

Press release

June 2022

## Feeling 'ALIVE': Intertextile Shanghai Home Textiles unveils three trend themes for 2023

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ITSH22 PR3 EN

**Getting back into life after the disruption caused by the pandemic is a shared mission for people worldwide. This objective is also emerging across various lifestyle trends. This year, Intertextile Shanghai Home Textiles again joins forces with NellyRodi™, the renowned French agency for international forecasting, to present the design theme for 2023 – 'ALIVE' – together with three trends: HUMAN CAPITAL, ROUSING COMMITMENT and UNREAL REALITIES.**



Mélanie Rey © NellyRodi™, Cecile Rosenstrauch © NellyRodi™ and Aude Vincent © NellyRodi™

As a leading industry business platform, expectations for the August event are naturally high as the show continues to be a source of information and inspiration for professionals in the home textile industry. With next year's trends set through an expert panel led by NellyRodi™, a trend forum at the show will reveal how consumers are embracing day-to-day moments and opportunities during these challenging times. This notion of feeling ALIVE will underpin the general spirit of the three new design trends in the coming season, where people are keen to find different ways for reconnecting to the world around them.

### **Nature is a keyword in HUMAN CAPITAL**

This direction reflects how people want to reconnect with the environment by choosing a local approach, short supply chains, raw and natural materials, and traditional techniques. For instance, 100% plant-based materials, as well as metalised fringed jacquards and gold yarns are used to illustrate this concept.

Messe Frankfurt (HK) Ltd  
35/F, China Resources Building  
26 Harbour Rd, Wanchai, Hong Kong

Inspired by everyday basics and daily essentials, the trend uses a soft, luminous white palette mingled with muted and amber shades of vegetal dyes. Designs also incorporate figurative hand-drawings, archaic bestiary, stylised wildflowers and geometric patterns.

### **ROUSING COMMITMENT celebrates creative self-expression**

The trend combines a lively play of mix-matching patterns and colours. This embraces the integration of neutral shades through touches of metallic silver and fluorescent colours to represent the urban life.

Foamback and other fabrics influenced by sports materials, as well as extravagant jacquards, silicon embossing and bouclé fabrics draw out feel-good factor of the theme. Prints using modern twists on traditional patterns, lettering plays, exuberant florals and bold geometrics, also deliver the desire to live freely by sharing joy and happiness with others.

### **The fantasy of UNREAL REALITIES**

In order to push the limits of imagination, science and technology, consumers tap into digital realms to connect with other realities, augmented worlds and futurist utopias that draw out the potential of today's technology. Metalised rainbow colours highlight the magic and wonder under this virtual reality theme, while surrealistic photoprint shapes, misty landscapes, blurry effects and fantastical nature adds a futuristic touch.

The theme adopts iridescent gleam of semi-transparent voiles, muslins, recycled synthetics and added pearly or glazed aspects. Soft, light meshes, honeycombed or blistered surfaces and cloudy seersuckers elevate the textures in the fabrics.

The full version of the trend guide will be available soon.

The trends are decided by a committee led by the NellyRodi™ Agency (France) and formed by top forecasters including Mr Vincent Grégoire (France), the agency's Consumer Trends and Insights Director; Mr Shen Lei (China), Founder and Chief of Interior Architects Design; and Ms Tracy Jen (Taiwan, China), the Host of 'Eremito'; as well as Ms Sakina M'sa, the beloved French fashion designer and entrepreneur.

In order to integrate exhibitor and industry resources more effectively, the organisers of Intertextile Shanghai Home Textiles have announced that the Spring and Autumn editions will be merged this year. The two fairs will now be held concurrently from 15 – 17 August 2022 at the National Exhibition and Convention Center.

The fairs are organised by Messe Frankfurt (HK) Ltd; the Sub-Council of Textile Industry, CCPIT; and the China Home Textile Association (CHTA).

Intertextile Shanghai Home Textiles 2022  
Shanghai, China, 15 – 17 August 2022

To find out more about these fairs, please visit:  
[www.intertextilehome.com](http://www.intertextilehome.com). For more information about Messe Frankfurt textile fairs worldwide, please visit: <http://texpertise->

[network.messefrankfurt.com](http://network.messefrankfurt.com).

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Notes to editors:

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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**

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Group employs approximately 2,300\* people at its headquarters in Frankfurt am Main and in 30 subsidiaries around the world. In 2021, the company had to contend with the challenges posed by the pandemic for the second consecutive year. Annual sales will be approximately €140\* million after having been as high as €736 million in 2019 before the pandemic. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our 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. We are expanding our digital expertise with new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered 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.hk](http://www.messefrankfurt.com.hk)

\* Preliminary figures for 2021