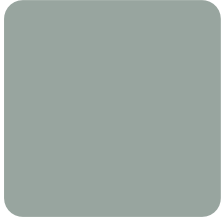


[Heimtextil Trends 25/26]

MATERIAL BRIEFING

Future Continuous

NATURALLY UNEVEN



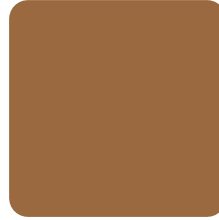
Naturally Uneven Green



Traceable White



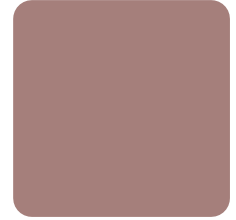
Alpine Hemp



Nurturing Earth



Revival Mud



Rose of Permanence

[COLOURS]

For the “Naturally Uneven” theme, focus on a palette that emphasizes natural, undyed, and unbleached tones.

NATURALLY UNEVEN GREEN: Soft, muted gray that mimics the hues of untreated stones or pebbles.

TRACEABLE WHITE: Unbleached, white shades that reflect the rawness of natural fibers.

ALPINE HEMP: A light beige that showcases the natural color of plant-based fibers like hemp.

NURTURING EARTH + REVIVAL MUD: Rich, warm browns that could have been died naturally with pigment from the soil.

ROSE OF PERMANENCE: A delicate, dusty rose that has a weathered, timeless quality, symbolizing the enduring beauty of natural, faded colors.

[KEYWORDS]

Raw, unrefined, uneven, small inconsistencies, organic, tactile, imperfect, natural beauty, artisan, earthy, authentic, grounded, primitive, wild, handcrafted, organic flow, natural, genuine character.

[TEXTILES]

Explore a variety of textures that evoke a sense of natural unevenness and raw beauty.

SURFACES: Embrace a mix of textures ranging from coarse and heavy to soft and light. Incorporate a variety of weights and transparencies to emphasize the natural imperfections.

FIBERS: Prioritize plant-based compositions and natural fibers such as linen, hemp, jute, wool, and nettle. Opt for materials that retain their natural color and texture.

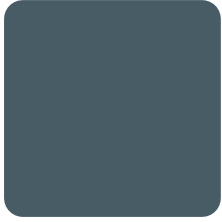
FINISHES: Utilize unfinished, undyed, and unbleached surfaces that showcase the authentic character of the fibers. Encourage the use of intentionally rough or peeled textures, with visible natural structures and fibers.

CRAFT: Focus on hand-crafted elements, such as hand-spun yarns, hand-woven fabrics, and hand-dyed techniques. Highlight textiles that carry the marks of their creation, such as uneven edges or slight variations in weave.

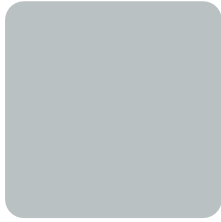
[PATTERN]

Patterns should be minimalistic and organic, not imprinted or embroidered in the textile but rather emerging from the woven or spun elements themselves, reflecting the naturally uneven theme: stripes with varying densities, and rough, unfinished edges, flat weaves with a natural, minimalist texture, semi-faded, naturally sun-bleached motifs.

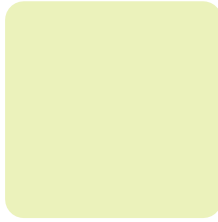
RADICALLY RESTRUCTURED



End of Petrol



Decentralised Grey



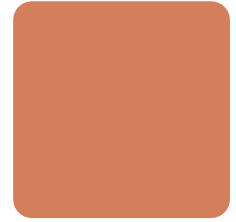
New Green Deal



Disembodied Blue



Violet Commons



Autarchic Orange

[COLOURS]

For the “Radically Restructured” theme, we seek textiles and products that embody the dynamic interplay of the identified colors, where muted tones are juxtaposed with bright, vivid hues. This contrast reflects the pursuit of dynamic stability and equity, achieved through ongoing reconsideration, innovation, and revision. The goal is to capture the essence of continual restructuring, where balance is not static but actively maintained through thoughtful evolution and creative adaptation.

END OF PETROL: A deep, industrial blue-grey that symbolizes the shift away from fossil fuels, restructuring production chains around renewable energy.

DECENTRALISED GREY: A cool, neutral grey that represents stability and the decentralization of power and influence.

NEW GREEN DEAL: A vibrant green that embodies the promise of progressive change.

DISEMBODIED BLUE: A bold, intense blue, almost artificial. It conveys a sense of disembodiment.

VIOLET COMMONS: A muted violet that reflects the blending of tradition with modern communal values.

AUTARCHIC ORANGE: A warm, earthy orange that speaks to self-sufficiency and the empowerment of localized, independent systems.

[KEYWORDS]

Equity, stability, resilience, innovation, transformation, sustainability, disruption, decentralization, autonomy, industrial shift, digital future, resilience, communal evolution, progressive change, self-sufficiency, restructured systems, boldness, futuristic, grounded, adaptive.

[TEXTILES]

The textiles for this theme should reflect the ideas of restructuring and innovation, using a range of surfaces and materials that are conceived to create alternative production processes.

SURFACES: combination of heavy and light textiles that play with opacity and transparency to create layers of depth.

FIBERS: Prioritize recycled, innovative, flexible and yet durable fibers constructed to last, or to have the lowest possible impact when dismembered and thrown away.

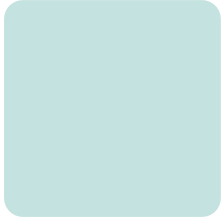
FINISHES: Incorporate finishes that suggest both industrial resilience and organic growth. Matte, textured surfaces should sit alongside sleek, reflective finishes to emphasize the blend of past and future.

CRAFT: Focus on innovative crafting techniques like 3D weaving, digital printing, and laser cutting.

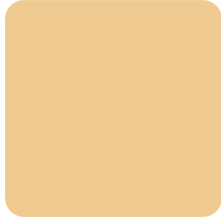
[PATTERN]

Incorporate patterns that represent a disruption of the status quo, such as digital glitches, disrupted and broken lines.

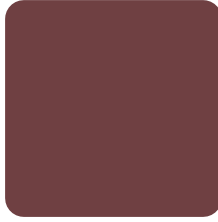
REGENERATIVE



Regenerative Azure



Digitally Crafted Sand



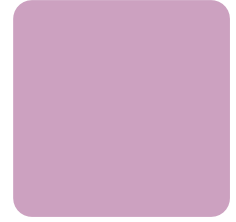
Relatable Brick



Repairable Green



Syntropic Forest



Imperfect Pink

[COLOURS]

For the “Regenerative” theme, the focus is on textiles that capture the essence of renewal, growth, and active regeneration of the environment beyond sustainability.

REGENERATIVE AZURE: A soothing, pale blue-green that symbolizes the purity and renewal of natural resources.

DIGITALLY CRAFTED SAND: A warm, bright, sandy beige, evoking digital craft.

RELATABLE BRICK: A deep, saturated, rich brown-red that evokes the strength and familiarity of natural materials like clay and earth, bringing warmth and stability to the palette.

REPAIRABLE GREEN: A muted olive green that suggests the potential for healing and the cyclical nature of ecosystems, inspiring a sense of resilience.

SYNTROPIC FOREST: A dark, lush green that embodies the vitality of dense forests and the idea of thriving ecosystems working in harmony and synergy.

IMPERFECT PINK: A soft, dusty pink that highlights the beauty of imperfection and the human touch, adding a delicate, soft quality to the palette.

[KEYWORDS]

Care, renewal, natural cycles, healing, growth, balance, tactile, grounding, organic, nurturing, imperfect beauty, resilience, harmony, symbiosis, thriving, adaptability, restorative, cyclical.

[TEXTILES]

Textiles for this theme should embody the principles of regeneration, with an emphasis on materials and processes that celebrate natural cycles.

SURFACES: Explore a variety of textures that feel natural and organic, from rough and raw to soft and nurturing. The textiles should convey a sense of life and growth, with surfaces that feel like they are part of a living ecosystem.

FIBERS: Focus on natural, recycled, and bio-based fibers that align with the theme of regeneration. Materials like linen, hemp, and recycled wool are ideal. Consider textiles that have been upcycled or repurposed, reflecting the theme’s focus on renewal.

FINISHES: Emphasize finishes that are raw, slightly worn, to reflect the beauty of natural processes and the idea of continued growth and adaptation.

CRAFT: Incorporate hand-crafted elements and artisanal techniques that celebrate the human touch and the uniqueness of each piece, highlighting the theme’s focus on imperfection and individuality.

[PATTERN]

Patterns should reflect natural forms and processes, evoking a sense of continuous growth and symbiosis. Use organic weaves that create a sense of movement and flow, and incorporate subtle, irregular patterns that feel hand-drawn or naturally formed. Utilize techniques like hand-dyeing, block printing, or natural dyeing processes that result in slight variations, adding to the theme of imperfection and natural beauty.