

# 2020 China Home Textile Trend 中国家用纺织品流行趋势



“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 2020 home textile trend to public during Intertextile Shanghai Home Textiles – Autumn Edition 2019, 28~31 August 2019.

They shared their knowledge, 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 2020 China home textile trend, which are: “Fade”, “Rise Up”, “Seeds” and “Daring”.

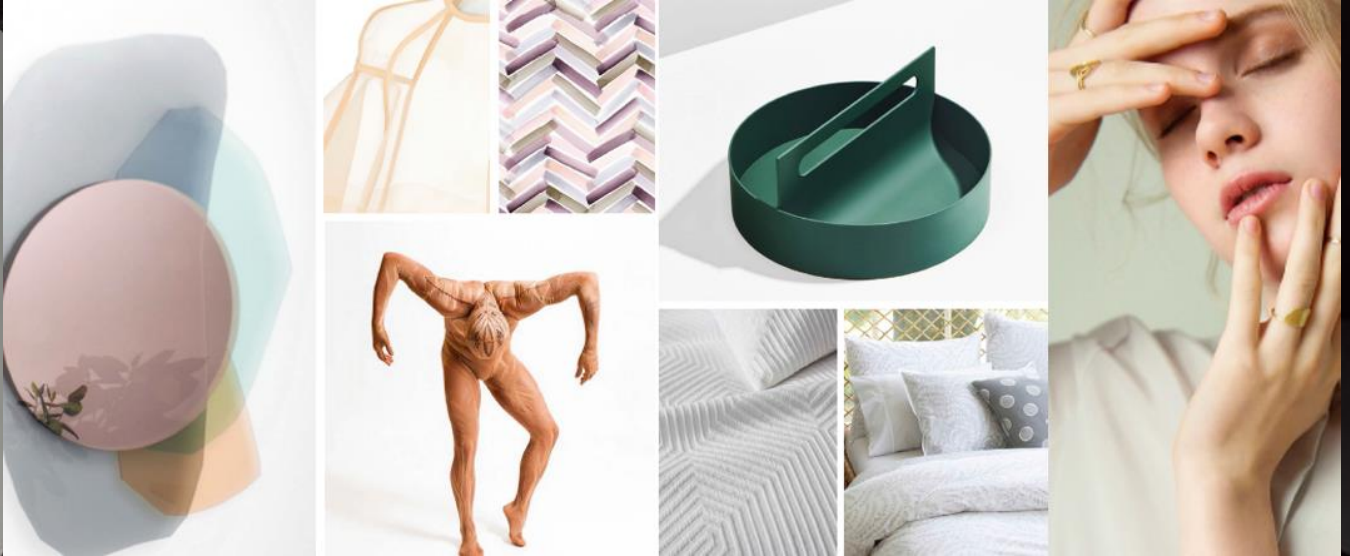
In order to boost the growth of the China Home textile market, China Home Textile Association would like to invite exhibitors to submitted their exhibits and display in the trend area which is an outstanding display area to present your products to buyers, extend the exposure beyond your booth. It is 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“2020 中国家用纺织品流行趋势”，已完成趋势概念的研究，将于2019年8月28-31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。

“2020 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“哑光”、“崛起”、“种子”、“勇敢”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。

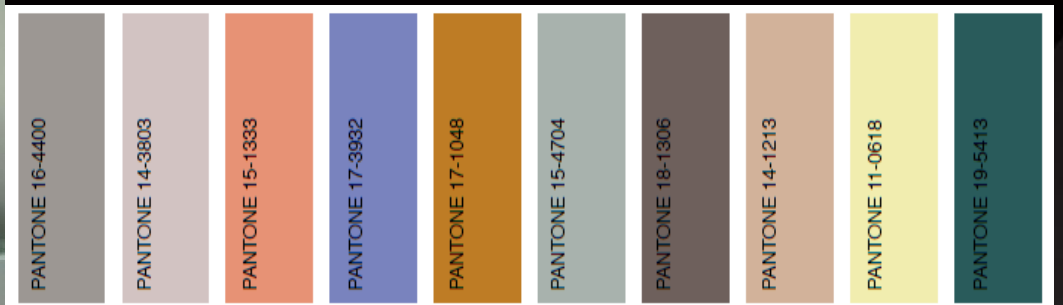
为了让趋势能更加紧密的结合中国家纺行业发展现状，紧贴市场，更好的推动流行趋势对家纺行业的引导作用，中国家纺协会流行趋势研究与推广工作室面向全行业开展“2020 中国家用纺织品流行趋势”产品的征集工作，欢迎各家纺产业集群、企业和设计师积极参与，最终入选产品将在趋势发布展上面向行业展出。

# Fade 哑光



New aesthetics are being established that combine the natural, spiritual and artificial worlds. Taking care of ourselves means giving space to the growing need to reduce the environmental and sensorial pollution to which we are subjected every day. We can do this through the conscious use of a discreet technology and a relaxing environment that has a calming and soothing effect. The challenge will be to find the perfect balance between spirituality and technology, through minimal aesthetics that abandon excesses in order to privilege the essence of things and ourselves. Soft lines, simple shapes, and pale colours combine to create visually pleasing, satisfying harmonies. Darker colours are muted and blend with pastel shades. The fabrics, which are characterised by softness, comfort and airiness, stimulate the sensory experience.

自然，精神与人造世界相结合的新美学正在建立。照顾好自己意味着为日益增长的需求留出空间，以减少我们每天遭受到的环境和感官污染。有意识地使用谨慎的技术和营造轻松舒缓的环境，能够帮助我们实现这一目标。运用极简美学，放弃过度的装饰，从而找到灵性与科技之间的相互平衡。让事物和自身获得本质法则，将是我们面临的挑战。柔和的线条，简单的形状和浅淡的颜色结合在一起，创造出令人赏心悦目的和声。沉静的深色调与柔和的色彩混合，面料具备柔软，舒适和透气的特性，以满足感官的体验。





# Rise Up 崛起

**intertextile**  
SHANGHAI home textiles



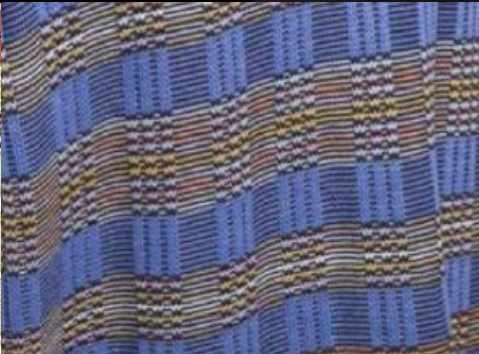
This theme is driven by self-expression, bold statements and the desire to challenge the status quo in order to open the doors to radical creativity. New challenges rise onto the social level: the demanding of rights, the forming of cohesive and determined social groups, the desire to focus values such as honesty, respect and solidarity at the centre of collective existence. "Rise up" is guided by the urgency to be different and to have an increasingly more politicised influence on the world, supported by renewed energy and a new optimism, the goal becomes an even more open way of life based on multiplicity, ethics and inclusiveness. Bright vivacious shades, primary colours, patterns with strong chromatic contrasts, and maximalist fantasies inspired by collages, emphasise the force of this theme.

这一主题籍由自我表达、大胆的言论和挑战现状的愿望所驱动，以便为激进的创造力打开大门。新的挑战上升到社会层面：对权威的渴望，将诚实、尊重和团结等价值观置于集体存在的中心，形成了有坚定的极具凝聚力的社会群体。“崛起”的人们迫切需要与众不同，并且在新的活力和新的乐观主义的支持下，对世界产生越来越多的政治影响，并将成为一种基于多样性、道德和包容性为基础的更加开放的生活方式。明亮活泼的原色色调，带有强烈色彩对比的图案，以及受拼贴艺术启发的极简幻想，强调了这一主题的力量。



# Seeds 种子

intertextile  
SHANGHAI home textiles



PANTONE 17-1140

PANTONE 14-0846

PANTONE 15-3508

PANTONE 19-1627

PANTONE 14-0418

PANTONE 18-1435

PANTONE 13-1016

PANTONE 15-5209

PANTONE 18-4231

PANTONE 19-4024



Seeds celebrates a conscious return to the grass roots, the search for new interpretations of tradition through the renewal of the bond with local communities. The need to reconnect with the simplicity of nature leads us to exalt romanticism and nostalgia for a simpler, slower era, where a more deeply-rooted authenticity can develop, grafting itself onto artisanal elements that receive new lymph from contemporary attention to sustainability. Material and raw aesthetics, characterised by matt finishes, enhance the return to the earth, to the romantic suggestion of a simple and natural life. Organic materials suggest a more sustainable lifestyle. Our idyllic visions take shape through the colours of nature, from the warm hues of the soil, to the pale gold of the wheat, from the fragrant fields of lavender, to the bright shades of the sky at sunset.

通过与当地社区重建联系，寻求对传统意义的新诠释。重新融入大自然，体会自然的直观与质感，推崇和提升浪漫主义，激起我们对更简单与慢时代的怀念。在这个主题，一种深层次的真实性得以发展，并从当代对可持续性的关注中获得新的活力。手工艺元素，以亚光装饰为特色的材料和原始美学，增强了回归地球的本质特征，给人一种简单自然生活的浪漫建议。有机材料的运用倡导着更可持续的生活方式。大自然的色彩：从土壤的温暖色调，到小麦的淡金色，从薰衣草色的芬芳田野，到日落时天空的明亮色调，形成了田园诗般的视觉感官。



# Daring 勇敢

intertextile  
SHANGHAI home textiles



PANTONE 18-5203

PANTONE 16-3823

PANTONE 18-3945

PANTONE 19-4110

PANTONE 17-4724

PANTONE 15-0751

PANTONE 15-1717

PANTONE 15-1164

PANTONE 19-1840

PANTONE 17-1831

Various cultural influences meld together to give shape to a single culture. Emerging from an unstable and rapidly evolving society, with the possibility of coming into contact with lifestyles far removed from our own, we are increasingly more aware of ourselves and our individual needs. A kaleidoscopic, changeable and visionary trend: an aesthetic and conceptual collage that celebrates history in the making, tradition and contemporaneity, the usual and the different, the local and the global. A manifesto against fixity, which narrates of similarities and contradictions, celebrating existence in its cultural multiplicity. Richly decorative motifs, eccentric floral arabesques and eclectic inspirations give life to the patterns of this theme. Vibrant colours illuminate luxurious fabrics: opulent silks, velvets, jacquards, fringes and colourful embroidery.

各种不同文化交相融合，充盈和塑造出新的文化类型。在一个不稳定和迅速发展的社会中，由于接触到与自身习惯大相径庭的各类生活方式，我们反而越来越清楚意识到自己和个人的需求。这是一种万花筒般变化多端和富有远见的趋势：传统与当代、常规与不同、地区和全球.....审美和概念性的拼贴，在创造中颂扬历史。这是一份反对固定性的宣言，阐述了文化的相似性和矛盾，在多样性中探寻和庆祝新文化的产生。丰富的装饰图案，新奇的花卉蔓藤花纹和不拘一格的灵感，赋予了本主题图案的生命力。鲜艳的色彩映照着华丽的丝绸和天鹅绒，提花，流苏和彩色刺绣。



FADE 哑光	RISE UP 崛起	SEEDS 种子	DARING 勇敢
PANTONE 16-4400	PANTONE 12-5204	PANTONE 17-1140	PANTONE 18-5203
PANTONE 14-3803	PANTONE 18-4252	PANTONE 14-0846	PANTONE 16-3823
PANTONE 15-1333	PANTONE 19-3951	PANTONE 15-3508	PANTONE 18-3945
PANTONE 17-3932	PANTONE 17-1563	PANTONE 19-1627	PANTONE 19-4110
PANTONE 17-1048	PANTONE 16-1435	PANTONE 14-0418	PANTONE 17-4724
PANTONE 15-4704	PANTONE 12-1006	PANTONE 18-1435	PANTONE 15-0751
PANTONE 18-1306	PANTONE 19-4535	PANTONE 13-1016	PANTONE 15-1717
PANTONE 14-1213	PANTONE 15-1062	PANTONE 15-5209	PANTONE 15-1164
PANTONE 11-0618	PANTONE 18-6330	PANTONE 18-4231	PANTONE 19-1840
PANTONE 19-5413	PANTONE 13-0632	PANTONE 19-4024	PANTONE 17-1831

Visit the China Home Textile Trend at:  
Intertextile Shanghai Home Textile – Autumn Edition  
28-31 August 2019  
National Exhibition and Convention Center (Shanghai)  
China

敬请光临中国家纺流行趋势专区:  
中国国际家用纺织品及辅料(秋冬)博览会  
2019年8月28-31日  
国家会展中心(上海)  
中国



messe frankfurt