

news +++ Intertextile Shanghai Apparel Fabrics

National Exhibition and Convention Center (Shanghai), China, 2 – 4 September 2025

intertextile
SHANGHAI apparel fabrics

Intertextile *Directions* trends revealed: PUSH SENSATION unfolds definitive fashion for Autumn / Winter 2026-27

Shanghai, 3 July 2025. At the heart of the upcoming Intertextile Shanghai Apparel Fabrics – Autumn Edition, the Intertextile *Directions* Trend Forum, themed PUSH SENSATION, will ignite a new narrative for Autumn / Winter 2026-27 fashion trends. From 2 – 4 September 2025 at the National Exhibition and Convention Center (Shanghai), Intertextile *Directions* Trend Committee member NellyRodi™ Agency will bring this concept to life, through a creative and inspiring display of on-trend fabrics. This autumn, the forum will explore four key trends that shape the world with the wildest dreams of humankind: gentle > raw, classic > theatrical, childish > bizarre, and pragmatic > dreamlike.



The theme PUSH SENSATION captures the modern desire for intense, unforgettable experiences driven by a need for both escapism and heightened reality. It encourages breaking free from the ordinary, celebrating authenticity, and boldly pursuing a life filled with adventure and fantastical possibilities.

With the theme's four trends predicted by the members of the Intertextile *Directions* Trend Committee – DONEGER | TOBE (New York), NellyRodi™ Agency (Paris), ELEMENTI MODA (Milan), and Sachiko Inoue (Tokyo) – the Trend Forum will showcase a selection of fabrics and accessories from exhibitors across the globe, arranged into different sections defined by each trend narrative.

To view the full Autumn / Winter 2026-27 Trend Guide, click [here](#).

gentle > raw

This earth-inspired theme embodies a connection to nature, blending soft elegance with raw, handmade imperfection. It celebrates sustainability through plant-based dyes and

upcycled materials, featuring a palette of mineral and earth-tone-inspired hues, accentuated by vibrant accents of bright pigment.

Expect organic materials such as brushed mohair, vegetal dyes, and double-sided suede, alongside handloomed pieces that showcase artisanal craftsmanship. Patterns include mineral and stone patterns, ethnic tribal art and African mud cloth, inspired by ethical practices with cultural craftsmanship.

classic > theatrical

A radical transformation that breaks free from established boundaries, expressing individuality. This trend combines luxurious materials with a theatrical flair, featuring a spectrum that ranges from tender neutrals to intense reds and opulent blues/greens, accented by a hint of copper metallic colour.

Seek a mix of timeless materials such as classic tweed and Shetland wool, alongside dramatic, bold alternatives including lasered fabrics, lustrous leather, and jacquards that push the limit of beauty. This trend also features a wide range of retro geometric and decorative ornate, such as checker pattern, retro undulating, and furnishing inspired florals; a bold expression of creativity and personality that demands innovation and defies convention.

childish > bizarre

This trend mixes the playful modernism of the '50s and '80s with ecstatic absurdity, incorporating bizarre elements from global cultures and psychedelic patterns, characterised by a vibrant blend of soft, playful hues with bold, unexpected tones. Fabrics include playful faux furs, fluffy woollies, and bio-sourced PVC vinyl, alongside hand-knits and crochet pieces that connect modern simplicity and unconventional fancy.

Anticipate a mix of cute motifs, cartoonish prints, and bold geometric patterns, infused with cultural influences and psychedelic patterns that offer an emotional escape through joyful, imaginative self-expression – from childhood innocence to global cultural appeal.

pragmatic > dreamlike

Combining tailored sophistication with futuristic innovation, this theme blends high fashion and performance, through its palette of cosmic darks and diaphanous pales, with a hint of silver metallic accent. Utilising tech-infused fabrics such as ultra-fine combed wools, iridescent satin, translucent chiffons, and high-tech down fill, this trend appeals to those seeking a balance of structure, innovation, and beauty.

Look for cosmic-inspired patterns and prints; fabrics with pictorial brushstrokes, gradient, and abstract negative space; as well as minimalist botanical line art and simple line drawings that create a bold, transformative vision.

After familiarising themselves with the themes outlined above, exhibitors interested in showcasing on-trend fabrics and accessories at the Intertextile *Directions* Trend Forum can apply [here](#).

The fair is co-organised by Messe Frankfurt (HK) Ltd; the Sub-Council of Textile Industry, CCPIT; and the China Textile Information Centre. It will take place alongside Yarn Expo Autumn, CHIC and PH Value at the National Exhibition and Convention Center (Shanghai), with the venue playing host to the entire apparel textile value chain. For more details on this fair, please visit: www.intertextileapparel.com.

Intertextile Shanghai Apparel Fabrics – Autumn Edition will be held from 2 to 4 September 2025.

Other upcoming shows:

Yarn Expo Autumn

2 – 4 September 2025, National Exhibition and Convention Center, Shanghai

Cinte Techtextil China

3 – 5 September 2025, Shanghai New International Expo Centre, Shanghai

Vietnam International Trade Fair for Apparel, Textiles and Textile Technologies

26 – 28 February 2026, Ho Chi Minh City

**Intertextile Shanghai Apparel Fabrics – Spring Edition / Yarn Expo Spring /
Intertextile Shanghai Home Textiles – Spring Edition**

11 – 13 March 2026, Shanghai

Press information and photographic material:

<https://intertextile-shanghai-apparel-fabrics-autumn.hk.messefrankfurt.com/shanghai/en/press.html>

Social media:

www.facebook.com/intertextileapparel

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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. With a workforce of some 2,500* people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2024 were around € 780* million. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt's key strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of 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 using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity.

For more information, please visit our website at: www.messefrankfurt.com/sustainability

With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

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*Preliminary figures 2024