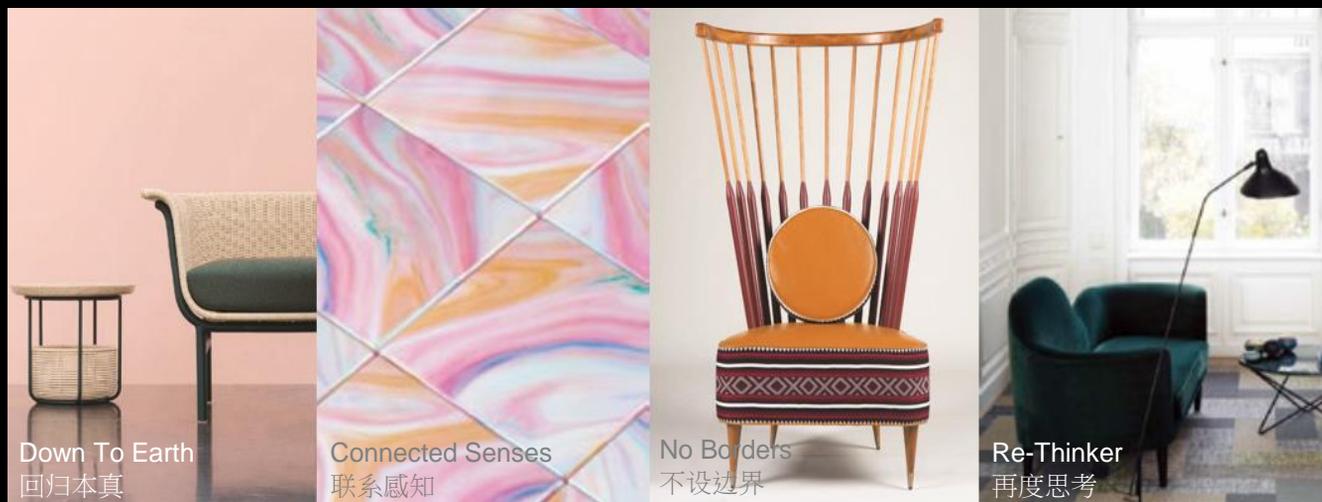


2018/19 China Home Textile Trend 中国家用纺织品流行趋势

intertextile
SHANGHAI home textiles

China International Trade Fair for Home Textiles and Accessories – Autumn Edition
中国国际家用纺织品及辅料(秋冬)博览会



“China Home Textile Association, The Department of Home Textile Trend Research and Promotion” and “Concept & Style Fashion Project Group Italy” in-charge of the concept, design and set-up of the trend area, and will share the 2018 home textile trend to public during Intertextile Shanghai Home Textiles – Autumn Edition 2017.

They shared their knowledge, their inspirations and exchanged their visions of trend evolutions considering consumer demand, retail expertise and contract market or new technologies. Four themes have been developed to express this spirit in 2018 home textile trend, which are: “Down To Earth”, “Connected Senses”, “No Borders” and “Re-Thinker”.

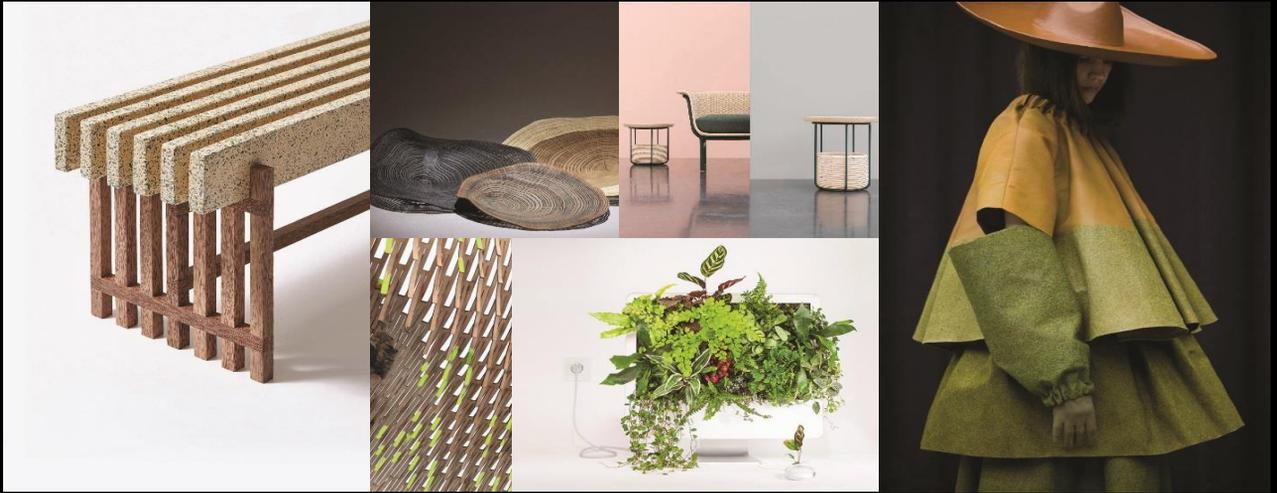
In order to boost the growth of the China Home textile market, China Home Textile Association would like to invite exhibitors to submitted their exhibits and display in the trend area which is an outstanding display area to present your products to buyers, extend the exposure beyond your booth. It is definitely an additional promotion opportunity you won't want to miss!

由中国家用纺织品行业协会流行趋势研究与推广工作室、康斯坦丁时尚设计策划集团合作推出的“2018/19中国家用纺织品流行趋势”，已完成趋势概念的研究，将于2017年8月23日在上海“中国国际家用纺织品及辅料(秋冬)博览会”上正式发布。

“2018/19中国家用纺织品流行趋势”通过对国内外市场的充分调研分析，从消费者的生活方式和情感需求出发，推出了“回归本真”、“联系感知”、“不设边界”、“再度思考”四大趋势主题，向行业及大众传达新一季家纺流行风尚的同时，引导企业产品研发，促进家纺行业的设计创新。

为了让趋势能更加紧密的结合中国家纺行业发展现状，紧贴市场，更好的推动流行趋势对家纺行业的引导作用，中国家纺协会流行趋势研究与推广工作室面向全行业开展“2018/19中国家用纺织品流行趋势产品”的征集工作，欢迎各家纺产业集群、企业和设计师积极参与，最终入选产品将在趋势发布展上面向行业展出。

Down To Earth – 回归本真



The trend is inspired by nature and the desire to connect with it. The tension generated by the increasing pervasiveness of digital screens and their sterility, leads to research an earthly connection, with roots and experience in nature.

The interest for the origin of materials, methods of production and use of resources increases, with a renewed interest, the local roots and typical characteristics. The elements of recycling, the wastes from producing of natural materials, are proposed again in unusual solutions. Poor and industrial products are juxtaposed to handcrafted applications. The evocative aspects of matter, its expressive aspects, are transformed from the mixture between synthetic and natural. The research of armony and symbiosis with the natural world guides materials to the exaltation of tactile, surfaces are however less rough and contemporary.

The colours indicate a particular attention to the natural world. They reflect the attempt to reconnect the surrounding environment and the increasing value of products created from recycled materials.

The palette consists of tonalities that convey calm and quietness, mixed with others expressing all the energy and vitality of the primitive environment.

这一趋势的灵感源于对自然界和与之相关联事物的关注。数字屏幕的日益普及和它匮乏的内涵所产生的紧迫感，引发了我们对自然界的根源和经验与地球之间关联性的研究。

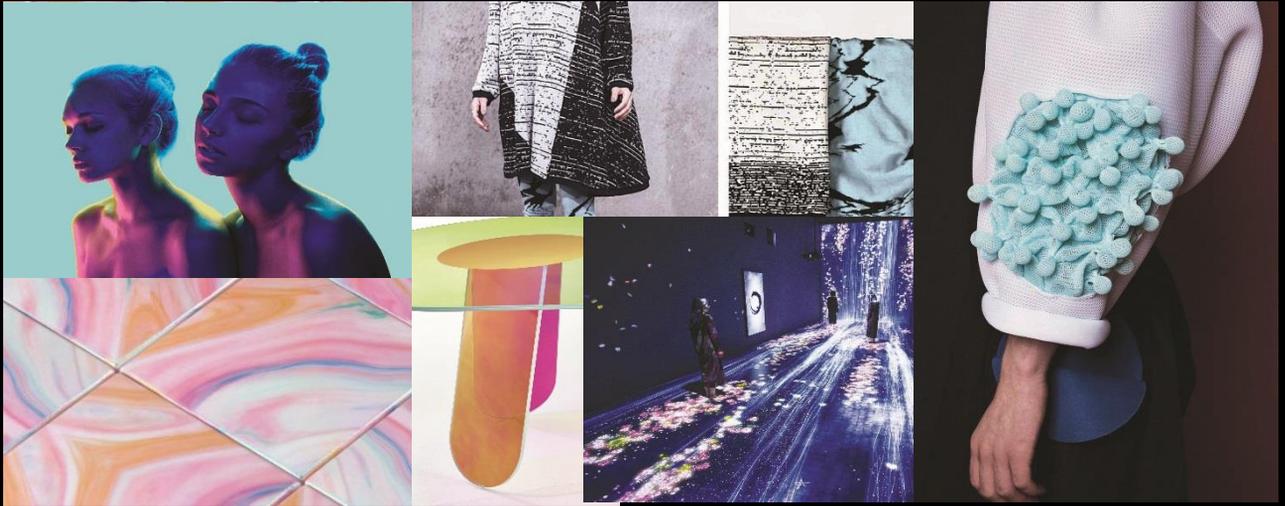
人们对材料产地、生产方法及资源利用的兴趣日趋增长，尤其是对具有乡土根源典型特征的兴趣的复燃。可利用元素回收及天然材料的废物再生产为此提供不寻常的解决途径。废弃产品、工业产品与手工制作齐头并进。材质的表现方式在人造和纯天然的混合体中产生了变化。通过与自然界和谐共生关系的研究，使得面料在质感触觉和表面上得到了优化提升，更加柔软，同时加入了现代的设计感。

色彩的运用表现了对自然世界的特别关注。反映了人们试图与周围环境重新连接，从再生材料创造产品价值的意愿。

此主题的色彩传达着平和与宁静，并表现出原始环境的能量与活力。



Connected Senses—联系感知



The digital revolution began with the transformation and transposition of an increasing number of “real life” activities in expressible functions through digital entities.

Nowadays, the opposite trend is becoming more and more evident: the virtual is revealing itself in the physical world.

In response to the experience economy, the digital will incorporate more and more physical world and the so-called “phygital” will permeate the design to make it more realistic and emotionally fascinating. The concept of nature extends to include the wonders of virtual reality.

This technological change has modified the way we interact and contributed to modify the same perception of the world, changing the relationship between visible and invisible, material and immaterial. This change contributed to the birth of a new digital exoticism.

The trend examines an hyper-digitalized nature , a new psychedelic imagery, both real and surreal.

The palette consists of mostly clear and cold tonalities which recall digital sceneries. Holographic colours occur and enhance in contrast with black or the dark red-purple colour.

数字革命开始于通过数字实体功能转化和换位越来越多的“现实生活”活动。如今，相反的趋势越来越明显：虚拟在物质世界中逐渐显露出来。

为了应对体验经济，数字化将会越来越多地融入物理世界，所谓的“现实数字”，使其更加具象和人性化。

这种技术的变化改变了我们的互动方式，改变了我们对世界的感知，改变了有形与无形、物质与非物质的关系。这种变化导致了一种新的数字的异国情调的诞生。

这一趋势检测了高度数字化的性质，一种新的迷幻意象，现实与超现实共生交融。

主题的色彩由清晰的、唤起数字景观的冷色调构成。全息色在于增强与黑色或深红色、紫色的对比关系。



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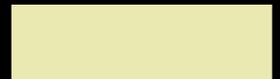
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No Borders – 不设边界



The multifaceted urban contest and the network are changing the way we perceive communities, identities and the way how we pass a cultural substance.

Lost into an omnivorous and composite mixture constantly projected in the totality, the culture and its projects have become transnational. While the risk is to level sensibilities and different heritages, on the other hand there is the opportunity to create something unexpected which refers to specific roots but has also assumed additional incentives and influences, coming to express the stratified complexity of urban contexts.

The coexisting variety makes an unusual contemporary and innovative reworked version of traditional and historical specific patrimonies, generating eclectic and hybrid modifications of traditional handicraft and contemporary design, between ethnic and urban. The shades that always remind of the tribal life evolve and integrate into new urban contexts.

Red and orange, traditionally very warm colours in these settings, change to colder tonalities influenced by the city environment. Dusty nuances of aviation blue and old rose complete the palette.

多维的城市竞争和网络正在改变我们感知环境，身份和如何传递一种文化物质的方式。

就整体而言，文化及其衍生项目所体现出的持续杂食性和复合性已使其具有跨越国界的特质。当面临情感和不同遗产文化差异的风险时，也意味着新的创造奇迹的机遇的到来，特定的根源与额外的激励和影响，表达了城市环境的多层复杂性。

用一种不寻常的现代创新手段改写传统的、富有历史性的特定遗产，产生了民族和城市之间的传统工艺品和当代设计的折衷和混合修改。

红色和橙色，这些非常温暖的传统色彩，融入到新的城市环境中，与受城市环境影响的较冷色调，航空蓝色和凋零的玫瑰色，共同组成了这一主题的色彩。



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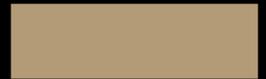
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Re-Thinker – 再度思考



We are in a period of transition, we eliminate the excesses to come to the lightness of being. We discover again the value of timeless classics which are reinvented for the future. We have a conjunction of the memory to a future already existing. We manipulate the history of the object without considering its temporal connotations, enlarging its life and making the object more precious precisely by virtue of that intervention.

We invest in products that have style and quality characteristics and get better with passing of time. Products are made to last or they are introduced in the circular economy.

Materials and classic products are enforced by innovative finishings and performance materials: sustainability becomes sophisticated, handcrafted details are introduced on mass products. We will start to buy, to buy less.

The colours of this trend are mainly clear and delicate. The range goes from pale pink to cream and water-green, with darker colours and others deeper as claret, navy-blue or forest-green.

我们正处于一个转变的时期，我们摒弃了多余的存在，发现了永恒的经典，重塑未来的价值。我们已存的记忆与未来休戚与共。我们掌控客观历史，选取有价值的历史内涵，并使其更具生命力与珍贵。

具有独特风格和质量特征的产品，会随着时间的推移变得更好。可以持续使用，也可以在循环经济中重新焕发光彩。

经典产品通过创新的外在处理和功能材料的引用：可持续性变得非常复杂。大众产品引入手工制作的细节，被消费者逐渐关注。

这一趋势的色彩清晰而细腻。从淡粉色到奶油色、水绿色，和一些深色，如深紫红葡萄色，海军蓝和森林绿。



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