

TEXWORLD EVOLUTION

PARIS

apparel sourcing
PARIS

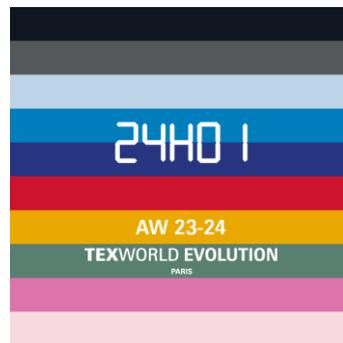
avantex
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Press Release
Paris, 16 June 2022

24H01 – The Autumn-Winter 2023-2024 Trend Book, presented at the next *Texworld Evolution Paris* sourcing event, explores the boundaries of reality... a universe that is both real and virtual, where generations meet. A creative projection that forms the framework of the collections to come. To be discovered from 4 to 6 July 2022.



Texworld Evolution Paris continues its creative mission and delivers its vision of tomorrow's fashion. The shows, which will be held from 4 to 6 July at the Parc des Expositions de Paris-Le Bourget, will be an opportunity to explore the landmarks set out by artistic directors Louis Gérin and Gregory Lamaud for this trend book that prefigures the fashion of autumn-winter 2023-2024.

Based on emerging aesthetic trends and contemporary economic and social signals, the transgenerational journey they propose intertwines the real and the virtual in a unique universe: *24H01*, neither tomorrow nor yesterday, like the beginning of a new Big Bang... The new edition of the Trends Forum, which is inspired by this, will be organised around four major generational themes, all of which will be staged using a selection of exhibitors' fabrics and clothing.

• **Meta babes.** « *They don't master technology, they are technology. A fusion of the real and the virtual, like a natural cross between two species. [...] For them, the future is Meta. Beyond our current reality.* » The environment of these Metavers' contemporaries is also that of childhood, school and play. The contrast of colours, drawn from the world of toys, but also of materials, attests to this: it is the world of nylon, of small polyamide knitwear, of chic ribbed jersey, but revisited by digital technology in a luxury sportswear spirit.



HOTSPOT
Paint, wastes
Marseille, July 2021
@lor_k_life & @qno_apparel
For @fondationdesperados

• **Digital swipers.** « *Technology and the virtual coat them like an aura. [...] A reflex behaviour. Almost like breathing. [...] Like a filter between them and reality, [...] a balm for the present.* ». The « *swipe* », a digital symbol of a new approach to reality, is also the sign of an adolescence in a hurry to enter the adult world. This runway expresses the gap between style and age, in a flashy but sophisticated way, with amplitude (transparency and lightness). Lycra materials, small fine meshes (fishnet, mesh) and transparent veils are in the spotlight.



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• **Lost transitioners.** « *Caught in a vice. Between the overwhelming and ubiquitous boomers and the independent and elusive generation Z. [...] A generation of young people who are in the midst of a crisis. [...] A generation in transit. [...] A bit of nature. A touch of ideology...* » This generation is like the times: pragmatic, driven by opposing winds, complex and ambivalent. In search of naturalness, it (re)opens the way to cocooning, softness and tradition with Vichy prints and checks. Materials such as wool, hemp or linen, used in natural tones, give substance to the themes of authenticity and pop culture.



Synchrodogs
<https://synchrodogs.com>
 @synchrodogs_official

• **Silver boomers.** « *The old world is here. It no longer fits, but it bears the scars of the happiness and carefreeness of that time. [...] We are showing off the vestiges of a bygone, but regretted, era.* » This is the Totem generation of this new time; outdated but uninhibited, it expresses a style worked to resemble the natural: new fabrics given an air of the past, a crumpled effect awakened by acidulous colours. We oscillate between the natural and the fake, cotton and nylon which is making a comeback, but also "seventies" materials such as corduroy to which we apply a contemporary treatment.



@barbarasegal
 Calacatta Birkin with natural light
www.barbarasegal.com

The 24H01 Trendbook can be downloaded [here](#).

Website:

<https://texworld-paris.fr.messefrankfurt.com/paris/en/event.html>

Download the press material here:

<https://texworld-paris.fr.messefrankfurt.com/paris/en/press/press-kit.html>

Providing maximum convenience for visitors, Apparel Sourcing, Avantex, Leatherworld and Texworld Paris belong to the cluster of related trade fairs organised by Messe Frankfurt France, held in one and the same location, on the same dates and where entry is free upon presentation of professional credentials.

All details about textile trade fairs organised by the Messe Frankfurt group throughout the world can be found at the platform: www.texpertisenetwork.messefrankfurt.com

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. The Group employs approximately 2,300* people at its headquarters in Frankfurt am Main and in 30 subsidiaries around the world. In 2021, the company had to contend with the challenges posed by the pandemic for the second consecutive year. Annual sales will be approximately €140* million after having been as high as €736 million in 2019 before the pandemic. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout 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 expanding our digital expertise with new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered 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 for 2021

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