and consumption behaviour: Emotion, Reason, Evasion and Tradition.

NellyRodi™ Agency 长期致力于一项国际研究工作，以更好地了解全球消费者—Style ID™。该研究将不同的价值观和消费行为分为四个主要类别：情感、理性、逃避和传统。

**TRADITION**

- Heritage
- Memory
- Historical
- Classical
- Baroque

**EMOTION**

- Modern Sensitive
- Simple
- Natural
- Charm
- Authentic
- Romantic

**Evasion**

- Pop Energy
- Flowing
-Dynamic
- Ethnic
- Elsewhere
- Bohemian

**Reason**

- Modern
- Future Oriented
- Contemporary
- Urban
- Intelligent

**STYLE ID™**

- Style ID™
- Discoveries
- Travel
- Ethnical
- Elsewhere
- Bohemian
An authentic, modern ambience, perfect for a spiritual retreat. An almost wild form of natural, favouring sensitive, sincere, forward-thinking design.

MOOD - 格调
Hazy, powdery, lightly gradated colours. Soft moon or stardust disperses its astral glitter and metallics over a matte white paradise, seemingly sculpted from blocks of ice. A telluric harmony, a twilight ambiance — icy, frosty and frozen.

COLOURS - 色彩
淡雅的、粉状的、渐变的颜色。柔和的月亮或星光将其微弱的光芒洒满白色的家园，宛如冰雕般的。一片和谐、暮光的氛围——冷冻冰雕。
MATERIALS - 材料

Natural metals (hematite, titanium and platinum...) propose astral projections; and wood and its bark inspire prints and textures. Natural materials (washed linen, wools, hides, feathers) are combined with synthetics (lames, iridescent polyesters, lurex...), while mineral nuggets, resins and composite materials flirt with new technologies.

天然金属（赤铁矿、钛和铂等）体现了星象投影；木材和树皮激发了印花和纹理。天然材料（洗过的亚麻布、羊毛、皮革、羽毛）与合成材料（金属编织物、霓虹聚酯纤维和卢勒克斯织物等）相结合，而矿物金、树脂和复合材料则与新技术相调和。


图案预示着冬天迷彩的回归。波点、纹路、阳极氧化和光谱反光刺激着眼睛。纺织品反射金属的光芒。皱褶的、皱缩的或纹理的印花模仿矿物质地，在岩石中蜿蜒地爬行。在悬浮的冰霜、露珠和雨滴中应用“化石”花纹和昆虫图案应用于重叠层。
An “experimental” spirit playing on visionary, organic volumes. A tamed future flirting with the artificial, hybridising natural and synthetic codes.

"实验"精神体现在幻想的有机形态之上，一个改良版的未来游戏于人造，混搭自然与合成元素之间。

Colours are so natural they appear super-natural: flashes of phosphorescent green, blue, purple, pink and orange pep up a dark, dense base.

色彩是那么自然却又是超自然：磷光闪闪的绿色、蓝色、紫色、粉红色和橙色为暗淡而浓重的基色增添了活力。
MATERIALS — 材料

Materials and textures exalt the environment. A superposition of inclusions, particles and nylon ions flirt with light. Gums, resins, rubber and latex hybridise natural and synthetic codes in a play of strange extrapolations.

As if illustrating exalting experiences, motifs appear in an extraordinary light. The eye is impressed, perhaps even shocked, by the accumulation of surrealist prints and collages suffused with tropical flowers. Traces, markings, 3D or holographic effects form motifs that create convolutions with an eye for profusion.

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**POP ENERGY — 流行活力**

**MOOD — 格调**

Double game between the neutrals from here and the brights from elsewhere. A neutral, almost confusing, military base. Lovely earthy, woody, vegetal and mineral shades, plus gold for a strange, almost bizarre note.

**COLOURS — 色彩**

Evoking a precious, refined, graphically stylised “elsewhere” that, while paying tribute to different cultures, focuses on a modernised interpretation of bohemian codes.

**DISCOVERIES / TRAVEL / ETHNIC / ELSEWHERE / BOHEMIAN**

Donald Tones

**BASE COLOURS**

- PANTONE 18-3218
- PANTONE 19-3839
- PANTONE 15-4323
- PANTONE 14-0951
- PANTONE 16-5127
- PANTONE 17-1564
- PANTONE 17-0336
- PANTONE 11-4301
- PANTONE 15-1116
- PANTONE 19-0618
- PANTONE 19-0812
- PANTONE 18-1354
- PANTONE 18-0403

**KEY WORDS**

- COSMOPOLITAN
- OPTIMISM
- ENCOUNTER
- HYBRID
- SURPRISE
- CRAFT
- GEOMETRIC

**Design Piet Hein Eek, E. Berti, F. Rota, P. Navone, F. Cos, A. Gianni, F. Bubani, Claesson Koivisto Rune — DR**

**La Trobe University, Institute for Molecular Science, Australia, Lyons Architects — DR**

**Sonata no16, Nice Things Paloma Santaolalla — DRWallpaper Cole & Son, Accessories Chanel, Maison Fabre, Epice, Style Virginie Dillot — DR**
**MATERIALS — 材料**

With an eye for staging and variations, raw, functional materials (brass, tinted glass, raffia) mingle with the elegant treatments of noble materials (raw silk, waxed cotton, rattan). Natural, textured materials (natural leathers) unite contemporary and tribal interpretations.

为了创造出分阶段显示和变化的视觉效果，原材料和功能性材料（铜、有色玻璃和香蕉皮）与高贵材质（生丝、绸缎和藤条）的精细加工混合，天然的纹理材料（天然皮革）与当代原始诠释相结合。

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**PRINTS & EMBROIDERIES 印花及刺绣**

Graphic rhythms inspired by ikat and kilim effects, while others result from the generous, baroque accumulations of island fruit, flowers and plants. Mini-geometrics are coordinated with big bands of colour, wide, multicoloured stripes or skilful trellised screens of plaiting or weaving.

图形节奏的灵感来自伊卡特和基里姆效果，而其他灵感来自岛屿上的水果、花卉和植物大量巴洛克风格的积累，迷你几何几何与几条大色带、彩色宽带或编织或编织用的灵巧格子屏协调而成。

Design Lorca Osborne & Little - DR

Fabric covering Kvadrat - DR

Photo Grégoire Alexandre - DR

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Design Francis Brayley - DR

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**KEY WORDS**

- Precious
- Theatrical
- Offbeat
- Surrealist
- Elegant
- Aesthete
- Fanciful

**ACCENT TONES**

- PANTONE® 18-2143
- PANTONE 19-1764
- PANTONE 19-2033
- PANTONE 19-4329
- PANTONE 19-2924
- PANTONE 16-4535
- PANTONE 18-3932
- PANTONE 19-1015
- PANTONE 19-0303
- PANTONE 18-0430
- PANTONE 12-0404
- PANTONE 13-0922

**BASE COLOURS**

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**MOOD - 情调**

A base of timeless, historic, status shades. A majestic gold and luminous flashes oscillating from pink to blue, passing through crimsons and purples in almost gradated harmonies.

**COLOURS - 色彩**

A lovely, precious look is mixed with subtle baroque accents. A story imbued with a quirky, fantasy ambiance to create festive, theatrical decoration based on sure, graphic subtleties.
MATERIALS - 材料

Precious, shiny materials (lacquered silks, lamés, tawny leathers, gilded brass) surprise and attract the eye. An endless range of jacquards and brocades allude to a festive form of precious, white hard stones and veined wood play on tradition with respect.

PREPRINTS & EMBRODERIES

Between neo-classic geometries and surrealist patterns, motifs launch a veritable ode to festivities. Pointe de diamant and diamond patterns adopt a “commedia dell’arte” spirit, while Greek friezes draw us into the intricacy of the labyrinth. Conveying a powerful symbol, Empire flowers are digitalised and flirt with gravure motifs.

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VISIT THE LIFESTYLE TREND FORUM AT
Intertextile Shanghai Home Textiles – Autumn Edition
26 – 28 August 2015
National Exhibition and Convention Center (Shanghai)
Shanghai, China

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