

2020 TRENDS

China International Trade Fair for Home Textile and Accessories

This year, China Home Textile Association and Concept & Style Fashion Project Group Italy published their research of “2020 China Home Textile Trend” and presented it in the China Home Textiles Trend Area at this year’s Intertextile Shanghai Home Textiles – Autumn Edition. The following four themes were developed to express the lifestyle of consumers and the spirit of 2020 home textile trends, helping visitors to visualise the innovative design ideas •



FADE

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.

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PANTONE 11-0618

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PANTONE 14-1213

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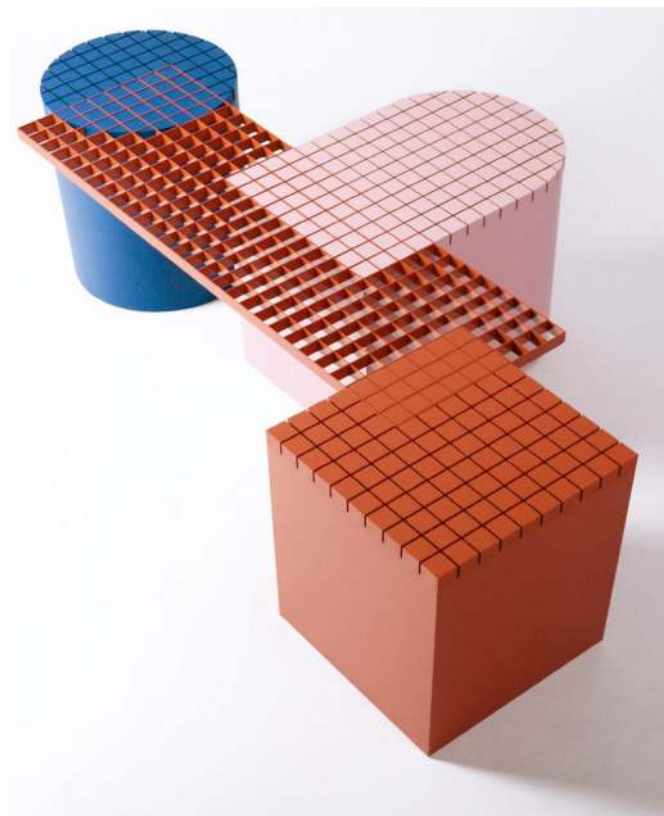
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RISE UP

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.

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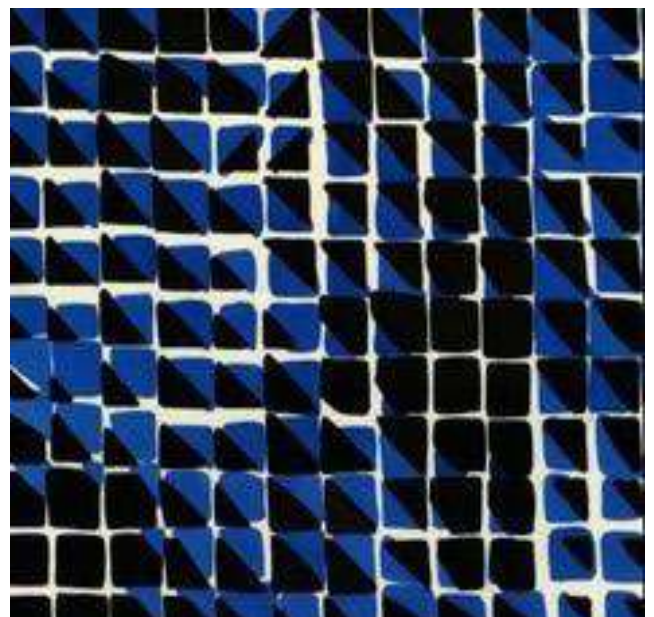
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SEEDS

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.

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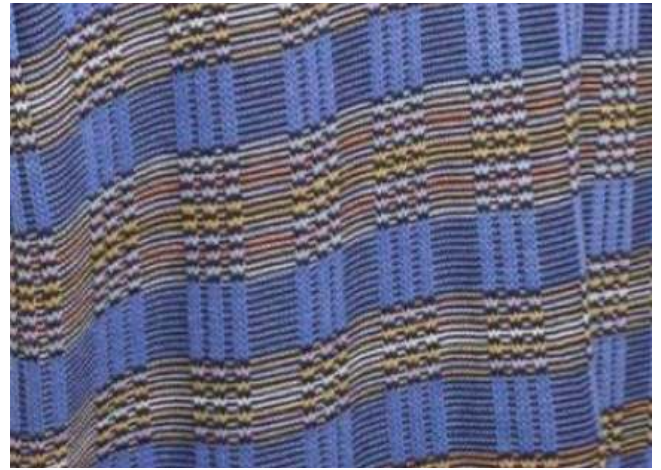
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DARING

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.

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