

2022 China Home Textile Trend 中国家用纺织品流行趋势



“China Home Textile Association, The Department of Home Textile Trend Research and Promotion” and “Concept & Style Fashion Project Group Italy” in-charge of the concept, design and set-up of the trend area, and will share the 2022 home textile trend to public during Intertextile Shanghai Home Textiles – Autumn Edition 2021, 25~27 August 2021.

They shared their knowledge, inspirations and exchanged their visions of trend evolutions considering consumer demand, retail expertise and contract market or new technologies. Four themes have been developed to express this spirit in 2022 China home textile trend, which are: “Gypsum”, “Connected”, “Lush” and “Bloomcore”.

In order to boost the growth of the China Home textile market, China Home Textile Association would like to invite exhibitors to submitted their exhibits and display in the trend area which is an outstanding display area to present your products to buyers, extend the exposure beyond your booth. It is definitely an additional promotion opportunity you won't want to miss!

由中国家用纺织品行业协会流行趋势研究与推广工作室、康斯坦丁时尚设计策划集团合作推出的“2022 中国家用纺织品流行趋势”，已完成趋势概念的研究，将于2021年8月25~27日在上海“中国国际家用纺织品及辅料(秋冬)博览会”上正式发布。

“2022 中国家用纺织品流行趋势”通过对国内外市场的充分调研分析，从消费者的生活方式和情感需求出发，推出了“重塑”、“互联”、“葱郁”、“绽放”四大趋势主题，向行业及大众传达新一季家纺流行风尚的同时，引导企业产品研发，促进家纺行业的设计创新。

为了让趋势能更加紧密的结合中国家纺行业发展现状，紧贴市场，更好的推动流行趋势对家纺行业的引导作用，中国家纺协会流行趋势研究与推广工作室面向全行业开展“2022 中国家用纺织品流行趋势”产品的征集工作，欢迎各家纺产业集群、企业和设计师积极参与，最终入选产品将在趋势发布展上面向行业展出。

Gypsum 重塑

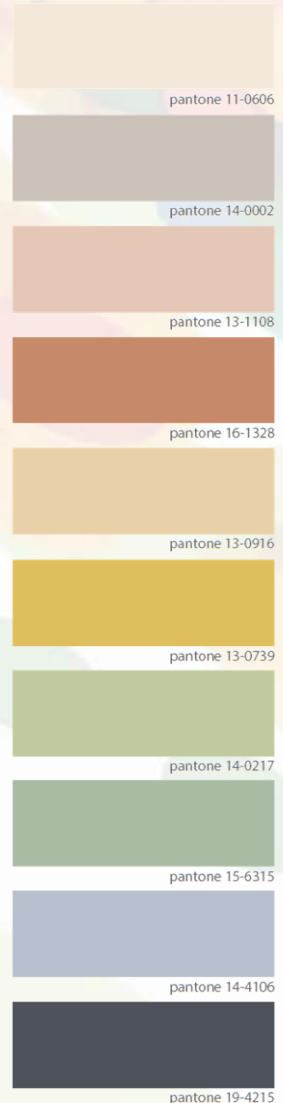


Earthy and ethereal: Gypsum embodies the timeless beauty of the natural forms while offering a fresh perspective on design. Focusing on textures, the play of lights and shadows creates mesmerizing motifs. Sinuous lines become hypnotic desert dunes, plissé materials turn into fascinating canyon gorges and sculpted waterfalls. Matter seems moved by an invisible breeze that moulds it into fantastic shapes, pleasing to the eye as to the touch.

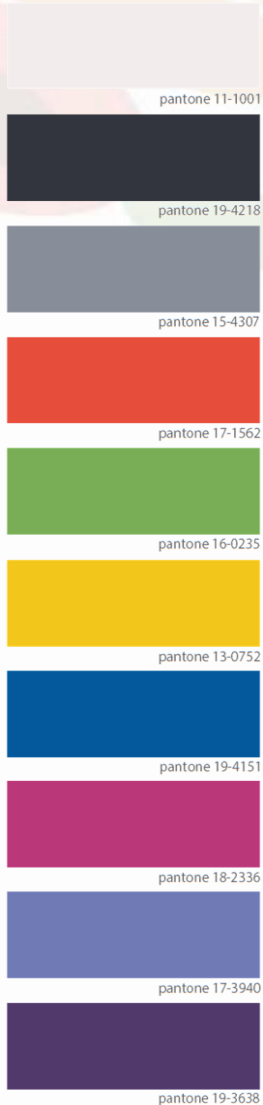
Movement is the protagonist, with its ascensional currents and floating veils. The sublime meets the terrene, where the use of organic materials and natural fibers accentuates this dichotomy, harking back to the natural world. Dusty, sandy, ivory, birch, limestone, sandstone, and marble-white colours add elegance and create serenity, a sense of freedom..

泥土和空灵：石膏在展现自然形式永恒之美的同时，还展示了一个全新的设计视角。

动感的光影聚焦于肌理和材质之上，创造出迷人的图案。蜿蜒的线条如同沉睡的沙漠之丘般平滑流畅、层次分明，轻盈的褶皱材料犹如迷人的峡谷和精雕细琢的瀑布。它似乎被无形的微风吹动，被塑造成奇异的形状，触感柔软且赏心悦目。伴随着运动的主旋律，它如同漂浮的面纱一般呈现出上升的趋势。有机材料和天然纤维的结合如同壮丽的景象与自然世界相碰撞，帮助人们回归本真。尘土、沙地、象牙白、桦木、石灰岩、砂岩和大理石的色彩创造出优雅、宁静和自由的感觉。



Connected 互联



The fabric of our society is made of human connections, and nowadays feeling connected is more critical than ever. In a year where mankind rediscovered the meaning of isolation, future design should help people reconnect with each other. The importance of bonding is represented by futuristic silhouettes: interlaced shapes, playful symmetries, entwined lines like a network. It is the revival of the geometric simplicity and abstraction of Blobitecture and futurist art, while the colour palette weaves together De Stijl, City Pop's neon colours and metallic hues. Today's design innovation sees tech at the forefront. Technology helps us overcome geographical boundaries and frontiers, and provides us with new techniques like laser cutting, thermoshaping, and 3D-printing. Harmony is found in the union of new machine-made materials and human genius and creativity. In the end, design can connect us all.

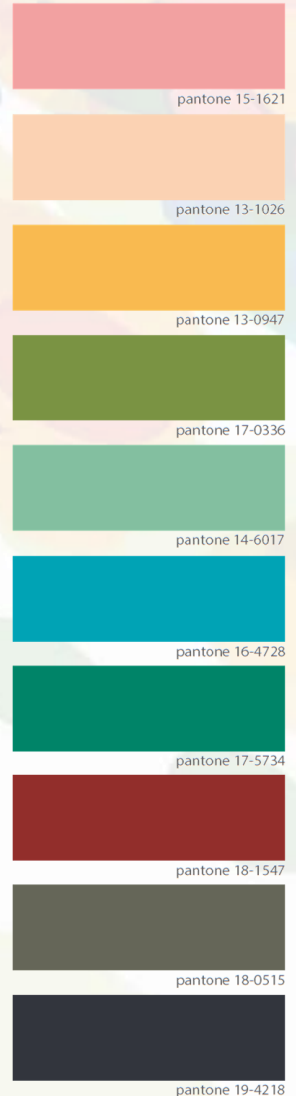
人与人之间的联系构成了我们的社会结构，当今时代人们之间的联系沟通比以往任何时候更加重要。在这一年，人类重新发现了隔离的意义，未来的设计应当可以帮助人们重新建立联系。联系的重要性体现在未来派设计的轮廓上：交错的形状、有趣的对称和像网格一样交织的线条。这是对几何结构的简化和对抽象艺术的复兴，同时继承了前卫主义和未来主义艺术。而色彩则是将风格派色调、城市流行的霓虹灯色彩和金属色调交相融汇。当今的设计创新将科技置于最前沿，技术帮助我们跨越地域边界，并为我们提供了激光切割、热成型和3D打印等新兴技术。机器制造的新材料，在与人类的天赋、创造力相结合的过程中达到了一种和谐。最后，设计将联接一切。

Lush 葱郁



Exoticism has always fascinated men with ideas and styles from distant lands. Lush takes us to the heart of a sumptuous mystical rainforest populated by colourful eccentric patterns and textures. With maxi prints of abundant luxuriant foliage, space seems to expand as men find themselves immersed in a micro forest of their own. What catches the eye is the contrast between the dominant verdant hues and the complementary bright colours which gives a sense of opulence, glamorous extravaganza. This trend is characterized by an abundance of exotic elements, from overgrown jungle-inspired prints to more enigmatic, bold motifs. It is vibrant, alive, yet relaxing. Lush creates a profuse and delightful pluvial world we would like to live in and explore.

异国情调总是吸引着来自不同地域的具有想法和风格的人们。郁郁葱葱的树木将我们带到了一个充满神秘色彩的热带雨林中心，这里拥有色彩斑斓稀奇古怪的图案和纹理。以茂密树叶为元素的超大图案似乎扩展了空间，我们仿佛沉浸在微型森林之中。大面积的翠绿色调和互补的明亮色彩之间的对比引人注目，给人们一种富丽堂皇、迷人奢华的感觉。这个趋势以充满大量异域风情的元素为特点，从茂密的丛林风格印花到更神秘大胆的色彩主题。它充满生机和活力，但又令人放松，创造出了一个令人神往的生活方式和令人探索的丰富愉快的雨林世界。



Bloomcore 绽放

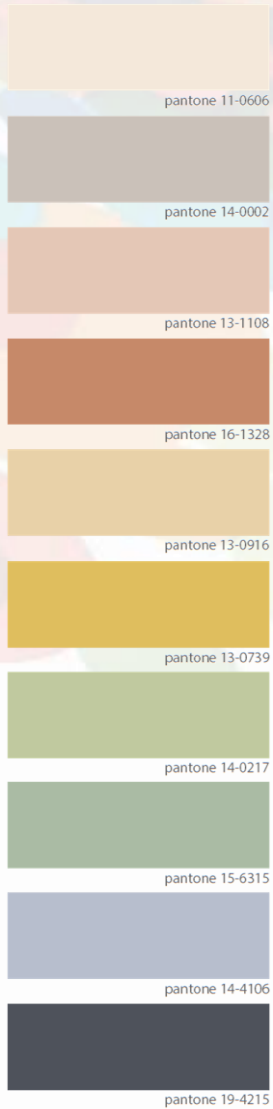


Bloomcore celebrates the renaissance, the astounding power of nature reborn after the storm, the ravishing marvel of flowers reblossoming after each winter. It is an inspiration for men to rise again after each fall. Bloomcore represents beauty through art and nature, in a display of highly refined taste. Its aesthetic is inspired by a romanticized interpretation of European cottage gardens, picturesque landscapes and blooming greenery, similarly to the cottagecore trend. However, rather than embracing the simplicity of countryside living, it turns towards a more luxurious lifestyle. This trend aims at stupefying with its richly-detailed botanic motifs that seem to be popped out of a bucolic painting from another epoch. Delicate hand-embroidered flowers, 3D appliqué petals, golden threads, and meticulous attention to detail are only a few of the elements that capture the true elegance and lavishness of the theme. Soft velvets, flourishing jacquards, embroidered cottons, flamboyant silks are some of the most iconic fabrics that best embody such sumptuosity. It is the astonishing triumph of nature translated into design.

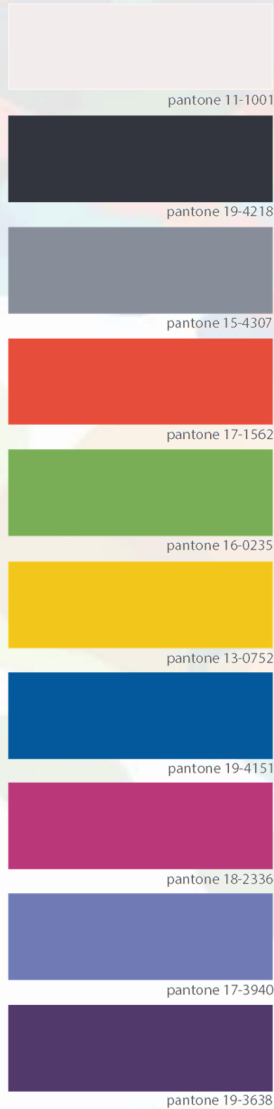
赞美大自然在暴风雨过后重生的惊人力量、赞美每年寒冬过后繁花再次绽放的迷人奇迹，这些都是激励人们在跌倒后重新站立的灵感和动力。此主题的美学灵感来自欧洲家庭花园如画般的风景和繁茂绿色植物的浪漫化诠释，契合了一种倡导回归乡村农舍传统技能和手工艺的趋势。同时通过艺术的表现形式体现精致优雅的品位，转向为一种更加奢华的生活方式。突出丰富细节的植物主题，仿佛是从另一个时代的田园绘画中跃然而出，令人惊艳。精致的手工绣花、3D镶嵌花瓣、金线以及一丝不苟的细节处理，是该主题优雅与奢华气质元素的呈现；柔软的天鹅绒、繁密的提花织物、刺绣的棉织物、华丽的丝绸则是展现这种精巧奢华的标志性织物。大自然被转化为设计的智慧杰作令人叹为观止。



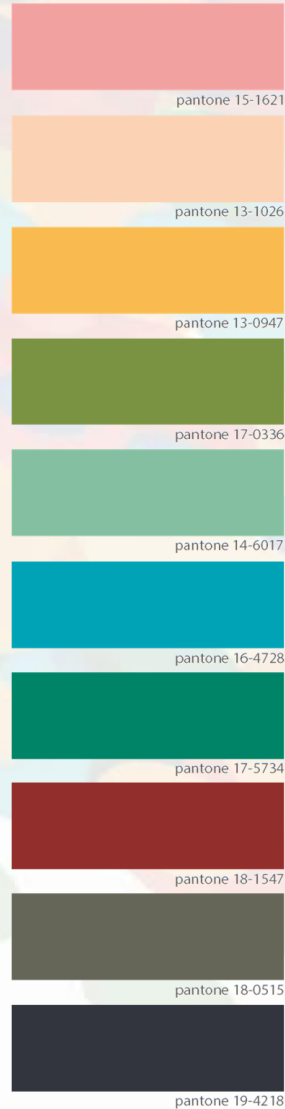
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Visit the China Home Textile Trend at:
Intertextile Shanghai Home Textile – Autumn Edition
25-27 August 2021
National Exhibition and Convention Center (Shanghai)

敬请光临中国家纺流行趋势专区:
中国国际家用纺织品及辅料(秋冬)博览会
2021年8月25-27日
国家会展中心(上海)

