



AUTUMN  
WINTER

中国纺织面料流行趋势

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# Prologue

启

序

—

即开启、建立时代新的秩序。

历经重重挑战后，不确定性已经内化成一种常态，人们更迫切地希望回归对生活的掌控并拥有持续感知幸福的能力。传统固化的规则在逐渐消退，新的更灵活的秩序被加速重构，“起、承、转、合”的新章法开启时代的新秩序。

“起”是探索与开始。以向内感知的方式开启与世界的对话，发掘关怀之美，通过高质量发展响应多重消费需求，用更开放和包容的姿态开启新实用哲学。

“承”是传递与延续。与远古启示相连，深度探索可持续理念，从物化的世界中寻找制衡的力量，以共生共享的视野推动自然的永续循环。

“转”，是调节与平衡。在急速多变的外在环境中，放慢内在心灵的节奏，以更为舒放的心态感知现实与想象的边界，撷取生活灵感并幻化为时尚妙趣。

“合”，是融汇与升华。以试验性精神触摸未来世界，融合幻想与科学的创造力，汇聚多世代创意，书写隽永华丽的无限神话。

起要平稳；承要春容；转要变化；合要渊永。



## 迭起

NEW ORDER &  
KEEN PERCEPTIVENESS

关怀之美  
实用生活哲学  
纯粹练达  
感性秩序  
模糊界限

Beauty of Care  
Practical Life Philosophy  
Pure and Worldly-wise  
Sensory Order  
Blurred Boundaries

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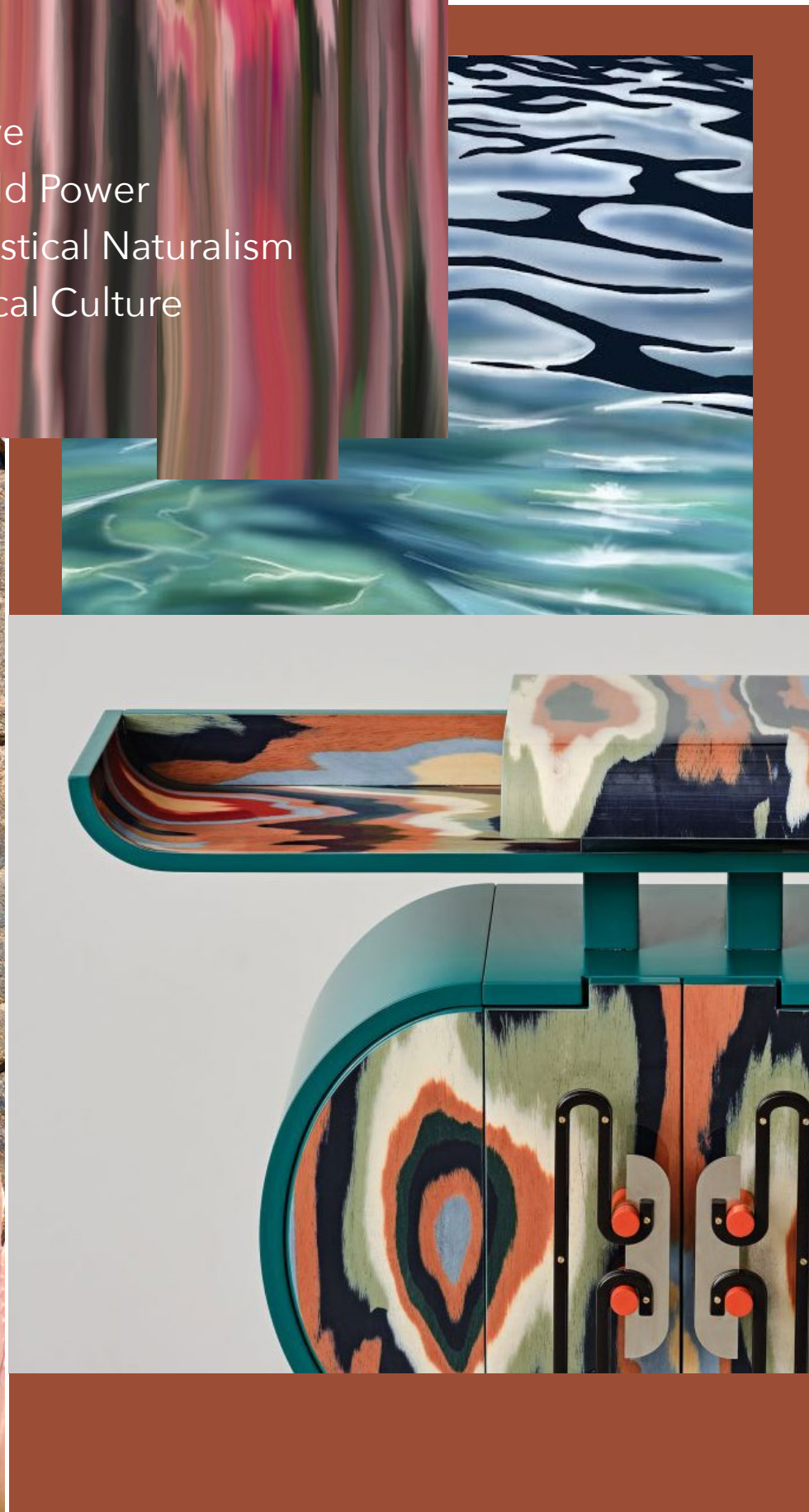
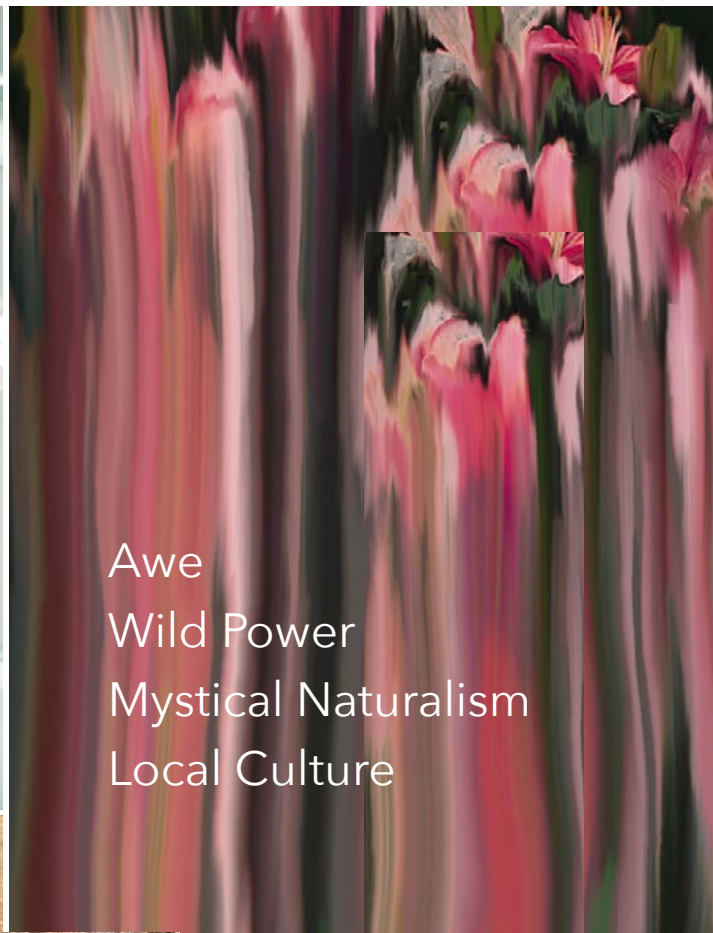
## 迭起 NEW ORDER &amp; KEEN PERCEPTIVENESS

“理性消费”时代，人们选择遵循本心，感性地生活。简洁、实用的生活哲学造就简而不凡的都市印象。时尚表达渗入实穿主张，糅合实用主义和精致细节，随时间更替，风格迭新；身心对于舒适的渴求，主导服表演变为“关怀之美、体验之美、现实之美”合一的外化呈现；“松弛感 • 精致感 • 日常感 • 氛围感 • 社交感”五感被不断放大并融入时尚语义，营造沉浸、细腻、多元、极致的风格导向。外看世界，内观自我，在对内沉淀与感性回归的过程中寻找真我，以纯然心绪迎接盎然惬意，并以不断更新的内在感知力创造永恒之美。

**色彩：**经典色调隽永常新，微妙变化的中性色与低调的有彩灰色系体现了谦逊的奢华感、实用性和可持续性。柔肤色、米灰色、棉白色为基底，缀以月影灰和云水蓝，一切都归于柔和、温暖与轻盈。自然律动在织物上留下印记，青玉灰、砂砾色与旷野灰彼此交叠，丰富层次自然而然。柔和色调在冷暖交汇中愈显丰盈，彼此相映成趣，折射自然心境的同时，释放出内在的优雅与力量。

**面料：**诠释关爱经济，强调质感、功能与安心设计的价值合一。专注于切实、可触碰的内在品质，羊毛、羊绒、桑蚕丝等材质带来奢华体验和持久价值；蓬松舒适的轻柔暖绒、轻量保暖的拉毛或缩绒毛呢与经典的灰、驼色调呼应，诠释精致百搭的松弛风格；中等克重的毛型材质重塑经典质感，高级哑光及虚化朦胧的表面更新细节，跨季性是为产品增值的关键；简约的毛、棉或麻与涤纶混纺面料，具有粉刷墙壁般的自然微肌理或编织颗粒感，诠释无季耐用的高级休闲风；硬质棉、涤、锦等科技考究材质具有微皱、纸感、光泽、磨砂等多重表现，附加机械弹、易打理及防风雨等性能，是重要的高适应性现代科技通勤品类；牛仔风面料回归经典，靛蓝及原色、里层舒适性深受关注；3D 雕刻结构、手工感蕾丝饰面、抽象及故事化的优雅图案隐匿于低调材质，流露出由内而外的艺术韵调。优雅中性色与高质化材质交互作用，以简约和克制的方式塑造低调奢华的实用主义美学。





## 承续 HUMAN NATURE & SUSTAINABILITY

在深度探索可持续时尚的进程中，以敬畏之心感知自然的神秘与力量。“天地有大美而不言”，自然展现出强大的凝聚力与治愈力，如荒漠中涌动的坚韧蓬勃，尽释无畏肆意风姿；根植于大地的古老文明带来启示与力量，指引我们重新思考生命的价值，构建全新舒适的生活方式；户外灵感触动都市脉搏，于匠心之下交融理性、浪漫与个性。沿承追本溯源、自然寻踪的人文理念，我们学会尊重季节变化，感受时间流动，并以此为支点去畅想环保、可持续、多元化的新生态未来。

**色彩：**冬日浮光，掩映出无尽的自然魅力，广袤无垠的大地风貌充盈硬朗与柔美的澎湃能量。炽热的红与棕交织温柔的合欢红，金盏花黄耀眼绽放，与冬日温暖的阳光交相呼应，律动色彩演绎温暖变奏。深邃色调代表深海中未知的色彩，深黛绿更新冬日暗色，潮汐深绿碰撞杨桃青黄与橡树棕，释放大地深处的恢弘之力。自然赋色浓郁丰盈，温暖蔓生，以激昂之态饰写天然巧趣。

**面料：**新自然风格蕴藏着野性之美与可持续力量，外观富有趣意与视觉张力，性能美学融入跨场景日常，带来不止于“舒适”的多重体验。升级户外质感依然重要，运动羊毛、功能性羊毛环保天然且带有防风雨、抗皱、机可洗等功能，演绎温暖奢华的都市户外风；实用的密实斜纹布、尼龙布、帆布等基础防护材质聚焦可持续升级，环保的原料和染色工艺、植物基功能整理是突破关键；泥土、根系、岩石灵感启发下，面料呈现出不规则划痕、褪色视觉和有机干燥肌理，结合大地色系，展现出隐身于自然的质朴怀旧风格；感性条纹、暖意格纹在生机感色彩的点缀下焕发活力；模仿金属锈斑、昆虫荧光色、动物警戒色等打造的抽象和艺术化图案，诠释了新的超自然主义和有机增强形态，扎染、植绒、提花等传承工艺的加持烘托浪漫的自然主义氛围；具有地域特色的古典纹样、本土元素和手工技艺结合现代表达，彰显在地文化的魅力；植物基皮革、仿真的动物皮草设计紧扣对道德与美的平衡。一切源于自然，融于自然。



# 流转

DAILY LIFE  
BACK  
&  
POWER OF  
RESHAPE

重塑日常美好  
乐享自我  
情绪修复  
浪漫意趣  
柔和未来感












Reshape Everyday Beauty  
Enjoying Oneself  
Emotional Restoration  
Romantic Interest  
Gentle Future Style

## 流转 DAILY LIFE BACK & POWER OF RESHAPE

回归日常美好，身体和内心的感受在岁月云卷云舒中重启。以物质为本的消费喜好转向追求视觉、精神和趣味等的多重满足。平衡外界期待与自我理想的冲突，乐于精神悦己，忠于自我表达，共情与自洽的底层诉求派生出独一无二的身份坐标；数字设计与浪漫主义渗透生活美学，链接当下与未来，以梦幻轻盈的滤镜效果呵护柔软心绪；坚韧的心性帮助我们诗意且细腻地表达乐观前进的期望。我们向往明日世界，又感念当下美好瞬间，以无拘率性之姿拥抱融融暖意，重振美好生活的复兴。

**色彩：**从日常生活中提取的鲜活色彩将服饰变得灵动可爱，缤纷彩色以梦幻的形式绽放，成为快乐的催化剂。元气粉、柔和亮黄与青薄荷色打破冬日印象，带来让人眼前一亮的惊喜，描绘出活力生机的多彩意象。樱草紫、薰衣草色穿插品月蓝和银河灰，折射未来绮光，触发奇幻美学体验。色彩起伏间的流动遐想，带来浪漫与张力的多视角碰撞。清新色系为造型注入明媚姿态，配合利落黑色，唤醒秋冬穿搭新灵感。

**面料：**简洁浪漫且愉悦身心的色彩与质感营造轻松欢快的跨季节氛围，充满意趣的光泽、肌理和图案细节映射彰显自我的个性化审美。轻或中等克重的单色或微混色平滑质地面料精致垂坠而触感柔软，应季流行色犹如神来之笔，提振情绪；桑蚕丝、天丝、醋酸、尼龙等打造的光泽感材质或丝滑垂坠，或微皱挺括，或以同色系提花低调装饰，结合日常化造型将华丽质感融入休闲生活，水润的珠光、虹彩效果升级浪漫；薄纱是重要的跨季和层搭材质，隐约的透明度与轻盈的流动感在褶皱、微光、印花、剪线等细节的烘托下，诠释柔和含蓄的性感之美；具有防风雨、保暖、调温、透气等性能的哑光或光泽涤纶、尼龙、胶质面料，关注环保属性和动感色彩，打造活力都市、休闲、户外皆宜的跨场景品类；多彩的喷绘渐变，奢华的提花、印花和刺绣装饰，唯美的线迹图案等在顺滑利落的底布上一一呈现，或醒目治愈，或前卫华丽，是材质强可塑性的有力体现。

										
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# INTEGRATION & INNOVATION



Integrated Innovation  
 Protagonist Energy  
 Multi-generational Creativity  
 Reinterpretation of Cultural Contexts  
 Authentic Luxury

混合创新  
主角能量  
多世代创意  
重释文化意境  
真实奢华

**面料：**融合深层创造力，奢华的、古典的、科幻的、精致暗黑的以及其他实验性的材质共同诠释具有能量感和神秘感的多元风格。致密的深调底色丝质感材质或以桑蚕丝、莱赛尔为原料，或以科技质感尼龙呈现，结合隐约迷幻的光泽对比和层次丰富的3D浮雕肌理，展现复古华丽的古典韵味；破损的艺术感花纹具有未完成式新优雅，将缺憾之美进行独特演绎；源于数字灵感的雾感花纹、数字几何、干扰渐变等纹样在滤镜效果的加持下，彰显个性前卫的未来氛围；拼图色块、像素语言以及童趣图案搭配明亮色彩的有序点缀，青春、活力而奇幻，亦是追忆童年的设计载体；趣味的丝绒材质可用提花、色块装饰，亦可以烂花、破损、流苏赋能，奢华而耐人寻味；钉珠、亮片、金属亮丝以及金属质感涂层等是展现华丽与独特的不二法宝，多样化的撞色、点缀、多彩、图案化设计可以打造昼夜皆宜的靓丽单品。

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AUTUMN  
WINTER

中国纺织面料流行趋势

FABRICS  
CHINA  
TREND





# Pro- logue

## Prologue

The prologue indicates the start of a new order of the times.

After experiencing many challenges, uncertainty become the new normal. People expect to back to daily life and could continuously perceive happiness. The inherent rules are disintegrating, while a new and more flexible order is being reconstructed at an accelerated pace. The “opening, development, transition, and conclusion” story appears in the spotlight.

“Opening” means exploration and the very start. It opens a dialogue with the world through inward perception, explores the beauty of care, focuses on high-quality development, and satisfies the upgraded consumer demand. A new practical philosophy is established with a more open and inclusive attitude.

“Development” means transmission and continuation. It connects with the ancient revelation,

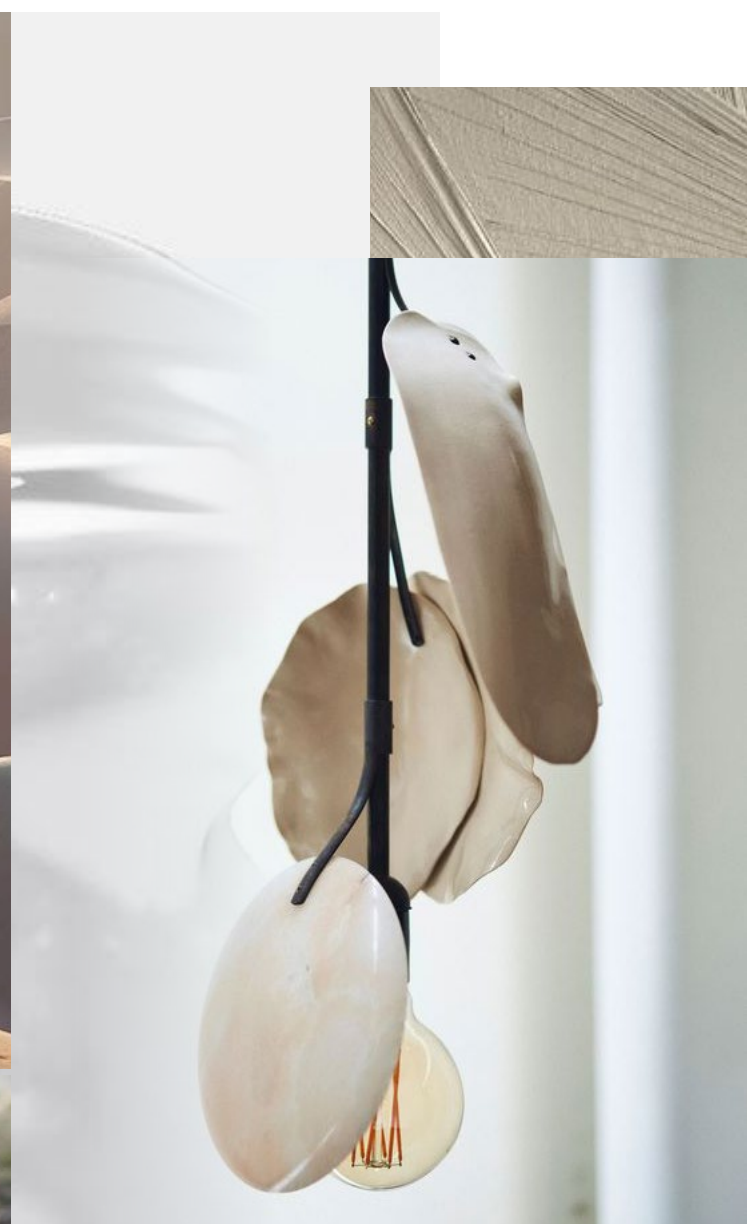
explores sustainable development, looks for the power of checks and balances from the materialized world, and promotes the sustainable cycle with the vision of symbiosis and sharing.

“Transition” means regulation and balancing. In the fast-changing external environment, we slow down the rhythm of our inner mind, perceive the connection of reality and imagination with a more relaxed mind, and capture the inspiration of life and transform it into fashion fun.

“Conclusion” is convergence and sublimation. With the spirit of experimentation, we embark on the exploration and narrative of the future world and write timeless and gorgeous myths by fusing the creativity of fantasy and science, bringing together the creativity of multiple generations.

With a plain “opening”, a grand “development”, a changed “transition”, and a meaningful “conclusion”, the new order of the times emerges into the limelight.





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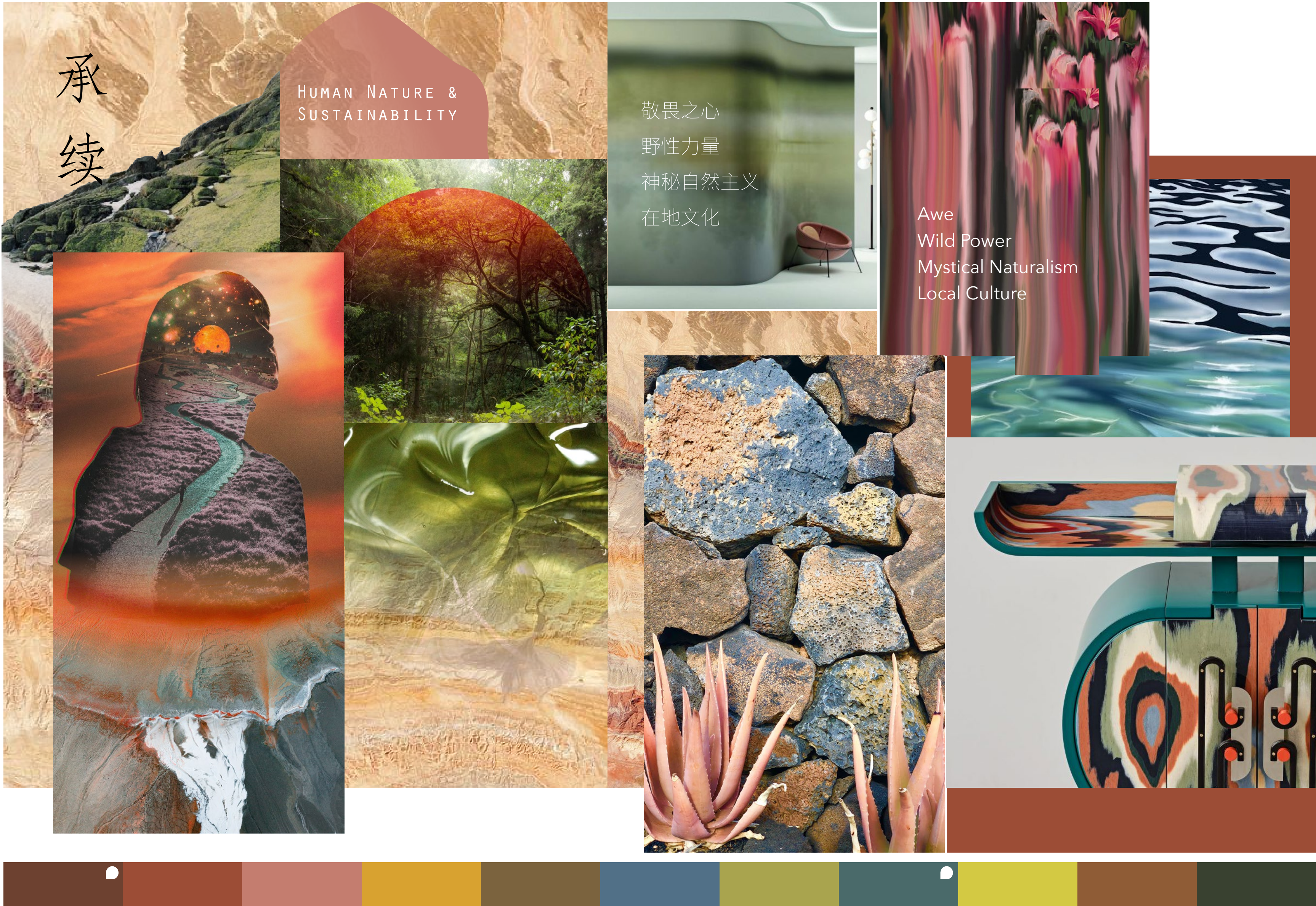
## NEW ORDER & KEEN PERCEPTIVENESS

In the era of “rational consumption”, people choose to follow their hearts and live in a sensuous manner. The philosophy of simple and practical life creates the impression of a simple but extraordinary urban look. The fashion expression is integrated into practical wear, blending pragmatism and exquisite details. And the styles change with time. The pursuit of comfort promotes the evolution of apparel into the integration of care, experience, and reality. Relaxed sense, exquisite sense, daily sense, ambiance sense, and social sense are constantly integrated into fashion vision to create immersive, delicate, diversified and ultimate-orientated styles. By looking at the outside world and seeing internal selves, people are looking for true selves in the process of internal precipitation and sensuous return, welcoming the pleasant feeling with a pure heart and creating eternal beauty with constant inner perception.

**Colors:** Classic tones are timeless and ever-new, with subtle variations of neutrals and understated colored grey tones reflecting a sense of modest luxury, practicality and sustainability. Soft skin tone, beige grey and cotton white are accented with moon grey and cloudy blue, all of which are soft, warm and light. The rhythm of nature leaves its mark on the fabric, as jade grey, gravel grey and wilderness grey overlap each other in rich layers. The soft tones become ever richer in the interplay of warm and cold tones, reflecting the natural beauty while showing elegance and strength.

**Fabrics:** The economy of care emphasizes the unity of texture, function, and reassuring design. Focus on tangible and touchable quality. Wool, cashmere, and mulberry silk bring luxury experiences and lasting value. Playing with classic grey, and camel tones, fluffy and comfortable lightweight fleece and brushed or milled tweed interpret delicate and versatile relaxed style. Medium-weight woolen material reshapes the classic texture; advanced matte and vague hazy refresh the surface details. Cross seasons are the key point. Wool, cotton/PET or linen/polyester blends with natural micro-textures like whitewashed walls or woven textures interpret a high-end casual style that is seasonless and durable. Solid technologically sophisticated materials like cotton, polyester, and polyamide presented in multiple ways, such as micro-crease, paper feel, luster, and stoned, with additional mechanical elasticity, easy care, and weatherproof performance, are suitable for the highly adaptable commuting category. Denim-style fabrics return to the classic, of which indigo and original color, lining comfort are the focus. The 3D sculpted structure, handmade lace, and abstract and storytelling elegant patterns are hidden in the understated material, revealing the artistic tone from the inside out. Elegant neutrals and high-quality materials play with each other, creating an aesthetic of understated luxury and practicality with simplicity and restraint display.





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## HUMAN NATURE & SUSTAINABILITY

In the process of exploring sustainable fashion, the mystery and power of nature are perceived with reverence. The heaven and the earth have the highest virtue, but they do not speak a single word. Nature shows a strong cohesive and healing power, for instance, flourishing lives in the desert. The ancient civilization rooted in the earth brings inspiration and power, guiding us to rethink the value of life and build a new and comfortable lifestyle. Outdoor inspiration combines with the urban look, blending rationality, romance and personality with the workmanship. By following the humanistic concept of tracing the origin and nature, we learn to respect the change of seasons and feel the flow of time. In doing so, imagine a new ecological future that is eco-friendly, sustainable and diversified.

**Colors:** Winter beauty reminds people of the endless charm of nature, showing the vast and boundless landscape of the earth as well as the thriving lives. Fiery red and brown intertwine with gentle acacia red. Marigold yellow dazzling bloom echos the warm winter sunlight. Deep tones represent the unknown deep sea. Dark green renews the dark colors of winter. Tidal dark green, starfruit greenish yellow and oak brown release the magnificent power of the deep earth. Rich and voluminous natural colors decorate with natural ingenuity exuberantly.

**Fabrics:** The new natural style contains wild beauty and sustainable power: the appearance is rich in interest and visual tension; performance aesthetics are integrated into multiple application scenarios, bringing more than a comfortable experience. The upgraded outdoor texture is still the key: sporty wool and functional wool are eco-friendly and have weatherproof, wrinkle-resistant, machine washable and other functions, interpreting warm and luxurious urban outdoor style; practical dense twill, nylon fabric, canvas and other basic protective materials focus on sustainable upgrading, of which the sustainable raw materials and dyeing process, and bio-based functional finishing are the keys to breakthrough; inspired by mud, roots, and rocks, fabrics present irregular scratches, faded effects and organic dry effects, showing a rustic nostalgic style with earthy colors. Sensuous stripes and warm plaids are revitalized by the embellishment of vibrant colors. Abstract and artistic patterns imitated metallic rust spots, insect fluorescent colors, and animal warning colors interpret new supernaturalism and organic enhanced forms. The romantic naturalistic atmosphere is supported by tie-dye, flocking, jacquard and other inherited techniques. Classical patterns with regional characteristics, local elements and handicrafts combined with modern expressions highlight the charm of local culture. Plant-based leather and simulated animal fur are closely linked to the balance of morality and beauty. Everything originates from nature and back to nature.



流转

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BACK  
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重塑日常美好  
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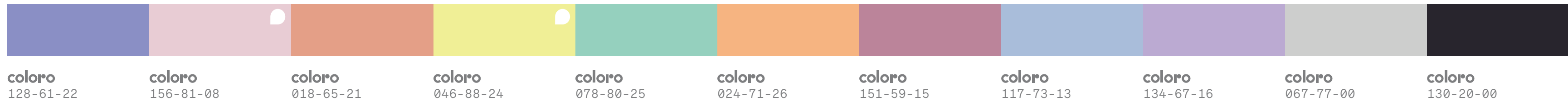
Reshape Everyday Beauty  
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Romantic Interest  
Gentle Future Style

## DAILY LIFE BACK & POWER OF RESHAPE

Back to the beauty of everyday life, the body and inner feelings are refreshing throughout the times. Material-based consumer preferences shift to the pursuit of multiple satisfaction for visual beauty, spiritual satisfaction and fun enjoyment. Balancing the conflict between external expectations and self ideals, people enjoy pleasure themselves and are loyal to self expression, resulting in their unique identity awareness. Digital design and romanticism permeate the aesthetics of life, linking the present and the future, presenting soft feelings with a dreamy filter effect. Tenacity helps us to express the optimistic expectation of moving forward poetically and delicately. We look forward to the bright future but also cherish the beautiful moments of the present, reviving the renaissance of a better life with unrestrained spirits.

**Colors:** The vibrant colors extracted from daily life make the outfits spirited and lovely. And the colorful blooms in a dreamy form, becoming a catalyst for happiness. Vibrant pink, soft bright yellow, and mint green bring a bright surprise to the winter impression, depicting the colorful imagery of vitality and vibrancy. Together with Sakura purple and lavender, pale blue and galaxy grey show the fantasy future aesthetics. The colors reverie bring a magic story of romance and powerful. The fresh color palette and sharp black make autumn and winter wear a bright new look.

**Fabrics:** Simple, romantic, and pleasing colors and textures create a relaxed and cheerful trans-seasonal atmosphere, with playful luster, texture and pattern details to reveal the individual aesthetic. Smooth fabrics in light or medium weight monochromatic or tinted colors are exquisitely draped and soft to the touch, and seasonal colors can lift the mood magically. Mulberry silk, tencel, acetate, nylon and other glossy materials are either silky and draped, slightly wrinkled and stiff, or decorated with the tonal jacquard in a low profile. Gorgeous textures in a daily style are integrated into casual life, of which moist nacre and iridescence upgrade the romance. Tulle is an important cross-seasonal and layer-matching factor: vague transparency and flow sensation play with pleats, shimmer, prints and fil-coupé, interpreting the soft and subtly sexy. Matte or glossy polyester, nylon, and gel fabrics with weatherproof, warmth, temperature regulation and breathability functions focus on environmental attributes and dynamic colors, suitable for a cross-scene category of urban, leisure and outdoor. Colorful gradient painting, luxurious jacquard, prints and embroidery, are presented on the smooth fabric, showing diversified styles such as eye-catching, healing, avant-garde, or gorgeous.







Febrics China

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INTEGRATION &  
INNOVATION

Integrated Innovation  
Protagonist Energy  
Multi-generational Creativity  
Reinterpretation of Cultural Contexts  
Authentic Luxury

混合创新  
主角能量  
多世代创意  
重释文化意境  
真实奢华

## INTEGRATION & INNOVATION

Focus on the aesthetics of the new generation, combining the spirit of experimentation, creativity, and the energy of the protagonists. Envisioned a world where everyone treasures their distinct beauty and promotes shared prosperity. Fashion pioneers express young and fearless emotions, vividly showing beauty without definite style. Multi-generational creativity throughout the past and future blur the distinctions of styles, expressing a diverse mood full of innovation, thoughtfulness, and artistic power. Transforming a new perspective from the trends revival and technological progress. The new fashion mixes real luxury with extraordinary sensory vision, the sky is the limit. Embracing an open and diverse perspective, we rethink the standard of beauty and reinterpret the new meaning of beauty in heritage and innovation.

**Colors:** A colorful palette presents the beauty of vitality, energy, and diversity. Lapis lazuli blue, aurora green and spectral orange are bold and vibrant, bringing extraordinary beauty to the simple style. Ume plum jam purple, emerald green and dark cherry red are presented in bold prints, totems and color blocks. Vintage metallics capture the spotlight, showing a more distinctive style with the gradation of the color scale. The clash between the enthusiastic and introverted expressions is unexpected but understandable. The bright and dark tones matched with each other, boldly breaking the infinite dimension and bringing a surreal and beautiful reverie.

**Fabrics:** By fusing deep creativity, experimental materials that are either luxurious, classical, sci-fi, or sophisticated dark, interpret a multifaceted style with a sense of energy and mystery. The dense, dark-toned silky material is either made of mulberry silk, lyocell, or technical nylon; combined with vague acid luster contrast and richly layered 3D embossed texture to show a retro-glamorous classical flavor. The broken artistic pattern has an unfinished new elegance, presenting the beauty of defects. With the help of the filter effect, the digital-inspired foggy pattern, digital geometry, and interrupted gradient show the future atmosphere of personality and avant-garde. Jigsaw color blocks, pixel elements, and childish patterns in bright colors demonstrate youth, energy and fantasy, reminding people of childhood. Luxurious and intriguing velvet can be decorated with jacquard and color blocks, or burnt-out, damaged and macramé elements. Beads, sequins, metallic threads and metallic coating are the best way to show the magnificence and uniqueness. And the diverse color contrast, embellishment, multi-colored design and patterned design can create beautiful items for both day and night.



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