news +++ Intertextile Shanghai Home Textiles – Autumn Edition
National Exhibition and Convention Center (Shanghai), 18 – 20 August 2026

intertextile
SHANGHAI home textiles

Intertextile Shanghai Home Textiles unveils Trends 2027 alongside new lifestyle zone and product expansion

Shanghai, 22 May 2026. Intertextile Shanghai Home Textiles – Autumn Edition 2026 will spotlight forward-looking design directions and evolving consumer demand, as the global home and lifestyle market continues to adapt to sustainability priorities, emotional well-being, and diversified living spaces. Taking place from 18 – 20 August 2026 at the National Exhibition and Convention Center (Shanghai), the fair will present its latest trend theme, 'BREATHE UP!', developed in collaboration with leading international trend forecaster NellyRodi™ Agency, alongside expanded product categories, and the debut of the Home Textiles Lifestyle Zone.

Trends 2027 will equip fairgoers with design insights to navigate the latest trends shaping the industry, across three directions: RE-DECORATE, RE-CONNECT, and RE-USE. (Photo: Messe Frankfurt)

Amid a shifting market landscape shaped by greener consumption policies in China, the rise of home-centric lifestyles, and growing demand for multi-functional and emotionally resonant interiors[1], the fair serves as a key platform for trend-led sourcing, cross-sector collaboration, and business exchange. These developments will be reflected across four halls, from curated displays to exhibitor showcases aligned with emerging consumer preferences.

Guided by NellyRodi™ Agency, the 2027 trend directions are developed by a committee including the agency's Founder and Trendsetter Ms Nelly Rodi, Global Creative Director Ms Cécile Rosenstrauch, and Founder and Design Director of the Interior Architects Design Mr Shen Lei. At the fair, the concept **'BREATHE UP!'** will be brought to life

[1] 'Action Plan for Standards-Led Optimisation and Upgrading of the Textile Industry (2026-2028)', March 2026, China National Textile and Apparel Council, https://www.cntac.org.cn/zixun/zhengce/202604/t20260401_4408407.html, (Retrieved: April 2026)

through a dedicated trend area featuring curated spaces and immersive installations, offering visitors a preview of the season's key directions.

'BREATHE UP!' reflects a renewed search for balance and vitality in an increasingly complex world. Inspired by the rhythm of breathing, the theme explores how design can restore emotional well-being, reconnect individuals with their surroundings, and open new creative possibilities at home. It captures a shift from purely functional living spaces towards environments that nurture both body and mind, a transition that will be echoed in product innovations presented onsite.

The concept unfolds through three key textile directions. **RE-DECORATE** celebrates expressive interiors, where bold aesthetics, rich textures, and artisanal craftsmanship transform the home into a stage for individuality and creativity. **RE-CONNECT** embraces a softer, more mindful approach, combining pared-back design with intelligent functionality to create calm, restorative spaces. **RE-USE** highlights circular thinking, encouraging experimentation with recycled materials and innovative processes to redefine sustainability as both practical and aesthetic.

New zone and offerings reflect lifestyle convergence, emerging demand
In response to the continued expansion of lifestyle-driven consumption, and the growing desire for more holistic, well-being-oriented living environments**,** the fair will also introduce the **Home Textiles Lifestyle Zone**, bringing together complementary categories such as carpets, wallpapers, aromatherapy, and home accessories. Featuring highlighted exhibitors such as Simple Home and Zhejiang Nine home Co Ltd, this new zone reflects the growing integration between home textiles and broader lifestyle products, as consumers increasingly seek cohesive, experience-led living environments. It also broadens the show's offering, providing visitors with a more comprehensive resource across core home textiles and a wider range of home products.

Meanwhile, the fair will expand its commerce product scope, tapping into a fast-growing segment in consumer market and reflecting the increasing integration of digital shopping experiences into everyday lifestyles. With the growing adoption of e-commerce platforms and digital retail tools in brand strategies, this addition aims to help exhibitors capture emerging opportunities and reach new customer groups.

Aligned with China's policy direction towards sustainable development, green consumption, and commercial refurbishment, the fair will further spotlight exhibitors specialising in contract business and eco-friendly innovations, helping to meet rising demand for low-carbon, wellness-oriented, and future-ready living spaces. These better positions the fair to connect exhibitors with buyers in the hospitality, contract, and public sectors seeking practical solutions that support sustainable operations and the ongoing upgrading of built environments.

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, please visit: www.intertextilehome.com.

Other upcoming shows:

Vietnam International Trade Fair for Apparel, Textiles and Textile Technologies (VIATT)
24 – 26 February 2027, Ho Chi Minh City

Intertextile Shanghai Home Textiles – Spring Edition
10 – 12 March 2027, Shanghai

Press information and photographic material:
https://intertextile-shanghai-hometextiles-autumn.hk.messefrankfurt.com/shanghai/en/press.html

Social media and website:
https://www.facebook.com/intertextilehome
https://www.instagram.com/intertextilehome/
https://www.linkedin.com/in/intertextilehome/
https://intertextile-shanghai-hometextiles-autumn.hk.messefrankfurt.com/shanghai/en.html

Your contact:
Chiela Pun
Phone: +852 2230 9281
chiela.pun@hongkong.messefrankfurt.com

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

www.messefrankfurt.com.hk

About the Texpertise Network

Texpertise Network by Messe Frankfurt connects over 500,000 industry participants worldwide, combining trade fairs with networking and digital offerings focused on textile business. With over 60 international textile trade fairs in 15 countries, it spans the entire textile value chain and secures a place as the main platform for business and information about the global textile industry.

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. With a workforce of some 2,700* people at its headquarters in Frankfurt am Main and in 29 subsidiaries, it organises events around the world. Group sales in financial year 2025 were around € 766* million. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt's key strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of 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 using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity.
For more information, please visit our website at: www.messefrankfurt.com/sustainability

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).
For more information, please visit our website at: www.messefrankfurt.com
*Preliminary figures 2025