

#1 Confrontation. This first proposal sets the scene: by exposing the infinite potential of AI, it reminds us of our immaturity. It expresses the fragility of the human condition and its need for protection. The rather pure color universe is oriented towards vegetal nuances, dominated by ivory, soft green and woody palettes. The protective, fluffy textures - while borrowing from the geological world - convey the sensoriality of this theme.

#2 Seduction. « *There's nothing left but to enjoy the show!* » The second phase of our fascination with these technologies that surpass us is seduction. Magic is at the heart of this theme, where life, in all its forms, is most visible. It emerges at the heart of the material, through organically inspired textures, human figures and mineral inlays. This "prolonged life" is expressed through a palette of carnal, languorous and embodied colors, but also with bright, floral and sweet tones.

#3 Alienation. The abandonment lasted only a short time: seduction no longer works, and [artificial] intelligence takes over. « *We had believed that freedom meant no longer having to choose. It was quite the opposite. We abandoned our decisions.* » The algorithm outpaces thought, takes over and occupies space... Matter is distorted and spread out... It steps out of the space in which we're used to seeing it. The key colors are warm and assertive, and are applied to materials that express universes close to life, with draped textures and embroidery.

#4 Annihilation. Humans disappear, fade away and submit to AI. It's the theme of erasure. « *We have simply become insignificant [...] Ejected from the equation.* » Here, colors are absent, palettes disembodied, extremely mineral, metallic and dusty. Here, technical fabrics perfectly translate this quest for neutrality, with smooth, lacquered aspects: coatings find a privileged terrain of expression here with lunar, sedimentary-inspired relief effects.

All four universes will be showcased in two *Trend Forums*: one at *Texworld Paris* for fabrics, the other at *Apparel Sourcing Paris* for finished products. Visitors will be able to discover looks inspired by the fabrics and products selected by the show's artistic directors. The *Highlights Elite* and *Highlights Denim* areas will also offer a number of variations on these themes, with samples and scenarios to illustrate each.

The trendbook IMPERFaiCTION can be downloaded [here](#)

Website:

<http://www.texworld-paris.com>

Download the press material here:

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

Providing maximum convenience for visitors, Apparel Sourcing, and Texworld Paris belong to the cluster of related trade fairs organised by Messe Frankfurt France (alongside Avantex and Leatherworld which take place only once a year during July session), held in one and the same location, on the same dates and where entry is free upon presentation of professional credentials.



Background information on Messe Frankfurt

www.messefrankfurt.com/background-information

Sustainability at Messe Frankfurt

www.messefrankfurt.com/sustainability-information



Messe Frankfurt France is a member of Paris Capitale de la Création, which brings together leading events in the fashion, design, art and creative industries, making Paris a key venue for all those involved in the creative world.

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