

Press release

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Intertextile Shanghai Home Textiles 2018: three trend themes released

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Intertextile Shanghai Home Textiles 2018 cooperates with the international trendsetter NellyRodi™ Agency again in offering the latest trend forecast to the home textile industry. Integrating different knowledge, inspirations and visions of trend evolution among the experts in the trend committee, three themes namely Caring Future, Crazy Future and Emo Future are established.

As the leading home textile trade fair in Asia, participants can always expect to see the latest items and discover the forthcoming market direction. To fulfil this, more than 1,000 suppliers from China and across the world will showcase a wide variety of products covering the whole spectrum of home furnishing, while the trend forecast, which is introduced during the show, provides both exhibitors and buyers with insight and guidance to stay ahead of the market.

This year, the show works together with the experienced international forecasting firm the NellyRodi™ Agency to form a trend committee consisting of different fields of expertise in order to gain the latest comprehension of international lifestyle forecasts. They have picked 'FUTURE' as the keyword of the season and three themes have been developed to illustrate this keyword.

- **Caring Future:** Now greener, more moral and socially oriented, creation draws from alternative imaginations to protect natural and cultural resources. It pulls inspiration from new eco-gestures and good altruist sense with a new credo – take care of nature and man
- **Crazy Future:** It plays on whimsical surrealism and petulance, the master of light-hearted insouciance. It plants a seed of madness in creation. Gaiety and fantasy amuse rational souls and titillate a taste for risk
- **Emo Future:** The need to console our cherished earth revives the emotion its immemorial beauty inspires. New nostalgia for the origin of things reconnects us to the essential. Neo-mysticism consecrates the elements and celebrates spiritual, benevolent nature. It inspires the perpetuation of the Traditions and rituals our ancestors practiced, in all their wisdom and humanism, to glorify nature



(From left to right) Photos presenting the idea of Caring Future, Crazy Future and Emo Future

These three themes will be demonstrated and discussed throughout the four-day fair in a series of events, while exhibitors' products that resonate with the themes will be displayed in the Trend Area. Trend Forum tours will also take place, allowing show attendants to learn and discuss with designers and trend experts about the lifestyle trends.

Committee members with distinct specialties

The committee has contributed their expertise on retail experience, contract markets and new technologies, together with the sociological insights from an international consumer study in developing the themes. The following is an overview of the committee members.



Trend committee during a brainstorming session

- Mr Vincent Grégoire (France): Creative Director of NellyRodi™ Agency. Studied both interior and industrial design at the École Camondo in Paris, has been the artistic director and designer of exclusive products for the decorator Agnès Comar
- Mr Sun Yun (China): Partner and Design Director of Hangzhou Interior Architecture Design, founder of fashion brand HYSSOP Cornerstone
- Mrs Béatrice Brandt (France): Graduated from the Aix-en-Provence Graduate School of Management in Management Sciences with a major in marketing, 20 years of experience in marketing and innovation, now works as the CEO at Le Jacquard Français
- Mrs Hélène Pasteur (France): Purchasing Manager of Homeware/Leisure, Les Galeries Lafayette/BHV. Graduated from business school, entered Galeries Lafayette's buying office in 1986 for the beauty, children's wear, menswear, and accessory markets, managed the project that transformed BHV into BHV MARAIS from 2011 to 2014, now returns to the homeware department

More details of the trend programme will be released closer to the fair. The show will be held from 27 – 30 August at the National Exhibition and Convention Center in Shanghai.

Intertextile Shanghai Home Textiles – Autumn Edition is organised by Messe Frankfurt (HK) Ltd; the Sub-Council of Textile Industry, CCPIT; and the China Home Textile Association (CHTA).

To find out more about this fair, please visit: www.intertextilehome.com. For more information about Messe Frankfurt textile fairs worldwide, please visit: <http://texpertise-network.messefrankfurt.com>.

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Notes to editors

Further details on the Intertextile Shanghai Home Textiles lifestyle trend, including the A/W18-19 trend guide and Committee members' profiles can be found here:

<https://intertextile-shanghai-hometextiles-autumn.hk.messefrankfurt.com/shanghai/en/visitors/events.html>

A selection of photos from the Trend Guide is available to be published which can be downloaded here:

https://drive.google.com/file/d/1NeJV2AV7TX86JYgM7khGEy_2As3rdkM/view?usp=sharing

Further press information & picture material

<http://www.hk.messefrankfurt.com/hongkong/en/media/textiles-technologies/intertextile-shanghai-home-textile-autumn/news.html>

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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 some 30 locations, the company generates annual sales of around €661* 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).

*preliminary numbers 2017

For more information, please visit our website at:

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