

# 

活力

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 2023 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 three expert fields: a Trendsetter, two Interior Designers, and a Fashion Designer who conducted meetings together, which were 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™ 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博览会上揭晓2023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3方行业专家组成,包括潮流趋势预测专家、室内设计师、以及时装设计师。在NellyRodl™Agency的组织下,所有专家集思广益,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 37 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 17 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.

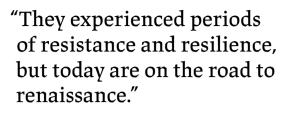
Nelly Rodi 创立了领先国际的知名预测机构,致力于提供消费者生活方式需求的专业分析。37 年来,她在室内装饰和时尚领域中的色彩和面料运用上所展现的专业水准备受赞誉,已成为奢侈品和大众化市场内龙头企业和展览会的咨询专家。如今NellyRodi™Agency处于国际领先地位,在全球17个国家设有办事处,为时尚和家居生活产业从业员提供前瞻性的信息。Nelly Rodi 同时担任巴黎商会副会长。

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™ Agency in 1991, where he became the driving force behind the early and rapid development of the NellyRodi™ 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。

two years ago. The world's population has since experienced health, financial and geopolitical crises, and individuals have drawn into themselves, turning their homes into private, cocoon-like bubbles. But they have survived. They experienced periods of resistance and resilience, but today are on the road to renaissance. They throw their doors wide open to their environment, to others and to new worlds, occupying the outside world on their own terms, following their own path. With their feet firmly planted on the ground, consumers take care of themselves, their heritage and their planet; with their heart to the fore, they weave ties in shared pleasures and festivities; and with their head in the stars, they escape to explore parallel dimensions and invent tomorrow's reality. Although never ceasing to be aware of the issues at hand, they abandon their armor, stop protecting themselves, and let themselves be transported by the positive energy of letting go. They welcome serendipities, opportunities, solicitations. They seek sensory experiences, joyful events, unexpected encounters and journeys afar. And in producing such a life manifesto, they gain new freedom. Alive, at last!"

"It's a fact, today's world is not the same as it was



"在经过一轮顽强抵抗和休养生息,大家都活下来了,并 走上了浴火重生之路。"





# VINCENT GREGOIRE

Consumer Trends and Insights Director (France) 消费者趋势与洞察部门总监(法国)



"世界跟两年前已经变得不一样了,这是事实。在经历了健康安全、金融危机和地缘政治变化过后,各国人民都需要一个让他们蜷缩静养、安全私密的家。在经过一轮顽强抵抗和休养生息,大家都活下来了,并走上了浴火重生之路。众人重新敞开通往外界、通往彼此、,从重生之路。众人重新敞开通往外界、通往彼此、,从重生之路。众人重新敞开通往外界。同时时,人里也要得踏实的呵护着自己的健康、文化和赖以生存望星球;大家随心而动,欢庆节日,分享快乐;在仰望星空的时候,思索如何摆脱常态,探索平行时空,向往明日世界。满目仍是现实的苟且,人们仍将盔甲丢弃一旁,随心而行,素履以往。大家都期待邂逅意外、机遇、诱惑的来临;寻求感官的体验、愉快的事情、不期的相遇和旅程;在宣告这样一份人生宣言时,重新获得了自由,活得有力!"

# SHEN LEI

Founder and Chief of The Interior Architects Design (China) 沈雷 先生 一 内建筑设计事务所创办人及设计总监(中国)



Alive | Another year is here, the Spring Festival couplet of my residence in 2022 is "The King in the Mountain Welcomes the New Year". In 2022, the third year of the pandemic, looking back to the keyword "Bound" in 2021, at this moment of time, and listen to the lively nature. There should be expectations in design to look forward to and being alive sincerely. "There are moments we find ourselves happy - but not always happy - there are moments of sadness too, just like the weather is not always sunny. We should embrace fortune and misfortune in life, just like nature embracing the mountains and plains, and rocks and grass". On sunny days, we enjoy the sunlight; on rainy days, we enjoy the rain; on windy days, we feel the wind, no matter if it is a breeze or a gale. With vitality, like a newborn baby, we feel endless surprises and joy, we forget in an easy way, with our friends and with ourselves. To be alive, we live with eternal vitality. Let us salute to "Alive", the keyword of 2023.

Alive | 今年居所的春联是【山君迎新】又将是新的一年···疫情间的第三个年头,在这样的一个时候,与2021的Bound相望,在生命的状态里听到大自然的声音···设计也应是需要有所期盼的···真挚地being alive··· "那一瞬间会更快乐···但并不总是快乐,有时陷入泥泞也非常自然···并非每天都是晴朗的···因此,对待不幸与万幸,就像有人发现有高山与平原,有大岩石与草地,并不奇怪一样··"晴朗时,充分地享受阳光···下雨了,可以走入雨里,欢畅淋漓···起风了,任风穿过,细语或咆哮···用初生般的活力,荡漾起延绵不绝的惊喜···用简单的方式去忘记,与朋友与自己。因为活着,我们仍将充满活力。致2023的关键词Alive···



Shen Lei is one of the founders of Interior Architects Design. His unique design approach is to analyse 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.

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。



### "With vitality, like a newborn baby"

"初生般的活力"





MS

# TRACY JEN

Design Director of the Interior Architects Design (Taiwan, China) · Creative Director of 1/10 Concept Programming Interior · Partner of Cuishi Mobile Art Research Institute · Senior Interior Designer 任萃女士一内建筑设计事务所设计总监(中国台湾)十分之一创意总监 · 萃石移动艺术研究所合伙人 · 资深室内空间设计师



The most precious things for living a life are not houses or land prices, but the sun, air and water. Our relationships, our environment or a healthy life should all be existing in a sustainable way – to reduce waste and unnecessary consumptions. Given that time and energy are both limited, what we need to do is to figure out the essence towards a sustainable development, so as to restore the vitality of all things on the earth, childish simplicity and initial creation.

人的生存,最贵的不是房子、地价,最贵的应该是阳光、空气、水。可持续性的人际关系、可持续性的环境、可持续性的健康生活,减低浪费、减低消耗。万物的时间、能源是有限的,选择最重要的本质、朝永续发展,恢复地球万物、孩童单纯般、最起初创造的活力。

A Taiwanese designer with Manchurian in her blood. Her designs are based on her feelings, accepting the existing state of people and the environment, the only thing she cares about is function. She is good at integrating nature into the design and interpreting the space appropriately, using light and space to cut, using a lot of oblique lines and curved surfaces to break the constant order of squareness and reconfigure the rhythm of intimate space.

血液裡留著满蒙的中国台湾设计师,设计之路随兴凭借感觉、接受人与环境的现有状态,唯一计画的是功能。擅长以自然融入设计,以光与空间切割,使用大量的斜线和曲面,破除方正的恒定秩序,重构梳理出节奏舒缓的私密空间。









"The most precious things for living a life are not houses or land prices, but the sun, air and water."

"人的生存,最贵的不是房子、地价,最贵的应该是阳光、空气、水。"



# SAKINA M'SA

Fashion Designer & Entrepreneur (France) Founder of "Front de mode" concept store 时装设计师及企业家 (法国) 巴黎 "Front de Mode"概念店创办人



Being alive means being connected to all that surpasses us, such as in the force of nature, but also in contemporary art and music. I cannot help thinking of an Iggy Pop concert; live music that thrills and elevates me to what I call the unreal part of life.

Being alive also means connecting to the sun's light. It's being alive for ourselves and for others, creating that little echo to surpass the big echo. I also really like the notion of desire – being swept along by our desires - because that leads us to enlightenment, guided by the sparkle of life. Being alive also makes me think of a Buddhist phrase I love, "desire leads to enlightenment".

活得有力,与超然于我的一切构建联系,在自然中,在艺术中,在音乐 中。我不禁想起伊基·波普(Iggy Pop)的音乐会,现场音乐令人震撼 恍然进入我心目中的不真实状态。

活得有力,活在阳光下。为自己,为他人,发出声音,产生共鸣。活得有 力,也让我想起了一个佛语词:"随所欲觉支"。我非常喜欢欲望的冲动 和诱惑,因为它让我们在生命之光的照耀下得到启示

A forward-thinking designer in sustainable fashion, Sakina M'sa creates inclusive fashion, with transparency, offering each woman the possibility to be the actress of her own life. She's a designer full of colours and surprises who always gives meaning to her actions. Her creative universe goes from fashion to interior design. She is highly appreciated by celebrities and is one of the most respected designers of her generation.

作为可持续时尚领域的前瞻性设计师,Sakina M'sa创造了一种具有包容 性的时尚,具有透明度,为每位女性提供成为自己生活中的女演员的可能 性。她是一位充满色彩和惊喜的设计师,总是为她的行为赋予意义。她的 创作范围从时尚到室内设计。她受到名人的高度赞赏,如今是她这一代人 中最受尊敬的设计师之一。

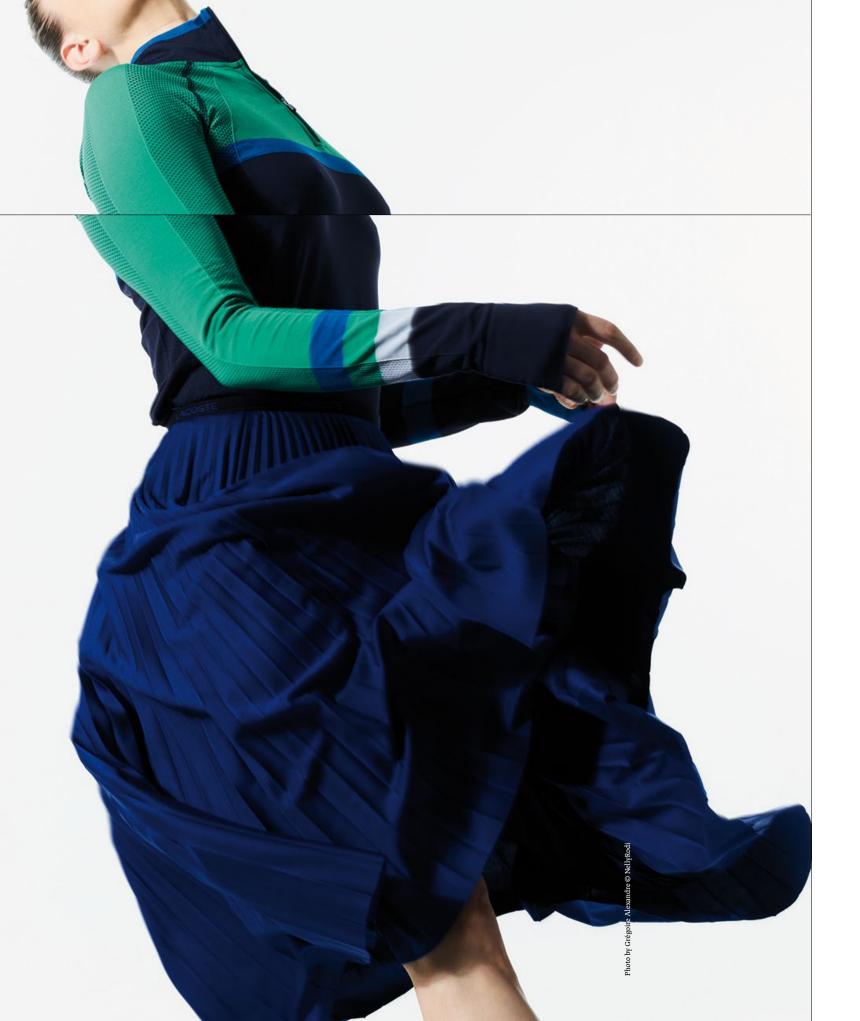


"Being alive means being connected to all that surpasses us, such as in the force of nature, but also in contemporary art and music."

"活得有力,与超然于我的一切构建联系,在自然 中,在艺术中,在音乐中。"







# **ALIVE**

Spirit of the Season 活力 本季精神

Consumers not only feel alive, they are also determined to accentuate the sensation. Their new roadmap is all about making choices that let them take full advantage of daily life and embrace every opportunity that presents itself.

This vital impulse guides the three major consumer profiles – "Human Capital" (respect all living things), "Rousing Commitment" (spread life), and "Unreal Realities" (experiment other existences) – and conveys as much respect for ancestral traditions and curiosity for other cultures as the invention of radically different worlds. Senses are regenerated and stimulated and we reconnect to all five of them to experience the sensoriality of materials. We even develop a sixth and seventh sense to achieve augmented reality. Or else we cultivate the notion of nonsense and enrich our relationships with lighthearted generosity. So many ways to reconnect to ourselves, others and the universe. So many ways to be alive.

消费者不仅要活得有力,还要活得精彩。他们的新活法就是不断做出选择,抓住每一次自然涌现的机会,充分感受日常生活。

在新活法的引导下,三大消费者形象逐渐清晰起来:"人类资本"(尊重所有生灵)、"激情燃烧"(传播生活)以及"超脱现实"(尝新),他们尊重祖先传统,好奇异族文化,在两极交汇中创造出完全不同的世界。色声香味触,眼耳鼻舌身,他们的感官将重获新生,甚至发展出第六感和第七感以扩增与现实世界的联系。否则,他们将迷失在荒诞的盛情之中。有如此多方法可以重建我们与自己、他人和宇宙的连系。活得有力,也可以有不同的活法。



2023 家居生活趋势主题

HUMAN CAPITAL

人类资本

CONSCIOUS / HARMONY / HUMILITY / MODERATION / AUTHENTICITY 意识 / 和谐 / 谦逊 / 中庸 / 真切

ROUSING COMMITMENT

激情燃烧

POP / CIRCULARITY / EMANCIPATION / RESPECT / PRIDE 流行 / 循环 / 解放 / 尊重 / 骄傲

# UNREAL REALITIES

超脱现实

NEW WORLDS / FREEDOM / ILLUSIONS / FLUIDITY / VIRTUAL 新世界 / 自由 / 幻象 / 流动 / 虚拟



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#### 人类资本

01. Ultra-Local 超本地化

02. Artysanal 手工艺品

It's time to live... naturally. To reconnect with the earth by choosing a local approach, short supply chains and raw, natural materials assembled by chance. It's time to rediscover true temporality by respecting the rhythm of the seasons, the time it takes to really make objects and the time needed to live sensory experiences. To restore the human element through conscious, thoughtful approaches, rather than robotic methods, through the hand of the poetic craftsperson capable of ennobling simple elements, enhancing imperfections and giving objects a soul. Putting meaning and emotion back into consumption. Traditions – techniques, savoir-faire, recipes, rituals, spiritualities and motifs - their essence and reparative powers are revived to provide an improved quality of life and holistic wellbeing. The idea of happy sobriety takes shape, rich in all that mother nature and past cultures can convey.



20 BUSINESS OPPORTUNITIES 商机

## <sup>01.</sup> ULTRA-LOCAL

超本地化

And what if the pragmatic and sensible "farm to table" food concept was applied to textiles? Faced with fibres that travel thousands of kilometres at every stage of their production, changing time zones between manufacturing, transformation and consumption, the system is being reconsidered in an ultra-local mode. Industries are refocusing on natural materials that are in phase with their environment's ecosystem, respect the land and seasons, and foster the reappearance of traditional fibres. Linen in France, bamboo in China, raffia in Africa. Throwing the spotlight on lands of origin is coupled with the comeback of traditional patterns and folklore in the heart of their own cultures and communities. Cultural appropriation disappears to make way for cultural appreciation: the celebration of local populations that conveys meaning and harmony for each and everyone.

食品行业有一个概念"从农场到餐桌",如果将这一务实而明智的概念应用到纺织业呢?在纺织品的每个生产阶段,原材料都要经过数千公里的运输,产品的制造、加工和消费所在地相距甚远,于是,超本地化模式将应运而生。行业开始重新关注对生态友好的天然材料,尊重土地和季节轮换,鼓励使用传统纤维。比如法国的亚麻布,中国的竹子,非洲的拉菲亚树纤维。将目光转移到原产地上,加入原产地文化和社区中的传统图案以及民俗元素。文化挪用消失,为文化欣赏让路:欣赏当地民俗传达的意义。

# <sup>02.</sup> Artysanal

手工艺品

Do it over and over again: endlessly perfecting the art of pottery, ceramics, cabinet-making, ironwork or basketwork, artisan-designers perfect their techniques. Falling in line with the current food trend for single products, often basing their work on traditional savoir-faire, and readily working with natural, modest materials, their aim is for excellence. In passing, they celebrate the mastery of manual work and elevate patience to the level of ethics. Their approach is artistic, initiatory, even spiritual. It seeks neither productivity nor profitability, nor does it aspire to mass production. Time is slowed down for time to think, time to do, make mistakes and start over. In this day of immediacy, robotisation and standardisation, this philosophy based on obsessional high standards lends creation a poetic spirit and a great deal of originality.

反复打磨:工匠设计师不断打磨陶器、陶瓷、家具、铁艺品或编织物的制作技艺水平,不断完善他们的技术。与目前单一产品的食品发展趋势一致,他们习惯从传统出发,倾向于使用天然、朴素的材料,追求极致的卓越。工匠设计师也崇尚手工工艺,认为耐心是行业的美德。他们的手法充满艺术性、启蒙性,甚至是精神层面的。他们既不追求生产力,也不追求盈利也不渴望大规模生产。他们会放慢脚步,用更多的时间去思考、去做事、去犯错、去重新来过。在这个讲究即时性、自动化和标准化的时代,这种高标准化执念为手工创作赋予诗意和原创性。





The Albanian Carpet project by Casanova + Hernandez, photo by Jesus Hernandez

#### HEMP FABRIC BY CAMIRA

麻纤维织物 (CAMIRA)

Hemp fabric by Camira is cultivated, dyed, woven, cut and sold in England and ticks all the ultra-local boxes. This eco-friendly bestseller is made from a cannabis sativa strain, one of the world's most carbon sequestering crops, and is processed using environmentally conscious methods such as dew retting.

Camira的麻纤维织物从种植、染色、编织、剪裁以至销售全部都在英国进行,符合所有超本地化条件。这款畅销环保纺织品由一种大麻植物制成,这种材料是世界上碳封存能力最强的材料之一,采用的是雨露沤麻等环保方法加工。

#### TRADITIONAL CARPET & PLAZA

传统地毯广场

In the Albanian village of Shiroka, the Casanova + Hernandez studio recently completed a lake-front landscaping project featuring a plaza and streetscape using granite stones to replicate a traditional carpet pattern. The area celebrating local identity also evokes the feeling of a house. It is particularly influenced by a typical Albanian room called an oda, traditionally used to entertain guests on low benches lining the space.

传统地毯广场是Casanova + Hernandez工作室最近在阿尔巴尼亚希罗卡村完成的一个湖滨景观美化项目,该项目使用花岗岩石复制传统的地毯图案,形成别具特色的广场及周边街景。这区域充满本地特色,同时也唤起了人们对房子的感觉它的灵感来自于典型阿尔巴尼亚房间"ODA"一按照传统中在空间内排上矮长凳招待客人。





#### LOEWE FOUNDATION CRAFT PRIZE

罗意威基金会工艺奖

Unite "artistic vision, technical agility and a desire to innovate, to establish new paths for the future of artisan craft": for its fifth edition, the Loewe Foundation Craft Prize continues to promote contemporary interpretations of ancestral traditions. Furniture or jewelry making, lacquer, knitted or glass work are among the skills that can be admired in "The Room", the brand's space dedicated to showcasing these exceptional pieces.

结合"艺术视野、技术灵活和创新意愿,为手工艺的未来开辟新道路":第五届罗意威基金会工艺奖继续推崇对祖传传统的当代诠释。"The Room"是非凡作品集结地,家具、珠宝、漆器、针织或玻璃工艺都可以在这里展示。

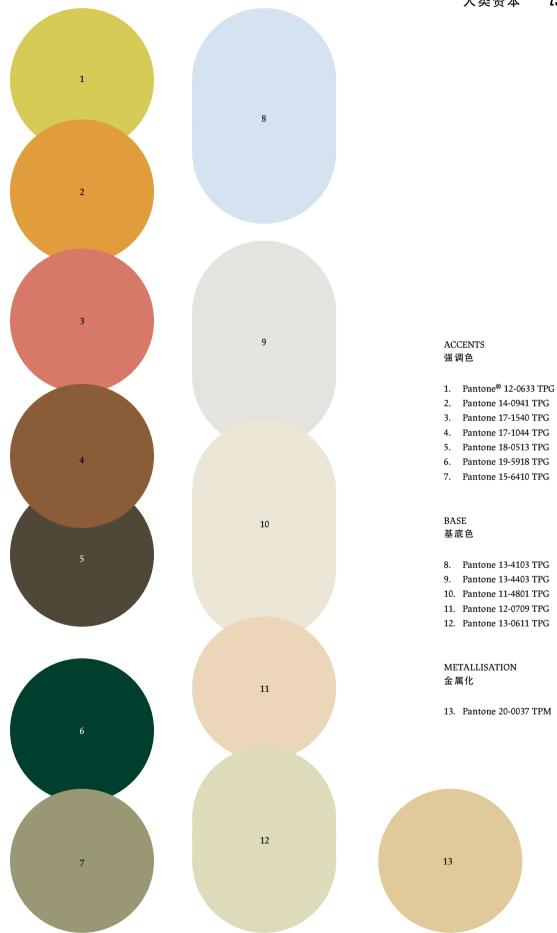
#### ROTANICAL LACE BY DIANA SCHERER

植物花边 (DIANA SCHERER)

To create her "botanical lace", Amsterdam-based artist, Diana Scherer, uses molds to guide the roots of plants into designing graphic motifs. Presenting complex patterns of natural interweaving, her mind-blowing creations seem even more poetic as they have a lifespan of just a few weeks – the time for nature to continue her action and destroy the painstaking work.

为了创造"植物花边",阿姆斯特丹艺术家 Diana Scherer 使用模具将植物的根部引入设计图案。她的作品呈现出植物根系盘根错节的自然纹路,由于植物根系只能存活数周,这更赋予她的作品更多浪漫主义情怀——精巧细致的做工却将注定付诸于自然毁灭。









POP / CIRCULARITY EMANCIPATION / RESPECT / PRIDE 流行 / 循环 / 解放 / 剪重 / 骄傲

# 

01. Revolt'ainment 娱经叛道 02.Re-Use For All 再利用

It's time to live... freely. To open up to others and share fun, laughter and joie de vivre; express our feelings loud and clear while giving voice to others; make ourselves and those around us happy. It's a state of mind rooted in the desire to rally, unify and transform the world nonviolently. And why not with colourful plays of mix-and-matching, gleefully mish-mashing epochs and accepting differences in a riot of patterns and colours.

Parties, gatherings and celebrations become a lifestyle, transforming the everyday into a crazy parade, a tidal wave of creativity, surprise, audacity and theatricalisation. Committed consumption invents alternatives like participative creation, new circularity, recycling, DIY and collage, that champion inclusivity and a more egalitarian outlook while making life much more fun! Adopting a feelgood attitude, and absurdity, pleasure and a funky mindset acquires depth and meaning.

RTRANCEPORT 是时候活得自由而有力……向他人敞开心扉,分享快乐; 大声表达自己的感受,清晰地告诉别人;让自己和周围 SUPERTRANCEPORTED 的人快乐。这是一种在和谐统一中以非暴力手段改变世 界的价值观。那为什么不混搭色彩,打破次元,接受不 同的图案和颜色呢? 派对、聚会和庆祝成为一种生活方式,日常生活变成一 场疯狂的巡游,蜕变成一股融合创造力、惊喜、大胆和 戏剧化的浪潮。沉浸式消费开创了互动式创作、新循环、 回收、DIY和拼贴等多种替代方案,倡导包容性和更平等 的观点,让生活更有趣!用一种浑噩自得的态度窥得了荒 谬、快乐和时髦的深度和意义。

30 BUSINESS OPPORTUNITIES 商机 31

### O1. REVOLT'AINMENT

娱经叛道

Contemporary design is aesthetic, ecological, and also demands a voice. A loud and clear commitment aimed at denouncing and repairing the ills of our society today. Whether endeavouring to celebrate differences, fight violence against women, promote body-positivism, motivate an ecological revolution or spread veganism, creation is driven by a deep passion from within one's self. Between urban calligraphy and colours full of impact, between communication and entertainment, the masters of mantra use shock tactic aesthetics that resound throughout the socials, shaking up consciences and behaviours. Activist but joyous, decorative but with a real message, this pop'litical thinking harmonises the sharp awareness of today's issues and a desire to come together with a positive attitude. It's a philosophy driven by and for Gen Z, with Generation Alpha in their sights.

当代设计是一种生态美学,也需要发声,为完善社会而发出响亮而明确的承诺。尊重不同,反对针对妇女的暴力,鼓励身体自爱主义,推动生态革命,促进纯素食主义,所有创作力都源于个人内心深处的激情。在城市充满冲击力的书法与色彩、交流与娱乐之间,真言大师们用大胆的美学震慑着人类的良知和行为,引起社会的共鸣。这种激进但令人愉悦的流行思潮,促成了人们在敏锐意识到当今社会问题的背景下,以积极的态度走到一起的愿望。这一种理念源于Z世代人群,并会延续至Q世代。

# Nothing can separate us by Lakwena Maciver



#### "NOTHING CAN SEPARATE US" BY LAKWENA MACIVER

"没什么能把我们分开"(LAKWENA MACIVER)

Wood or textile artworks animated by bright colours and messages, walls or terrains repainted in street-art mode, an ultra-expressive line of clothing in collaboration with Fiorucci. Whether in the street or a museum, the artist Lakwena Maciver challenges consciences with her pop graphics and peaceful messages.

艺术家Lakwena Maciver的作品是基于明亮的颜色和信息文本的木制品或纺织艺术品,用街头艺术模式重新绘制的墙壁或地面,以及与芙蓉天使(Fiorucci)合作的极具表现力的服装系列。无论是在街头还是博物馆,她都通过通俗画和非暴力信息挑战着公序良俗。

#### LENTICULAR WEAVE BY ANTOINE PETERS

透镜编织 (ANTOINE PETERS)

Designer Antoine Peters has invented a method of developing textiles with patterns that differ depending on the viewing angle. The technique, called "Lenticular Weave", is inspired by a similar process used on paper and allows him to create simple animations such as an arrow that changes direction or an eye that winks. A whole ultra-colourful world of pictograms, words and symbols.

设计师Antoine Peters发明了一种纺织品编织方法,可以实现在不同角度看到不同的图案。这项技术取名"透镜编织"(Lenticular Weave),灵感来自于一种折纸艺术,借助类似的原理,他可以创建出简单的动画效果,比如一个可以改变方向的箭头,或者会眨的眼睛,从而创造出一个由象形图、文字和符号组成绚丽多彩的世界。

# 02. RE-USE FOR ALL

再利用

Ecological imperatives push us to create new circularity and fight planned obsolescence, but it also incites the ennobling of anything judged "poor" or "popular" and motivates us to reuse, recycle, upcycle, tinker, mend, compact and agglomerate almost anything. This artistic, but very practical "mend and make do" alternative is spreading throughout every domain, using every kind of medium, and reinventing the whole gamut of raw materials and their uses. Recycling also leads to new desires: that of telling a story, through combinations and patch-ups that owe nothing to chance; that of unbridling creativity and developing colours that permit new forms of expression; and most importantly, that of bringing people together around a lifestyle, a philosophy in which each and every one can participate. No need for prerequisites or extraordinary know-how, it's only the intention that counts, the desire to take part in the construction – using anything and everything – of a positive future.

为保护生态,我们必须推动新的循环模式,杜绝计划报度的行为,推崇所谓"穷酸"或"俗"的一切事物,鼓励人们去重复使用、回收、升级、修补几乎所有的东西。这种精妙而实用的"修修凑合能用"替代方案正在通过各种媒介快速延展到其他各个领域,重新定义原材料及其整个应用范围。回收利用也能带来新的契机:物件通过修补和留下的痕迹讲述了自身的故事;不受约束地创造,形成新的颜色表达;最重要的是,用一种人人都可以参与的生活方式,将人们聚集在一起。心意比优越的条件或专业知识更为重要——倾尽全力参与建设光明未来的愿望。





#### **OURCARRON BY BIOFORCETECH**

我们的碳 (BIOFORCETECH)

Based in San Francisco, the startup Bioforcetech transforms food waste and biosolids (like sewage sludge) into pigments. The process aims to declutter landfills and limit greenhouse gas emissions while creating intense shades of grey and coral that several artists have already begun using.

总部位于旧金山的初创公司Bioforcetech将 食物垃圾和生物固体(即污水污泥)转化为颜料。其目的旨在清理垃圾填埋场和限制温室气体排放的同时,创造出一些艺术家已经在用的 灰色和珊瑚色色调。

#### **ADAM POGUE X COMMUNE**

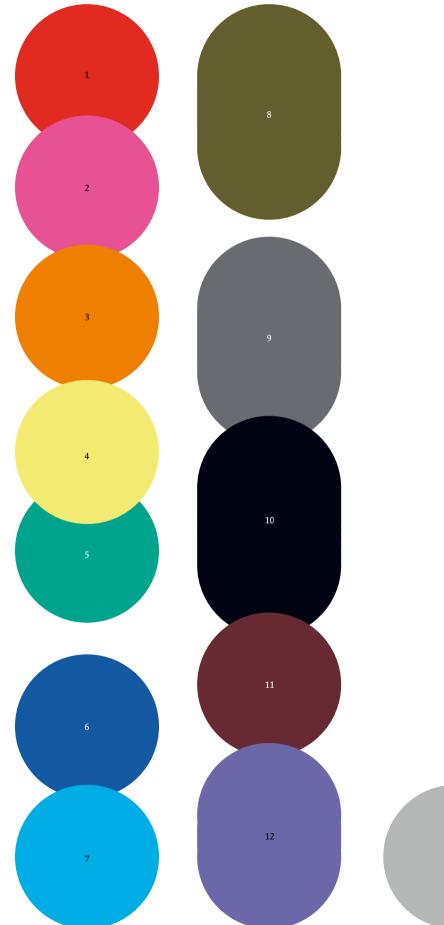
ADAM POGUE x COMMUNE

Adam Pogue is a Los Angeles-based artist and the king of patchwork. For his collaboration with the label Commune, he combed the flea markets to find exactly the raw materials he was looking for: antique fabrics. Inspired by quilting methods from all over the world and the Korean pojagi technique in particular, he cuts, assembles and sews curtains and cushions rich in stories told.

Adam Pogue是洛杉矶艺术家和拼布之王。为了与Commune品牌的合作,他仔细搜罗了各大跳蚤市场,终于找到了他所需要的原材料:古董面料。他的灵感来自世界各地的百衲被,尤其是韩国的"Pojagi"技术,通过剪裁、组装和缝制出具有故事性的窗帘和靠垫。







#### ACCENTS 强调色

- 1. Pantone® 18-1564 TPG
- 2. Pantone 812 C
- 3. Pantone 811 C
- 4. Pantone 923 C
- 5. Pantone 16-5431 TPG
- 6. Pantone 18-3949 TPG
- 7. Pantone 17-4540 TPG

#### BASE 基底色

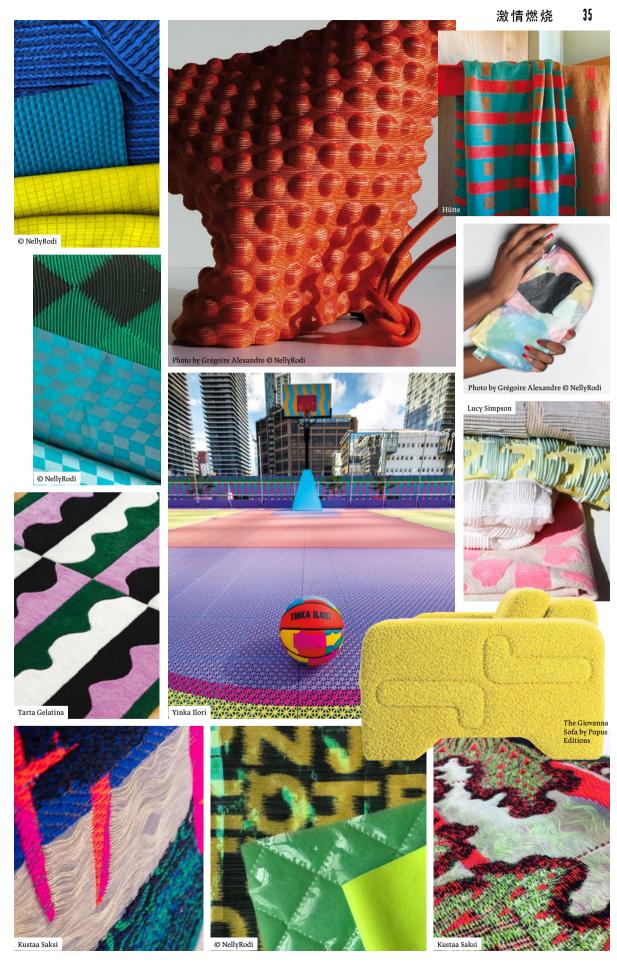
- 8. Pantone 18-0430 TPG
- 9. Pantone 18-5102 TPG
- 10. Pantone 19-4205 TPG
- 11. Pantone 19-1934 TPG 12. Pantone 17-3834 TPG

#### METALLISATION

金属化

13

13. Pantone 20-0005 TPM















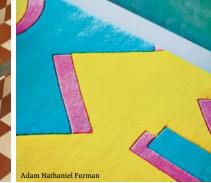




Kustaa Saksi Mythology Weven Artworks Textile Design, photo by Jussi Puikkonen







#### 超脱现实

01. Arty-Ficial 艺造世界 02. Unlimited Requests 无限请求

It's time to live... virtually. To push the limits of imagination, science and technology. Because coming out of our shells is all about exploring new territories, expanding boundaries and covering the whole field of possibilities. Consumers nurtured on digital tech feel the need to mingle with other realities, augmented worlds or futurist utopias that put the infinite potential of today's technology into practice. Magic and wonder form the basis of their new language where hybrid animals, idealised avatars and virtual rainbows keep company in unreal landscapes. Metaverses, NFTs and other components of dematerialisation reshaping daily life, and our relationships with objects are charged with extreme personalisation. In the domain of products featuring advanced technologies, innovative materials or exceptional volumes, anything is possible as consumer are looking for items that are manufactured to ultimately benefit their



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### <sup>01.</sup> ARTY-FICIAL

艺造世界

Navigating between sites, videos and apps, we have made digital tech our second home, the place where we spend the great majority of our day. NFTs and the metaverse accentuate this phenomenon, causing us to lose our bearings between the digital and the physical, real and unreal, material and immaterial experiences. The ever more credible and immersive techniques invent universes as perfectly realistic or as utterly wild as we want, and where everything is possible. We can give or listen to concerts, chat via avatars, go shopping, have a job interview or fly off into a magical dreamscape. While entirely accessible from home, these projections also motivate us to go out and mingle in hybrid places where the tangible meets the immaterial. They may also lend objects new aspects, fed on augmented reality. In short, it's an unlimited scope of possibilities for generating very real emotions.

数字技术已经成为我们的第二个家,我们一天中大部分时间都在网站、视频和应用程序之间度过。非同质化代币(NTFs)和元宇宙让我们更加沉迷,最终迷失在数字与物理、真实与虚幻、物质与非物质体验之间。随着技术飞速发展,我们可以创造出一个理想而近乎真实的狂野次元,在那里一切皆有可能。我们在家里可以实现举办或听音乐会、通过头像聊天、购物、参加工作面试或进入魔幻梦境。但这些投影也刺激我们走出去,游走在有形和非物质混合场所之间。它们还可以通过增强现实赋予物体新的意义。简而言之,这是一种可以产生真实情感的无限可能性。





#### VIRTUAL TEXTILES BY SPACE POPULAR

虚拟纺织品 (SPACE POPULAR)

For the Dezeen 15 online festival, Space Popular proposed portals made of virtual textiles to transform the experience of passing between digital worlds. Printed with fabulous landscapes or geometric graphics, these poetic inventions are also a manifesto informing us that in the future, technicians will need to create "civic infrastructures" for virtual teleportation from one metaverse to another.

Space Popular 在Dezeen 15虚拟设计节上展示了由虚拟纺织品制成的大门,旨在改变数字世界之间的传递体验。这些设计印刷着美丽的风景或几何图形,充满了诗意,同时它也在宣告:在未来,技术人员将需要创建"市政基础设施",以实现不同元宇宙间的虚拟传送。

#### RIPPLES BY ANDRES REISINGER

涟漪 (ANDRES REISINGER)

Virtual designer Andrés Reisinger's creations occasionally infiltrate reality. For Moooi, he designed his Ripples Carpet, which at first glance, appears to be composed of puffy concentric circles of pink plastic or silver mercury. In reality, they are flat and made from tufted wool! Their remarkable trompe-l'œil effect plays on a natural-technical dichotomy that mesmerises the eye.

虚拟设计师Andrés Reisinger的创作有时会延申到现实中。他为Moooi设计的涟漪地毯,乍看似乎是由粉红色塑料或水银制成的膨起的同心圆。但实际上,它只是一个扁平的簇绒羊毛地毯!他们令人惊叹的视觉陷阱(trompe-l'œil)在自然技术二分法上碰撞的火花令人着迷。

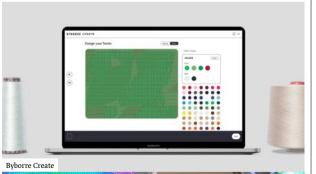
# O2. UNLIMITED REQUESTS

无限请求

Clothes that could change colour or print every day; garments that could be as easily manufactured in thousands as just one by one, depending on the demand: new technologies push the limits of textile innovation to envisage boundless scenarios. Smart fabrics gain in functions, colour potential opens to endless shades, trompe-l'oeil presents increasingly sophisticated images, and digital printing unleashes the imagination and increases the pace. Production on demand has reached a turning point that enables clothing to be customised to the extreme. This nearly made-to-measure manufacturing method is formulated with consumers for consumers and goes far beyond personal monograms or the choice of a shape or colour. It's in tune with the most pragmatic or wildest desires and provides the ultimate advantage of generating no stock or unsold items.

每天能改变颜色或印花的服装;可以根据需求轻松实现成千上万批量生产或单个生产的服装;新技术将推进纺织创新的极限,设想出无限的情景。智能面料的功能性得到提升,色彩迸发出无穷潜力,视觉陷阱呈现出越来越精妙的图像,数字印刷解放了想象力并加快了生活节奏。按需生产已经到了一个可以让服装定制到极致的转折点。这种近乎量身定做的制作方法是与消费者一起制订的,远远超出了姓名字母组合图案或是对形状或颜色的简单选择。它符合消费者最实用或最疯狂的想象,而且不会产生库存也是一大终极优势。







#### **CREATE BY BYBORRE**

创造 (BYBORRE)

Developing personal colour combinations without having to go through the dying process or incorporating unique illustrations or properties such as UV-protection is now possible with "Create". This design tool launched by the textile label Byborre enables designers and brands to conceive creative, responsible and ultra-personalised materials knitted exactly as they like.

通过"创造"可以开发出个人色彩组合,而无需染色、插入图片或增加紫外线防护等特性。"创造"是由纺织品牌Byborre推出的一款设计工具,借助这款工具,设计师和品牌能够完全按照他们的喜好构思并编织出有创意的超个性化材料。

#### **NEW SMART TEXTILE SCREEN**

新智能纺织屏幕

Seeking to broaden the field of wearable possibilities, scientists have recently developed a "woven display screen" that combines technological functions (diffuse images and harvest energy) with those of textiles (decorate and dress). This smart textile innovation could indeed lead to such applications as curtain-TVs or interactive, self-powered clothing in a not-so-distant future.

为了拓宽可穿戴领域,科学家们最近开发了一种结合了技术功能(漫射图像、能量收集)和纺织品功能(装饰和服装)的"编织显示屏"。在不远的将来,这种创新智能纺织品可能会在投影电视或交互式自供电服装等领域应用。

# **COLOURS**

#### RAINBOW VIBE

彩虹氛围

A futurist, metalised rainbow presenting finishes that catch and diffract the light in a halo of positivity and optimism. A palette like a nogender vibration perfect for enchanting virtual, shifting, iridescent daydreams.

极具现代感的金属彩虹饰面能够捕捉和衍射 出积极乐观的光晕。其调色烘托出虚拟的白日 梦氛围,变化多端,五彩斑斓,男女都能产生 共鸣。



#### ACCENTS 强调色

- 1. Pantone® 16-1357 TPG
- 2. Pantone 17-2230 TPG
- 3. Pantone 19-3536 TPG
- 4. Pantone 15-4225 TPG 5. Pantone 13-4720 TPG
- 6. Pantone 16-6240 TPG
- 7. Pantone 12-0741 TPG

#### BASE 基底色

- 8. Pantone 13-2807 TPG
- 9. Pantone 14-3905 TPG
- 10. Pantone 17-0000 TPG
- 11. Pantone 13-4809 TPG 12. Pantone 12-5506 TPG

#### METALLISATION 金属化

13. Pantone 20-0081 TPM

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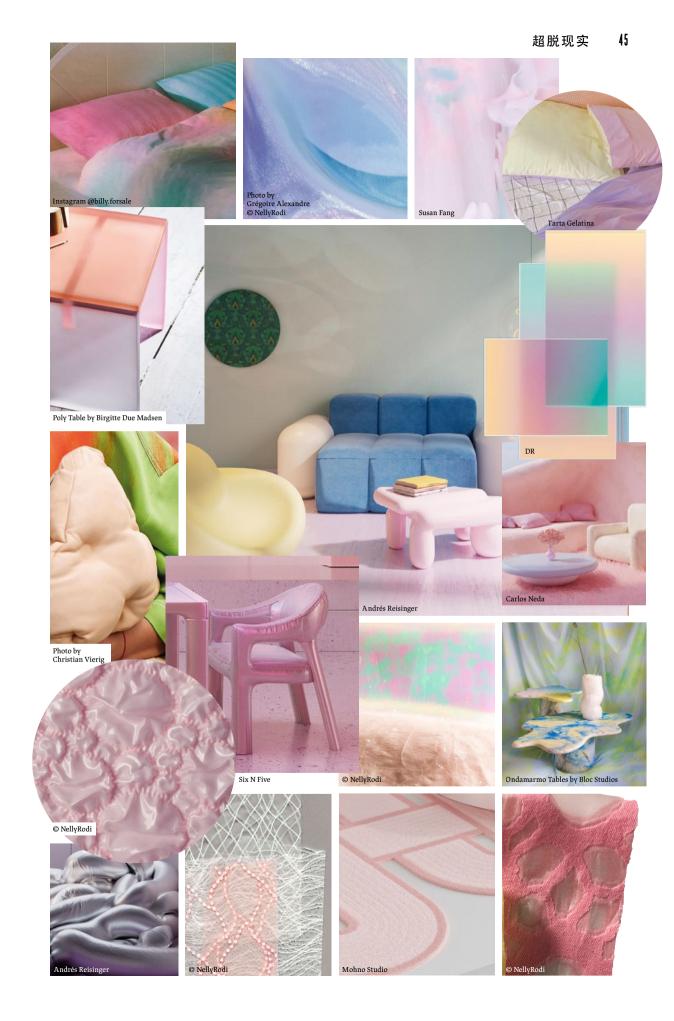
UNREAL REALITIES

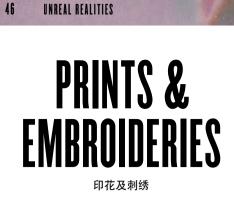
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材米

In a quest for fantasy and lighthearted creativity, a futuristic spirit suffuses an ambiguous idea of romanticism, full of charm and sensibility. Contemporary magic shines through the iridescent gleam of semi-transparent voiles, muslins and recycled synthetics. Soft, light meshes, honeycombed or blistered surfaces and cloudy seersuckers create almost unreal textures in relief. Puffy embossing forms wavy, pleated effects and airy ribbing; pearly or glazed aspects produce rich shine. Moiré and translucent marbled effects, on top of soft, lacquered, rubbery surfaces and velvety furs enrich plump, gently rounded volumes.

在追求幻想和轻松创意的过程中,未来主义与浪漫主义暧昧不清,充满了魅力和感性。借助现代科技,半透明巴里纱、平纹细布和再生合成材料便如虹彩般光芒闪耀。柔软而轻盈的网格、蜂窝状或起泡的表面以及朦胧的泡泡纱营造出不真实的浮雕纹理。蓬松的压花形成波浪、褶皱效果和透气罗纹;珠光或釉面发出丰富的光泽。摩尔纹和半透明大理石效果,柔软的漆面、橡胶面以及天鹅绒般的皮草让轻柔圆润的表面质感更加丰富。

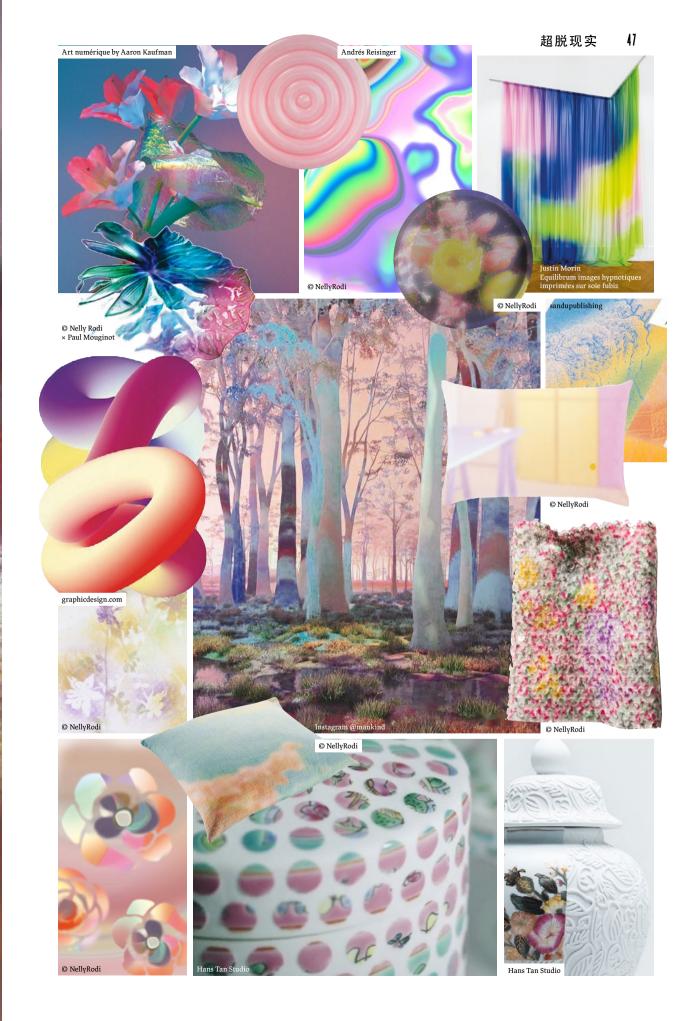




Surrealistic photoprints shape a floral décor in an ultra-connected world. In shades of subdued whites enlivened by tangy brights, shafts of light and soft, blurry aspects are explored in misty landscapes. Fantastical nature flaunts unreal vegetation and flowers that are AI-generated or else suggested in spray effects. Photoprints

are poetic, graceful and play on gradations and smudged effects, halos and deformed rainbows.

通过超现实主义打印技术,花卉装饰得以在超连接世界中实现。柔和的白色光影在强烈的亮色衬托下更显活力,仿佛是雾蒙蒙的景观中若隐若现的柔和光线。由人工智能(AI) 生成的迷雾中若隐若现的虚拟植物和花朵在梦幻般的大自然中自由炫耀着。打印图案优雅而充满诗意,在渐变的模糊效果中透显出光晕和变幻的彩虹色。



#### **HUMAN CAPITAL** 人类资本

# ROUSING COMMITMENT UNREAL REALITIES<sup>43</sup>

要点

MATERIALS 材料

100% PLANT-BASED FIBRES BIO-SOURCED PLANT-BASED "SKINS" PRECIOUS METALISED TOUCHES

100%植物基材料 生物源材料

植物基"皮肤" 贵重的金属质感的润饰



12-0633 TPG

Pantone 14-0941 TPG

Pantone 17-1540 TPG

17-1044 TPG

18-0513 TPG

Pantone 19-5918 TPG

Pantone 15-6410 TPG

Pantone 13-4103 TPG

Pantone 13-4403 TPG

Pantone 11-4801 TPG

Pantone 12-0709 TPG

Pantone 13-0611 TPG

20-0037 TPM

FOAMBACK EXTRAVAGANT JACQUARDS SILICON EMBOSSING

> 泡沫衬里 奢华的提花 硅胶压花

> > 毛圈布

BOUCLÉS

Pantone 811 C

Pantone 923 C Pantone 16-5431 TPG Pantone 18-3949 TPG

18-1564 TPG

Pantone 812 C.

7-4540 TPG

Pantone 18-0430 TPG 18-5102 TPG Pantone 19-4205 TPG Pantone 19-1934 TPG

ARE MODERNISED LETTERING PLAYS

> 繁花 大胆的几何构图

20-0005 TPM

IRIDESCENT GLEAM OF SEMI-TRANSPARENT VOILES

MUSLINS

RECYCLED SYNTHETICS PEARLY OR GLAZED ASPECTS 虹彩般光芒闪耀的半透明巴里纱 平纹细布

> 再生合成材料 珠光或釉面

Pantone® 16-1357 TPG

> Pantone 17-2230 TPG

Pantone 19-3536 TPG

Pantone 15-4225 TPG

Pantone 13-4720 TPG

> Pantone 16-6240 TPG

Pantone

12-0741 TPG



SHAPES

MISTY LANDSCAPES

**BLURRY ASPECTS** 

FANTASTICAL NATURE

超现实主义打印形状

雾蒙蒙的景观

若隐若现

梦幻般的大自然

Pantone 13-2807 TPG

Pantone 14-3905 TPG

Pantone 17-0000 TPG

Pantone 13-4809 TPG

Pantone

12-5506 TPG SURREALISTIC PHOTOPRINTS

> METALLISATION 金属化

Pantone

20-0081 TPM

#### PRINTS & **EMBROIDERIES**

印花及刺绣

ıry of X-Rite, Incorpor

ARCHAIC BESTIARY STYLISED WILDFLOWERS STRIPES AND CHECKS 具象手绘图案 古老寓言

FIGURATIVE HAND-DRAWN

风格化野花

条纹和格子

METALLISATION 金属化 Pantone

TRADITIONAL CODES FLORALS TREATED WITH EXUBERANCE **BOLD GEOMETRICS** 传统元素现代化 刻字游戏

Pantone

Pantone

金属化

17-3834 TPG

METALLISATION

VISIT THE LIFESTYLE TREND FORUM AT Intertextile Shanghai Home Textiles 15 – 17 August 2022 National Exhibition and Convention Center (Shanghai), Shanghai, China

China Home Textile Association 10/F, No. 18 North Street, Chaoyangmen, Chaoyang District, Beijing, China

The Sub-Council of Textile Industry, CCPIT 10/F, No. 18 North Street, Chaoyangmen, Chaoyang District, Beijing, China

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

 $\frac{hometextile@hongkong.messefrankfurt.com}{www.intertextilehome.com}$ 

敬请光临时尚家居流行趋势专区:中国国际家用纺织品及辅料博览会2022年8月15-17日 国家会展中心(上海)

中国家用纺织品行业协会 中国北京市朝阳区朝阳门北大街18号10层

中国国际贸易促进委员会纺织行业分会 中国北京市朝阳区朝阳门北大街18号10层

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