

### BOUND

界限

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



## BOUND 界限

Intertextile International
Lifestyle TREND GUIDE
Intertextile 国际时尚家居流行趋势指南



### HOME TEXTILES STATEMENT

声明

This year, China Home Textile Association, The Sub-Council of Textile Industry, CCPIT and Messe Frankfurt (HK) Ltd introduce the 2021 trends at Intertextile Shanghai Home Textiles.

Nelly Rodi (international trendsetter) headed a trend committee mixing different fields of expertise in order to gain the finest comprehension of international lifestyle forecasts. The committee comprises five experts: a Trendsetter, an Interior Designer, a Textile Art Cultural Specialist, a Textile Designer and a Design Studio who conducted meetings together in Paris lead by NellyRodi<sup>TM</sup> Agency. During these brainstorming sessions, each expert shared their knowledge, their inspirations and exchanged their visions of trend evolutions considering consumer demand, the retail experiences, contract markets and new technologies. To offer the most suitable trends for this forum, Nelly Rodi decided to merge expert creative visions with sociological insights from a NellyRodi<sup>TM</sup> Agency international consumer study. This new methodology led to the definition of this year's three trends themes that Messe Frankfurt (HK) Ltd and Nelly Rodi are happy to present to you!

中国家用纺织品行业协会、中国国际贸易促进委员会纺织行业分会与法兰克福展览(香港)有限公司将在中国国际家用纺织品及辅料(秋冬)博览会上揭晓2021年国际家居流行趋势。

国际潮流趋势预测专家 Nelly Rodi 为此设立了国际潮流委员会,汇集来自不同领域的专家,对国际家居趋势进行最全面而深入的解读。委员会由5名行业专家组成,包括潮流趋势预测专家、室内设计师、纺织艺术文化专家、纺织品设计师以及设计工作室。在 NellyRodi™ Agency 的组织下,所有专家齐聚巴黎,集思广益,展示并分享各自的专业知识与灵感,以及对消费者需求、零售/商用市场和新技术发展趋势的展望。

为了在本次展会中提供最恰当的趋势分析,Nelly Rodi 决定将专家的创意观点融入其国际消费者研究的社会学见解中。通过上述新概念和方法,法兰克福展览(香港)有限公司和 Nelly Rodi 十分荣幸地向您介绍今年新鲜出炉的三大家居流行趋势主题!

### NELLY RODI

Trendsetter (France) 潮流定位专家(法国)



MR Nelly Rodi is the founder of the well-known and leading international forecasting agency specialising in the analysis of consumer lifestyle demands. After 30 years of recognised expertise on colours and fabrics for interior and fashion fields, she advises many leading companies or fairs, from luxury fields to more volume companies. Today, the NellyRodi<sup>TM</sup> Agency is an international leader, represented in 21 countries, in forward-looking information for all participants in fashion and lifestyle-related industries. She is also Vice-President of the Paris Chamber of Commerce.

Nelly Rodi 创立了领先国际的知名预测机构,致力于提供消费者生活方式需求的专业分析。30多年来,她在室内装饰和时尚领域中的色彩和面料运用上所展现的专业水准备受赞誉,已成为奢侈品和大众化市场内龙头企业和展览会的咨询专家。如今 NellyRodi™ Agency处于国际领先地位,在全球21个国家设有办事处,为时尚和家居生活产业从业员提供前瞻性的信息。Nelly Rodi 同时担任巴黎商会副会长。

While studying both interior and industrial design at the École Camondo in Paris, Vincent Grégoire also found the time to work on a number of scenographic creations, accessories for fashion designers and advertising visuals. Artistic director and designer of exclusive products for decorator Agnès Comar, he joined the NellyRodi<sup>TM</sup> Agency in 1991, where he became the driving force behind the early and rapid development of the NellyRodi<sup>TM</sup> Lifestyle Department. Extremely committed to his clients, he travels the world in search of the latest trends, markets and consumers.

Vincent Grégoire 在巴黎卡蒙多学院学习室内和工业设计期间,亦利用空闲时间从事舞台布置、时尚配饰和广告平面等设计工作。他曾为法国装饰大师Agnès Comar 担任高端产品的艺术总监和设计师,之后于1991年加入NellyRodi™Agency,成为NellyRodi™生活时尚部门早期快速发展的主力。Vincent Grégoire对工作充满热诚,在全球各地不懈努力发掘最新潮流、市场与消费者群体。

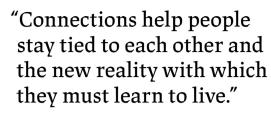


### VINCENT GREGOIRE

Consumer Trends and Insights Director (France) 消费者趋势与洞察部门总监(法国) "For the past several seasons we've observed the complexity of current social challenges. We've seen consumers who are prey to doubt and insecurity. Faced with the urgency of climate change, humanitarian scandals and economic crises, they are looking for encouraging solutions. In this context of fragility, an unprecedented health crisis has descended upon our extremely globalized world and brought each one back to their home, to their own environment. The house has turned (back) into a refuge, a cocoon where we want to feel good and at peace with ourselves. But it's also a space where we want to make the effort to express ourselves and tell stories. This is a critical time for interior design and lifestyle; a new situation to combine with the desire, despite all, to maintain a tangible link with the outside world.

This link has been lost, diluted in a vague sensation of a dissolving idea about humanity. Technological excess, compressed time, unbridled globalization, lost cultural references...

When the human seems to disappear for the benefit of an invisible global logic, connections help people stay tied to each other and the new reality with which they must learn to live."



"唯有联系能够维系人与人之间的连结, 人与新现实之间的连结,他们必须学会 如何与之相处。"





"通过对过去几季的观察,我们发现当今社会风谲云诡,挑战重重,消费者满腹狐疑,缺乏安全感。面对气候变化、人道主义丑闻和经济危机等紧迫问题,他们不断地寻找答案,只为重拾信心和希望。而值此脆弱之时,一场空前的健康危机又降临到这个极度全球化的世界,人们不得不回到自己家里,重返自己的环境。于是房子成为了我们的避难所,一个能让我们享受安逸、与自己和平相处的蚕茧式住所。然而这并不能束缚我们表达和倾诉的欲望。这对于室内设计和生活方式来说无疑是一个艰难时刻,尽管危机重重,人们还是渴望能与外界保持切实的联系。

这种联系被一种模糊的人性观不断冲淡,渐渐消失不见。 技术过剩、生活节奏过急、极端全球化、文化参考流失... 人类似乎要消失在无形的全球化逻辑中,而此时,唯 有联系能够维系人与人之间的连结,人与新现实之间的 连结,他们必须学会如何与之相处。"

### SHEN LEI

Founder and Chief of The Interior Architects Design (China) 沈雷 先生 - 内建筑设计事务所创办人及设计总监(中国)

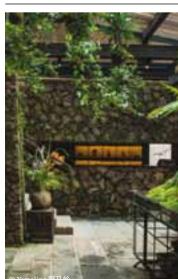


"Bound, whether defined in Chinese or English, refers to a real or imagined line that separates a thing from other things. Ugly Delicious: Season 2, a documentary from Netflix I just watched, is attempted to dissect and dismantle the man-made boundaries. However, fairly speaking, food itself has no boundaries, but is either liked or hated by people, so is the design. Design should be a common language that does not need translation and has no spear-and-shield conflict, just like music, line, color and scale. It will reach deep in recipients' hearts silently. Any possible sympathy can also be interpreted as affection, without any reason.

People may keep at a distance from others; while music, food and design are all common non-verbal languages, which give us a sense of peace in this chaotic worlds, seems we can talk, understand and draw close to others. 'Sit back and stare at the steel grey sky until each cloud merges into others; until I can see nothing, except the sky slowly turns from blurred grey into complete darkness."



Shen Lei is one of the founders of Interior Architects Design. His unique design approach is to analyze the blend of architecture and interiors as an integrated space, from this point on new designs are envisioned. His projects approach space in a broad understanding of the term, to effectively blend interior and exterior architecture.



"界限的定义,无论中文抑或英文,都是指不同事物的分界...有形或无形... 刚刚看过一部网飞的纪录片'Ugly Delicious'的第二季,或许也是试图去解析 和拆掉一种人为的界限...然而,放下傲慢,食物本质是没有界限的,是有喜 欢或不喜欢...设计也是如此...应是一种共同的语言...如音乐...线条与色彩及 比例...不需要翻译,不需要矛与盾...悄无声息地抵达接受者...而一种潜在的 共鸣, 也可解释为喜爱, 亦是无需理由的...

在个人与他人之间,或许是远的,然而,音乐、食物、设计,都是一种无 声的共同语言,在某一刻,仿佛可以对话,可以理解,可以靠近...在混乱 的喧嚣中,获得一片宁静... '往后坐回去,瞪着钢灰的天空,直到每片云 融入另一片中,直到最后我什么都看不见,只看到一片模糊的灰,白昼缓 缓融入夜晚。' ..."

沈雷是内建筑设计事务所的创办人之一。以非模式、多层面地从空间设计整 体性的角度思考室内与建筑的交融性,是内建筑设计的切入点,由此展开 新设计的视野建构计划。这让他的作品呈现出更加丰富多元的创作思维, 跨越建筑与室内设计之间的界线。

### CARLOTTA MONTALDO

Textile Art Cultural Specialist (France) 纺织艺术文化专家 (法国)



"In our ultra-connected society where the virtual is incrusted in the real world, boundaries have become utterly vague. Space has no frontier, and time only exists in the present. Our desires and needs are perpetually satisfied. We have forgotten that we're mortal. And when confronted with our finite status, we understand that we ultimately control nothing but depend on elements beyond our reach. This brings out our primitive emotions of fear, anxiety and self-defense. These limits then give humanity its power, its ability to adapt, and its agility in establishing new links to create other possibilities."

Carlotta Montaldo is graduated in Law and has a master degree in Art market and international negotiations. She started her career at "l'Observatoire de l'Art contemporain" in charge of Press and Clients Relations. She realized various studies for clients on the art world decompartmentalization, design and applied arts. But also contributed to the Decryption in Contemporary Art and Art Market magazine as an author but also by actively participating in the editorial board. More recently she was a gallery manager for the Gallery Odile Ouizeman in Paris.

"在这个超级互联的时代,虚拟世界已经与现实世界交织不清,界限变得 非常模糊。空间可以无限扩张, 时间却只存在于当下。我们的欲望和需求 不断地被满足着,我们已经忘了自己是凡人。然而当我们正视自己有限的 处境时, 我们明白, 我们从来只是依赖那些我们无法触及的因素, 其实我 们什么都控制不了。这会引发我们最原始的恐惧、焦虑和自我防御情绪。 于是,这些限制赋予了人类适应力和敏锐力,帮助人们创建新联系,从而 创造出无限可能。

Carlotta Montaldo 毕业于法律专业,并拥有艺术市场和国际谈判的硕士学 位。她的职业生涯始于 "l'Observatoire de l'Art contemporain", 负责公共 关系。她为客户进行了各种展现艺术世界的去划分化,设计和应用艺术的 研究。 Carlotta Montaldo亦是 Decryption in Contemporary Art 及 Art Market 杂志作者之一, 并积极参与编辑委员会。现在她是巴黎一所画廊 Gallery Odile Ouizeman 的画廊经理。

## © Studio Nocc

### STUDIO NOCC

By Mr Jean - Christophe Orthlieb - Designer (France)
NOCC工作室 - 由 Jean-Christophe Orthlieb 先生代表 - 设计师
(法国)



"'Man is a social animal', said Aristotle. The need for empathy is an essential component of humanity. It is a part of our intrinsic makeup that each and everyone needs to preserve and develop as we move towards a fairer world. It is this capacity for empathy that connects people to each other and motivates constant self-improvement. Realizing that our needs and actions affect the rest of humanity – including our closest neighbor – will be the key to a more prosperous future and a better understanding of the world. Empathy will be vital for weaving new ties between humanity and the environment."



Studio NOCC was founded by Juan Pablo Naranjo and Jean-Christophe Orthlieb in 2009, their design office, is based in Saint-Ouen right outside Paris. Their collaboration is a permanent dialogue guided by a shared scientific mind and conceptual vision. For NOCC, an object is never taken for granted and, by adding different layers of understanding and playing with archetypal codes, they give their objects a poetic yet useful dimension. NOCC's work include industrial design as well as interior design, branding and consulting. Their interdisciplinary design approach ensures that their projects are both poetic and pragmatic, and state of the art design works in conjunction with sustainable design thinking. They believe that objects ability to last in time is the key to a brighter future.



"著名古希腊哲学家亚里士多德说过'人是一种社会动物'。同理心是人性最基本的需求,这也是人类固有的内在构造。我们都需要好好培养同理心,以一同迈向更好的世界。正正是同理心联系着人类彼此,激励着人们不断自我完善。当我们意识到自己的需求和行为会对其他人造成影响(比如关系亲密的邻居),这就是人类通往更繁荣的未来,以及更好地了解世界的关键所在。同理心是把大家编织在一起的绳结,是联系着人类与环境之间关系的重要关键。"

NOCC工作室由 Juan Pablo Naranjo 和 Jean-Christophe Orthlieb 于 2009 年 创立,他们的设计办公室位于巴黎郊外的圣图安。在共同的科学思想和概 念视野的指导下,他们的合作是一段持久进行的对话。对于 NOCC,他们 永远不会把物件当作是理所当然的,通过添加不同理解层面及把玩原型代码一番,令对象更富有诗意并且实用。NOCC 的工作包括工业设计以及室 内设计、品牌化和咨询。他们的跨学科设计方法确保专案能达至既有诗意 又务实,并将最先进的设计作品与可持续的设计思维相结合。他们相信,对象能够在时间中持续下去,是令未来更光明的一个关键。

### MRS.

### JULIETTE LAMARCA

Textile Designer / Painter (France) 纺织品设计师 / 画家 (法国)



"Connections let us progress as individuals without feeling alone: we need affectionate, group ties to sense that we have support. The search for fulfillment, self-expression and self-realization happens by being part of a context. Finding our right place, feeling connected to nature (the earth that supports us, the sky that shows us infinity) and to others. Making connections, being empathetic and showing goodwill are ways to develop ourselves, increase perception, expand capacities. Stronger together to confront chaotic times. Creatively integrating our differences. Connections are the sensitive threads that create attachments: natural, authentic, irregular and artisanal, bearing the mark of a living being. To avoid a suffocating saturation from too many connections, we must be selective and choose with what and whom we want to be attached: which people and objects do we want around us? Which values are our primary themes? Refocus on what's essential, find the best within ourselves to share."



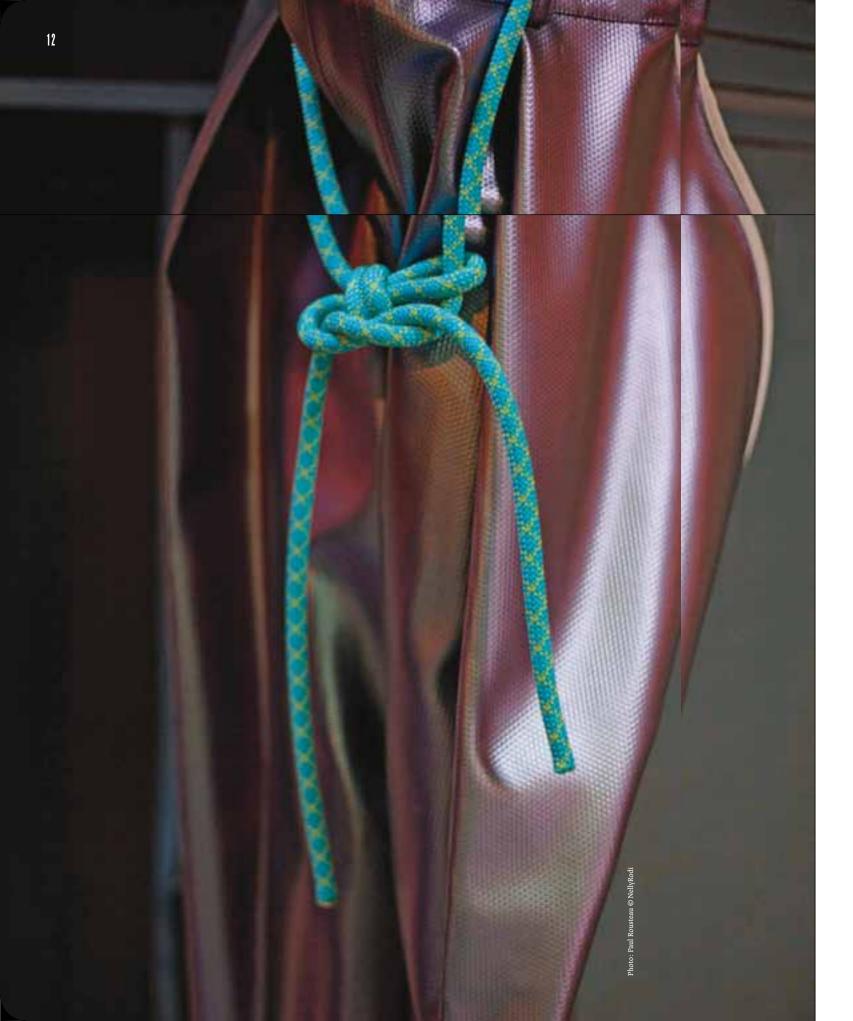
Juliette Lamarca studied applied arts in Lyon. She started as a textile designer for the famous French brand Thevenon, her main missions were to develop furnishing fabrics collections in collaboration with designers, manufacturers (weavers, printers...). Her main professional activity is now painting. Regularly exhibited (galleries, exhibition-apartments, exhibitions in companies, trade shows...).



"正正因为人与人之间有着联系,让我们在个人成长同时亦不会感到孤单:我们需要感受到团队的支持与关爱。只有作为群体的一部分,我们才能获得成就感、才能表现自我和实现自我价值。找寻自己的位置,去感受与自然(比如我们生存的地球和无限的天空)和他人的联系。建立联系、同理心和表达善意可以让我们实现自我发展、增加感知及扩展能力。我们要以具创意的方式融合大家的差异,使大家变得壮大,携手面对逆境。人与人之间的联系就像是一条条敏感的细线,相互交织构建着各种关系,有自然的、真实的,也有超乎常规的、人为的,一一承载着生命的印记。但是为了避免令大家因联系过多而感到窒息,我们必须谨慎地选择建立关系的对象:我们想要什么样的人和物在我们身边?我们有着什么共同价值?把注意力重新放在最重要的事情上,才能找到自己最好的一面与世界分享。"

Juliette Lamarca 曾在里昂学习应用艺术。早期时她担任过法国著名品牌 Thevenon的纺织品设计师,主要任务是与其他设计师、制造商(织布工、 印刷工人等)合作开发家用面料。绘画现在已经成为了她最重要的工作, 她的作品在各个场合(包括画廊、公寓展览、公司展览以及贸易展览等) 有定期展出。





### BOUND

Spirit of the Season 界限 本季精神

In a world marked by the proliferation of extremists and polarizations, and where opinions are increasingly radical and irreconcilable; in a context of uncertainty and isolation produced by environmental, economic, societal and identity mutations, we must recreate connections. We must reestablish the dialogue between cultures and generations. Rediscover the harmony between man and nature. Rebuild the bridges that span the past and the present. Rethink the connection between humans and technology. And although the work awaiting us is daunting, it also provides an incredible field of opportunities! Recreating bonds means rethinking points of contact to be able to associate, harmonize, federate, and why not, even create healthy friction? It means restoring positive interactions that generate dynamism and energy.

Connection (for weaving new ties). Consideration (among people). Creativity (to work together to move the world forward). Today, these three ancestral mainstays find new expressions for creating sustainable balance.

当今世界极端主义盛行,两极分化思想不断蔓延,充斥各种激进而不可调和的观点,令环境、经济、社会和身份等变化营造了一个充满不确定的孤立环境,在这种情况下,我们必须重新建立联系。

我们必须重建跨文化和世代的对话,重现人与自然的和谐,重造穿越时光的桥梁,重审人类与科技的关系。尽管摆在我们面前的工作十分艰巨,但同时也带来了一次绝好的机会!重建联系,意味着需要重审联系的意义,要能够支持、协调、联合,甚至是创造良性冲突,这也意味有着积极互动令活力重现。联系(旨在连结新的纽带)、关爱(人与人之间)、创造力(团结共进以推动世界发展),今天,这三个祖传的支柱为我们创建可持续的平衡找到了新的表达方式。



COZY

暖自心生

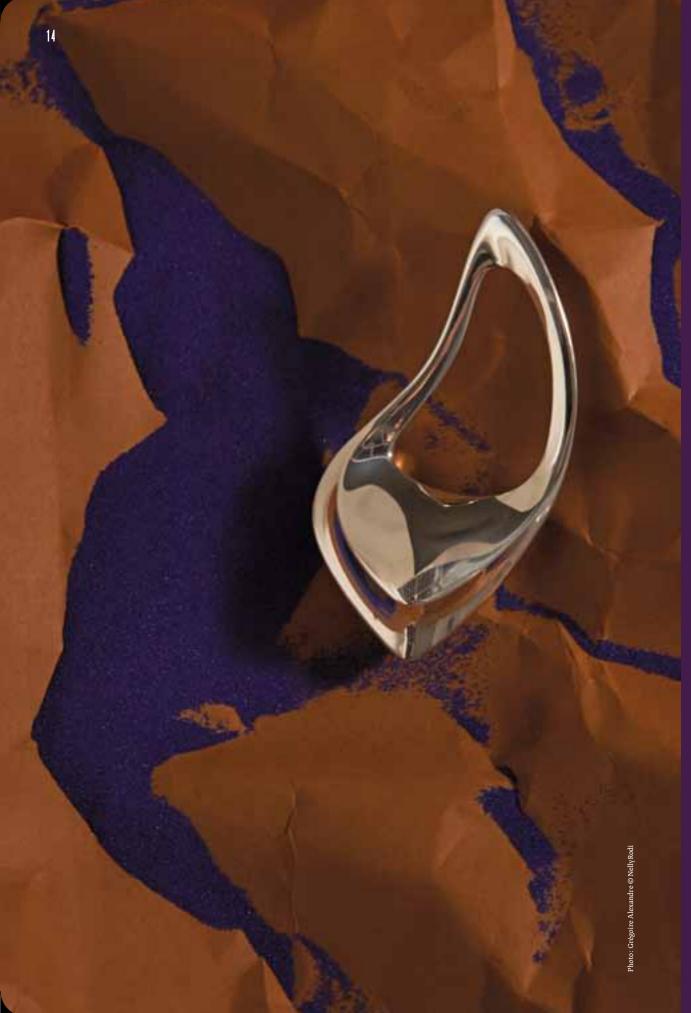
柔和/敏感/蚕茧式住所/生态意识/安抚日常生活

26 PAST

要素/时间之外/精神/古老/手工制作

酷炫冲击

过度/点缀/表达/鋪張/怪异



TENDERNESS / SENSITIVE / COCOON / ECO-CONSCIOUS / APPEASE DAILY LIFE 柔和/敏感/蚕茧式住所/生态意识/安抚日常生活

暖自心生

01. Zero Waste Luxury 零浪费的奢侈品

02. Under-Control Reality 现实在掌握之中

When reality feels chaotic, harrowing or oppressive, it's time to tell it differently. Time to repaint life using gentle, caring, cozy, colorful filters. Put kindness back on the essential list. Take care of ourselves and others. Take time out and concoct comfort-cocoons for regenerating. A population of ultra-sensitive souls keeps bad vibes, fake news and haters at bay. They've stopped trying to hide their traumas and wounds and display them valiantly in a quest to learn how to live with them. Bursting with personal emotion, a repertoire of bandage colors, balm-like textures, reassuring nostalgia and homemade creations helps us re-appropriate our inner bazaar. From this comes something more cheerful and luminous, a subtle balance of soothing natural elements and technology in slow mode that helps us learn how to communicate with our fellow beings.

当现实让你感到一团糟、痛苦和压抑时, 是时候换种 方式倾诉了: 用温柔、关爱、舒适、多彩的滤镜重新 描绘生活; 重新把善良放回重要事项清单上; 照顾好 自己和他人; 抽时间打造安逸的家居, 以焕发新的活 力; 拥有极度敏感的灵魂, 将坏气氛、假新闻和讨厌 的人拒之门外。他们不再极力地掩饰自己的创伤,而 是勇敢地展示出来,并学会如何与之共处。带有强烈 个人感情色彩的怀旧对象和自家制的创意作品, 能够 像五彩绷带和香膏状质感般抚慰人心,帮助我们重塑 内心的秩序。由此会产生更令人愉悦的美好事物,令 人舒缓的自然元素与缓慢的科技, 两者之间达成了一 种的微妙平衡, 让我们能够更好地与同伴交流。

18 BUSINESS OPPORTUNITIES 商机 19

### O1. ZERO WASTE LUXURY

零浪费的奢侈品

Beginning in the food industry, the anti-waste concept has reached fashion. And it's not just about banning such scandalous practices as burning unsold clothes, but the whole concept of economizing raw materials. Recycling strategies and virtuous circles have now reached the world of luxury. Reconsidering its position on the fringes of the real world, the ultra-premium sector is also striving to be irreproachable in terms of ethics and responsibility. It reapplies its original objective of producing rare, durable and repairable objects. The notion of upcycling has swung reuse out of the domain of low-quality products and into the collections of the major houses. Startups transform precious leather and fabric scraps. Designers assemble, reinvent, recreate. A new kind of sourcing is breaking habits, boosting creativity and adding desirable added value.

时尚界的反浪费概念最早是从饮食行业开始流行的。这不 仅是为了抵制焚烧未销售衣物的丑行,更是关于整个节约 原料的理念。现在可回收战略和良性循环也已进入奢侈品 世界。我们需要重新审视反浪费在现实世界的边缘地位, 因为奢侈品行业也正在努力符合这一道德约束,并承担 相应的责任,开始回归初衷,生产稀少、耐用且可修复 的产品。升级改造的概念也从再利用廉价产品转向于房 屋藏品。初创企业改造珍贵皮革和织物废料,设计师们 对这些废料重组再创造。这种新的采购方式不仅打破固 有习惯、提高创造力和更能增加物品的价值。

### **NEW HEALTHY TEXTILES**

新型健康纺织品

As the increase in food waste goes hand in hand with the increase of the world's population, surely we can find innovative raw materials for the textile industry? This virtuous and desirable tutti-frutti menu includes pineapple, apple and grape leathers, coconut wool, orange and carrot fibers, milk protein fiber, and more.

当今食品浪费严重,世界人口不断增加,我们确定能为纺织工业找到创新的原材料吗?这道美味的什锦水果套餐含有菠萝、苹果和葡萄的外皮、椰毛、橙子和胡萝卜纤维、牛奶蛋白纤维等等。

### REINVENTED TEXTILES by Fransje Gimbrere 改造纺织品 (Fransje Gimbrere)

What is the future of the mass of textile fibers produced every year? In her Standing Textiles project, multidisciplinary designer Fransje Gimbrere rethinks the use of textiles in structures composed entirely of natural and recycled plastic yarns. Sealed with bio-resin, these delicate, gossamerlike constructions are extremely resistant and capable of supporting weight.

每年生产有大量纺织纤维,而它们去向何处? 多学科设计师Fransje Gimbrere 在她的常设 纺织品项目中,重新考虑使用纯天然和回收塑 料纱线结构的纺织品。这些精致的蛛丝状结构 采用生物树脂密封,具有极强的抵抗力和承重 能力。



现实在掌握之中

According to UN data, 55% of the world's population lives in urban areas, a proportion that is expected to reach 68% by 2050. This has created such widespread noise and odor pollution that peace and quiet have become new luxuries. Rather than barricading ourselves against the hustle and bustle of the city, we need to invent soothing links between city dwellers and their environment. Create filters that restore balance, perhaps potions that prompt wonder... Rather than blocking or isolating we need to regulate and regain control employing spontaneity and desire. Inventing everyday extras that filter or cushion; that are removable, gradual, and possess a gentle, decorative aesthetic. Creating an oasis of calm, not a stressful desert of isolation.

根据联合国的数据,世界上有55%的人口生活在城市地区,预计到2050年这一比例更将會达到68%。这引发了大量的噪音和气味污染,和平与安静彷佛已成为新的奢侈品。我们需要在市民和环境之间创造一种抚慰人心的联系,而不是简单地把自己与城市的喧嚣隔绝开来。创造出能够恢复平衡的过滤器,或许还能产生奇迹的药剂……我们需要利用自发性意念和欲望来调节并重获控制,而不是封锁和隔离。比如为日常生活额外添置一些可拆装的物品作过滤缓冲,逐渐打造成柔和且富美感的空间,创造一个平静的绿洲,而非与世隔绝并令人焦虑的沙漠。







### PURIFYING CURTAINS by HeiQ Fresh

净化窗帘 (HeiQ Fresh)

Swiss company HeiQ has invented a solution for reducing indoor air pollutants, often more concentrated than outdoors. No electricity required, no electronic control units to install; Ikea's Gunrid curtain is infused with minerals that purify the indoor air. The innovative technology uses transmitted ultraviolet light from the sun to transform harmful particles into components of fresh air.

室内空气污染物往往高于室外,于是瑞士HEIQ公司发明了一种能够减少室内空气污染物的窗帘。这个窗帘不需要电,也不需要安装电子控制装置;宜家家居的Gunrid窗帘灌注了可以净化室内空气的矿物质,这项创新技术是利用太阳了发出的紫外线,将有害微粒转化为新鲜空气的成分。

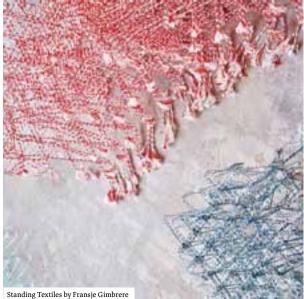
### BAUX ACOUSTIC PANELS

BAUX 隔音板

These biodegradable acoustic panels were developed by Baux in collaboration with a team of scientists specializing in biomimicry. Made from a 100% organic plant-based material, they resemble textured paper and are manufactured along strict sustainable lines. Applied to the wall, they act as sound-proofing decoration.

这些可生物降解的隔音板由 BAUX 与仿生研究 科学家小组合作开发。它们由 100% 有机植物性材料制成,类似于有纹理的纸,通过严格的可持续生产线制造,是贴在墙上后可起到隔音作用的装饰。

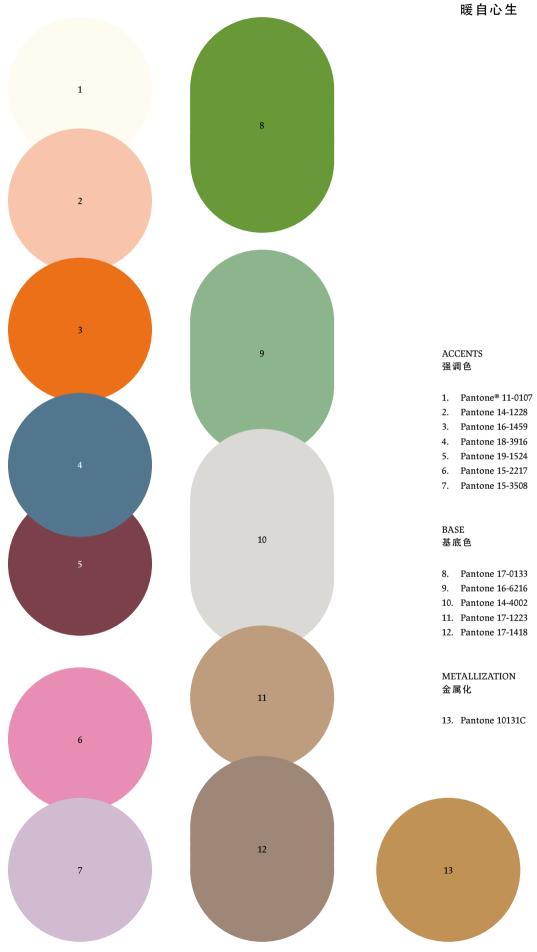




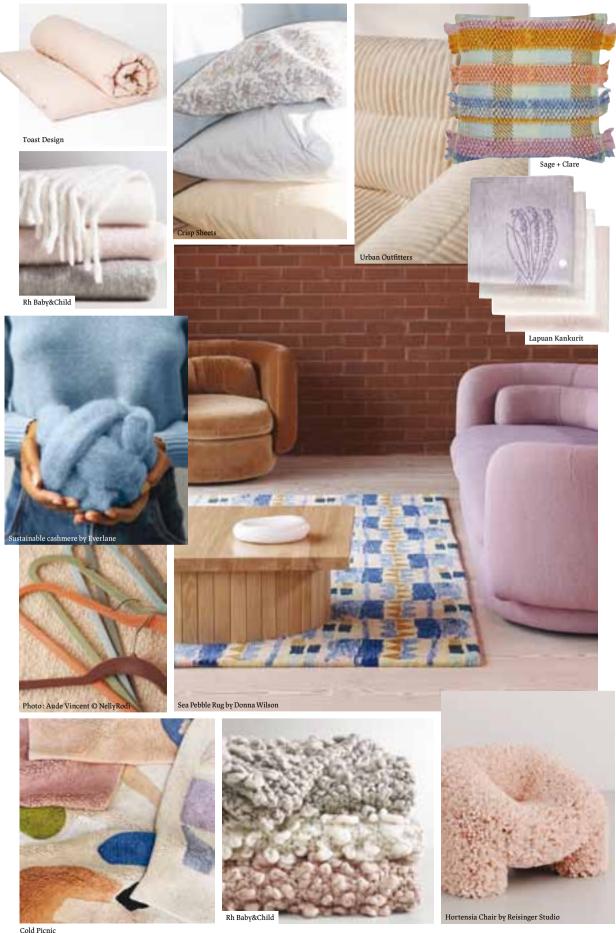
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### **COLOURS**











ESSENTIALS / OUT OF TIME / SPIRITUAL / ANCESTRAL / HANDMADE 要素/时间之外/精神/古老/手工制作

# 

01. Premium Traceability 可追溯的品质

02. Indigo Is The New Black 靛蓝染 新潮流

In our age of globalization and standardization, it's important to create connections between human beings, but also between epochs and cultures, while ensuring that each one has the space and time necessary to fully express their treasures. It's the vital condition for preserving savoir-faire, ensuring the transmission of techniques and rites, and maintaining ties between generations. It's also a way to rediscover the natural world and protect the environment. In a new horizontality, consumers shed their passive role to become active and actors, working alongside brands to help create a better world. They demand authenticity, universality, transparency, sincere commitment and local manufacturing. In a dual movement, we look back and reconnect with our origins at the same time as looking forward to a field of infinite possibilities outfitted with the best that technological and space explorations have to offer. Rebuilding the future, without renouncing the past.



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### O1. PREMIUM TRACEABILITY

可追溯的品质

With a view to restoring confidence and strengthening the sense of security, reconnecting with a product's origin implies absolute transparency. While traceability is a new requirement for brands, geolocation also enables them to develop a more sophisticated, more premium image. Directly addressing consumers from a pedagogical viewpoint, they reveal forgotten cultural references, develop enriching storytelling and provide meaningful knowledge. In the textile industry, labels bearing such indications as "Egyptian cotton", "Brazilian silk" or "Flemish linen" function like PDO (Protected Designation of Origin) or PGI (Protected Geographical Indication) labels and the "grands crus" of the wine world. They are the hallmarks of ultimate quality, ennobling materials, multiplying their symbolic value tenfold and arousing the desire to buy.

为了恢复消费者的信心,令他们感到安心,对产品的追本溯源意味着绝对的透明。虽说可追溯是对品牌的新要求,但地理定位也能帮助品牌构建一个更为有品味的高级形象。从知识传播的角度直接面向消费者,让他们了解那些已经快被遗忘的文化,告诉他们丰富多彩的品牌发展故事并传播有意义的知识。纺织工业中的"埃及棉花"、"巴西丝绸"或"佛兰德亚麻"等标签的功能就类似于PDO(原产地保护标识)或PGI(地理保护标识)标签或是葡萄酒界的"特级葡萄酒"。这些都代表了最好的品质,采用最高贵的材料,可以产生十倍的象征价值,也激发了人们的购买欲望。

## Floor cushions HA tris Tweed



### THE "HARRIS TWEED" LABEL

"哈里斯毛料"标识

Since its creation in 1997, the Harris Tweed Authority's role has been to protect and promote the authenticity of this traditional fabric, which in accordance with parliamentary law, must be "handwoven by the islanders at their homes in the Outer Hebrides, finished in the Outer Hebrides, and made from pure virgin wool dyed and spun in the Outer Hebrides."

自1997年哈里斯毛料当局成立以来,一直致力于保护这种传统织物的可靠真实性。根据议会法律规定,哈里斯毛料必须"由外赫布里底群岛的岛民在自己家中手工编织,在外赫布里底群岛完成,并由在外赫布里底群岛染色和纺织的纯羊毛制成。"

### "NATIVA PRECIOUS FIBER" PROTOCOLE

"娜缇瓦珍贵纤维"协议

Created in 1997, this label guarantees the quality and traceability of merino wool from the sheep to the shop. It is one of the world's strictest protocoles (covering animal welfare, environmental responsibility, etc.) and also one of the most advanced. A unique QR code is generated for each product, which enables consumers to trace its journey throughout the production processes in real-time.

"娜缇瓦珍贵纤维"标签创建于1997年,保证了美利奴羊毛从绵羊到商店的质量及其可追溯性。这项协议是世界上最严格的协议之一(涵盖动物福利、环境责任等),也是最先进的协议之一。这项协议要求为每个产品生成唯一的QR码,使消费者能够实时跟踪产品的整个生产过程。

### O2. INDIGO IS THE NEW BLACK

靛蓝染 新潮流

Between black that's become basic (due to its ubiquity) and disenchanted (synonymous to the apocalypse), and a blue capable of expressing an infinite number of shades, indigo imposes its universal language; an Esperanto that weaves ties between people and cultures. Understated enough to provide time out from the daily information overload, rich enough to excite the imagination and unleash creativity, this faux black possesses a desirable capacity for eternal reinvention. Its origins conjure haphazardly 17th century India and the denim boom of the 20th century. It evokes an image that is distinguished (it's uncommon, singular) and utilitarian (the color is associated with the work world) all at once. Traditionally obtained from the indigofera tinctoria plant, indigo breaks with today's concerns about chemical colors and boasts a natural, authentic, responsible attitude. In fact, this dark shade of blue possesses all the qualities necessary to reenchant our times.

靛蓝,介于代表基本和幻灭的黑色与表现无尽色度的蓝色之间,能作为一种"通用语言",将人类与文化交织在一起。它足够素雅,能把人从信息过载的日常中解放出来,又足够丰富,能够激发人的想象力和创造力,这是一种新的黑色,新的潮流,让人不断去再创造,循环往复。它的原产地能使人联想到17世纪和20世纪印度牛仔布的繁荣。它给人的印象与众不同(罕见而独特)又很实用(颜色与工作环境有关)。传统靛蓝从靛蓝植物中获得,缓解了如今人们对化学颜色的担忧,其自然、真实、负责的态度值得称赞。事实上,这种深蓝色拥有所有品质,能让我们重新迷恋这个时代。





### "TRUE INDIGO" BY ECCO LEATHER X MOOOI

"True Indigo 牛仔蓝染皮革系列" (Ecco Leather x MOOOI)

Premium leather manufacturer Ecco partnered with the MOOOI design studio for its Extinct Animals line. The resulting "True Indigo" celebrates natural pigments, traditional dying methods and the beauty of imperfection in an undeniably luxurious collection.

高档皮革制造商 Ecco 与 MOOOI 设计工作室合作推出绝种动物 (Extinct Animals) 系列。其采用的"True Indigo 牛仔蓝染皮革系列"在一个奢华系列中展现了由自然的颜料、传统的染色方法带来的缺陷美。

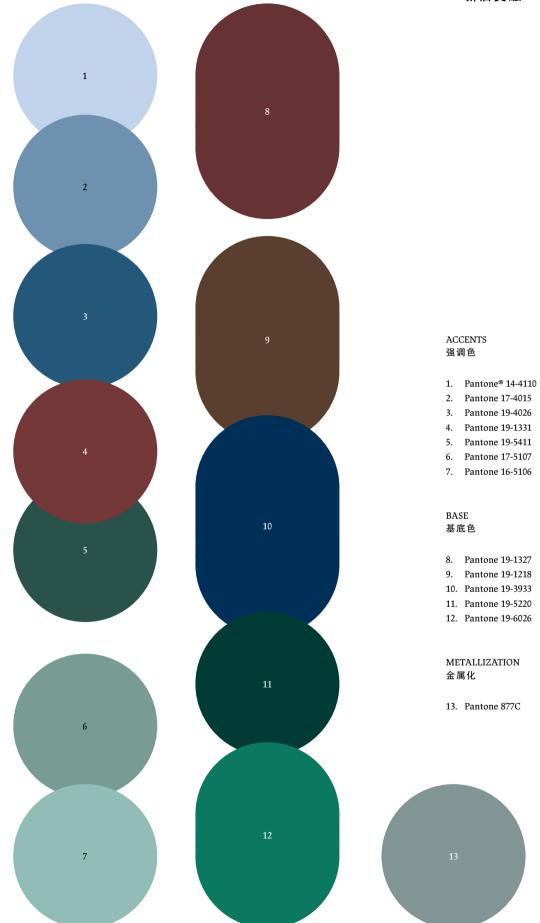
### DENIM MEETS MARBLE: SOPHIE ROWLEY

当牛仔布遇见大理石 (SOPHIE ROWLEY)

In her "Bahia Denim" upcycling project, New Zealand born designer Sophie Rowley transforms denim offcuts into marble-like furniture. Layering the textiles on top of each other, she bonds them together using resin and carves the resulting material into tables and stools that boast unique mottled effects.

新西兰设计师 SOPHIE ROWLEY 在她的 "Bahia Denim" 升级改造项目中,把废弃的牛仔布边角料回收,并改造成像大理石纹路般的家具。她把这些纺织品摞在一起,用树脂胶合,然后雕刻成拥有独特斑驳 效果的桌椅板凳。





PAST FUTURI

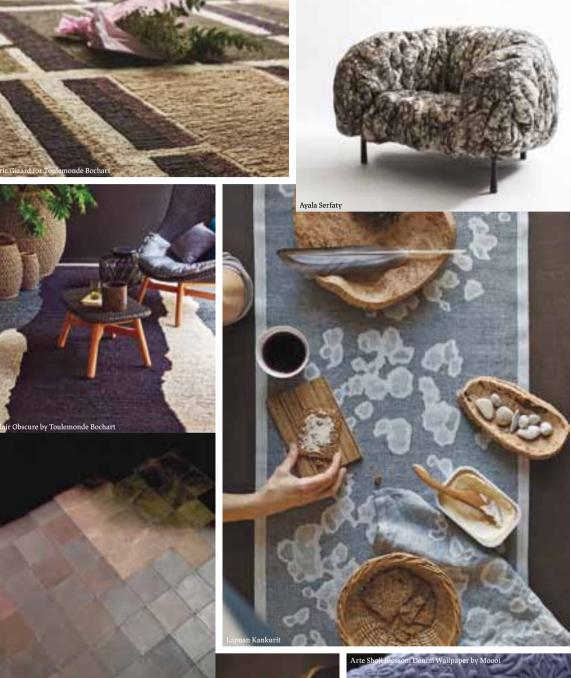
杜米

As if drawn from prehistory or the bowels of the earth, almost raw, wild materials appear.
Surface aspects are prioritized and are either very wild or very mineral in grainy crepes, rustic hemps, patinated leathers, 3D-treated denim, devoré linens and jacquards crackled to resemble molten lava.

这些接近原始野生的材料,就像是从史前或地 球中心提炼出来似的。

物料的重点是要突出表面部分,看起来非常狂 野或粗犷,例如颗粒状绉纱、粗麻、古銅色皮 革、立體处理的牛仔布、烧花亚麻布和裂纹提 花织物,恍如熔岩般。









### PRINTS & EMBROIDERIES

印花及刺绣

A primitive inspiration for designs suggesting markings, imprints, vegetal matter and aspects that seem to have been drawn from deep under the ground (veined marble effects, sedimentary rock strata, etc.)

Blurry speckled aspects, camouflage jacquards, halftone or hatched effects, sinuous stripes inspired by the structure of agates, rocks and geological strata, flowers, palmettes and camouflage patterns as if rusted and oxidized by the elements.

来自远古的设计灵感,令人联想到动物的斑纹、痕迹、植物杂质外观,就像是从地底深处取出的一样(有纹理的大理石效果、沉积岩层等)。

模糊的斑点外观,迷彩提花,半色调或阴影效果,玛瑙石激发的曲折纹路灵感,岩石及地质层结构,花,软玉,迷彩图案以及仿生锈和氧化元素。





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### 酷炫冲击

01. Virtual Creativity 虚拟创造力 02. Division, The New Age Of Acceptation 分歧,新包容时代

Reviving bonds doesn't mean only smoothing out frictions. And on the contrary, some choose to cultivate clash! Not with aggression, but in expression. They cultivate a connection with themselves and others that arouses curiosity, stimulates imagination, expands boundaries, invites us to rethink prejudices and the way we do things, and makes a lasting impression on our minds and times. No apologies. No procrastination. But with innate coolitude. The aesthetic aspect is primordial and spotlights bold, flamboyant, theatrical, avant-garde accents, while exaggerating the coded norms of elegance. Lines are sharp. Volumes imposing. The radical design mixes and scrambles influences, designers and epochs. Color, forms and attitude prepare a revolution in an explosion of freedom and spontaneity. And all with one aim: shake everything up, transform it all - beginning with ourselves - and reinvent the world exactly as it should be – extraordinary!



### O1. VIRTUAL CREATIVITY

虚拟创造:

Avatars that become top models, video games outfitted by the major luxury brands, smart clothing equipped with sensors, production methods based on laser precision or the random nature of algorithms... While the connection between man and machine isn't exactly new, it's newly materialized in the home world. Imagine, for example, a virtual sofa or wallpaper that lets us visualize how it will look in a room before purchasing. Far from leading to dehumanization, this boom, resulting from continued innovation, caters to the current desire for personalization and facilitates participatory creation. It also reduces the production costs related to unsold items and/or stock issues. In parallel, the booming domains of digital technology, gaming, augmented reality, artificial intelligence and 3D-printing inject a new, fresh dynamic. Expanding the scope of patterns, technology makes it possible to imagine a neo-bling spirit based on distortions, optical effects and virtuality that fuses aesthetics and pushes back the limits of the imaginable.

虚拟的顶级模特儿、各大奢侈品牌的电子游戏、配有传感器的智能服装、基于激光精密技术或随机算法的生产方法……尽管人与机器之间的关系已经不再是一个新鲜的话题,但它的确是家居用品世界中一个新兴的词语。试想象一下,虚拟沙发或壁纸可以让我们在购买之前,就能预视到它们在房间里的样子。这种创新不仅丁点儿也没有导致去人性化,它更迎合了当今世界人们对个性化的渴望,同时推动了人们共同参与创造。它还有助于降低由未销出产品和库存相关问题而引发的生产成本。与此同时,数位科技、电竞、扩增实境、人工智能和3D打印等技术的蓬勃发展也为虚拟创造力注入了新的活力。技术扩大了图案花样的可能性,使人们有机会想像出一种基于扭曲,光学效果和虚拟性的全新想象精神,这种精神融合了美学并超越了想象极限。

### 02. DIVISION, THE NEW AGE OF ACCEPTATION

分歧,新包容时代

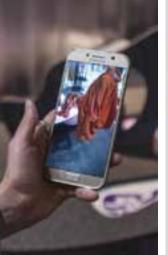
Today, having a clear opinion and shouting it out loud and strong has become the norm. For brands, daring provocation through impactful messages is a way of participating in the political and social debate. Marking our indignation and sharing our views, denouncing the flaws of the system, positioning ourselves in a divided world and partnering with society's agitators helps strengthen the loyalty of consumers seeking values with which they can identify. Faced with the urgent need to reform the world, the strategy consists of sharing convictions and clearly stating objectives to assemble all that (and those) involved, even if it means alienating others. Campaigning for inclusivity, minorities, a culture or the planet involves an attitude that transcends classic fashion and lifestyle codes to capture a voice, an energy bursting forth from the street, and reunite popular culture and the culture of the elite.

如今,拥有清晰的观点并强而有力地表达出来已经成为一种常态。对于品牌来说,敢于通过有影响力的信息发出质疑和不满的声音,也已成为一种参与政治和社会辩论的方式。表达我们的愤怒、分享我们的观点、谴责体制的缺陷、置自己于对立的世界并与社运策划人合作都能增加消费者的忠诚度,给予他们能够认同的价值观。面对着改造世界的迫切需要,采取战略包括分享信念和确切阐明其目标,从而汇集所有被涉及的各方群体,即使这也意味着要与其余的人疏远。这项涉及包容性、少數派人士、文化或地球的运动,表明了一种超越经典时尚和生活方式准则的态度,从而捕捉来自街头巷尾的声音和能量,将流行文化和精英文化重新结合起来。











### THE VIRTUAL EXPERIENCE by Hot:Second

虚拟体验 (Hot: Second)

In London, Hot:Second is the first pop-up that lets consumers exchange physical items of clothing for digital garments. In a glimpse of the retail experience of the future, consumers can "try on" looks from digital clothing pioneer designers. After resale and rental, it's a new way to challenge the notion of possession.

Hot: Second 是伦敦首个允许消费者使用实物服装交换数位服装的快闪店。在未来的零售体验中,消费者可以通过数位服装先锋设计师来"试穿"服装。继转售和租赁之后,这是对拥有概念的一个新的挑战。

### THE DIGITAL PROCESS by Studio PMS

数码化设计流程 (PMS 工作室)

Winners of the Frame x Bolon Design Challenge created to coincide with Dutch Design Week, Utrecht based fashion collective Studio PMS addressed the notions of overproduction and sensoriality. Using augmented reality and an app, they proposed a 100% dematerialized process to imagine one of one creations, echoing Bolon's Diversity flooring collection. The studio placed the accent on emotion in retail via an immersive, personalized customer journey.

"Frame x Bolon设计挑战赛"的冠军—位于乌特勒支的PMS工作室为荷兰设计周创作的作品,他们提出了生产过剩与情感的概念。他们使用擴增實境技术和一个应用软件,提出了一个100%去材料化的流程来构想创作品,并通过身临其境的个性化体验渲染客户的情感,同时增加了Bolon最新地板系列的多样性。

### STREET-DESIGN by Virgil Abloh

街道设计 (Virgil Abloh)

Graffiti and brutalist lines compose the concrete furniture designed "to be skated over" by Virgil Abloh, the cult designer of Off-White and Vuitton Homme. Exhibited at the Galerie Kreo in Paris, this "street design", that pairs a new, urban language with the desire to address a young, radically different public, is shaking up traditional art codes.

涂鸦配上野兽派风格的线条就构成了由 Virgil Abloh 设计的混凝土家具, Virgil Abloh 还是 Off-White 和 Vuitton Homme 备受推崇的设计师。这个在巴黎的克里奥画廊展出的《街道设计》作品,将一种新的城市语言与对年轻群体的致意结合起来,颠覆着传统的艺术规则。

### THE MESSAGE(S) T-SHIRT by Carlings

信息T恤 (Carlings)

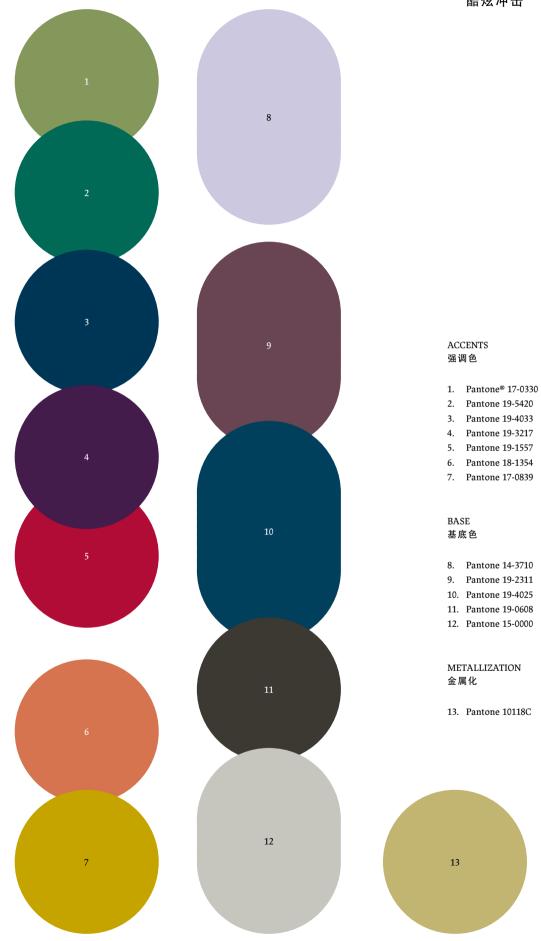
Every day a different message t-shirt... without ever having to buy a new one! The Last Statement t-shirt by Carlings has seized upon a "classic pillar of youth rebellion and reinvents it for the digital age". The concept consists of projecting a message dear to the wearer using an Instagram or Facebook filter onto a white t-shirt for the duration of a photo.

每天穿一条有着不同信息的T恤……不用再买新的了! Carlings 的《最后声明》(Last Statement) T恤抓住了青年人反叛的经典性格特点,在数码时代进行了重塑"。设计概念是穿戴者可以在拍照期间使用 Instagram或 Facebook 滤镜在白色T恤上投影一条对佩戴者来说很重要的信息。









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In this reign of allure and prestige, materials borrow their codes from palace decoration in a highly ornamental style updated and repurposed. Maxi jacquards and fancy fabrics, button-padded velvets, precious braids, colorful faux furs, quilted surfaces and beaded floral embroideries. Stealing the show, these materials beg for center stage!

为烘托充满魅力和名望的氛围, 材料选用宫殿 装饰物料,可升级及可再利用,极具装饰性。 有马克西提花织物及花哨的布料、钮扣覆盖的 天鹅绒、珍贵的饰带、彩色的人造毛皮、绗缝 表面和串珠花卉刺绣。喧宾夺主,这些材料太 抢风头了!

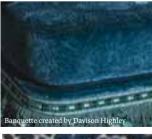






















印花及刺绣

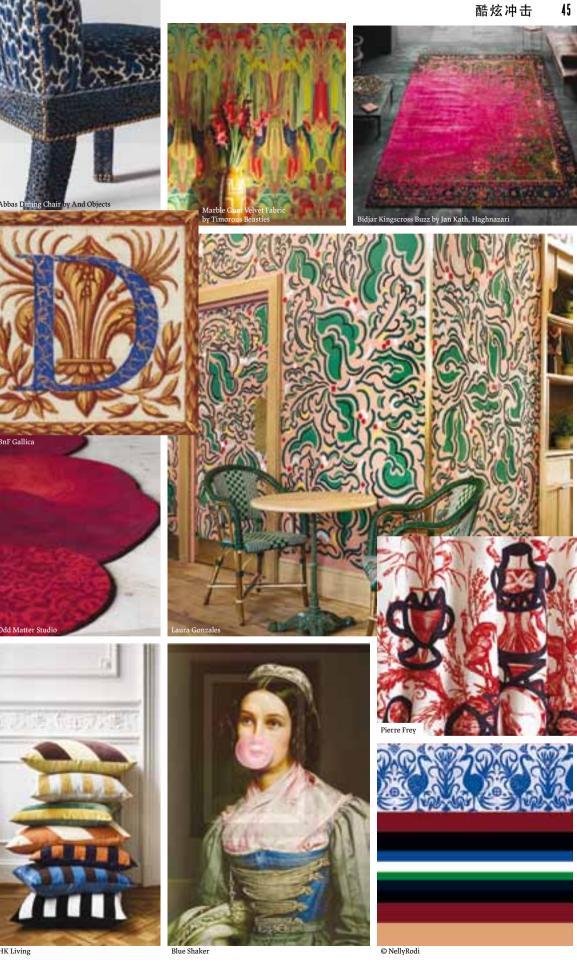
Focus on patterns inspired by elegant bouquets of flowers, ranging from XXL to the most discreet (linear volutes on mini damasks, tie jacquards, waistcoat stripes).

Aristocratic scarf or monogram patterns, classic tapestries twisted with tags and disturbed by unexpected combinations for borderline mix & match effects. Here lighthearted baroque decoration is mixed with a sense of humor.

无论是整体还是细节,重点都聚焦在灵感源于 优雅花束的图案(迷你锦缎、領帶提花、西服 马甲上的线性旋涡图案)。

贵族气派的围巾或交织字母图样, 卷曲着标牌 的古典挂毯, 通过各种出乎意料的组合营造出 混搭效果。这里, 巴洛克装饰自带一丝幽默 感, 让人感到轻松愉快。





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