

Press release

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## Brands from 27 countries & regions on display at this week's Interior Lifestyle China 2018

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**Interior Lifestyle China returns from 13 – 15 September at the Shanghai Exhibition Center, breaking the fair's record with nearly 440 exhibitors set to take advantage of the peak trade fair season in China's home and lifestyle industry, and maximise synergistic opportunities. Interior Lifestyle China's position, as the country's only international fair for the mid and high-end markets, has attracted increased participation from more international brands looking to establish themselves in the highly-profitable Chinese interior design and lifestyle market.**

### **Distributors to provide access to big-name global brands**

A wide variety of international brands can be found at the fair through distributors, many of which offer a large global catalogue. United Home International Supply Chain will bring a variety of international products from leading brands which include Leifheit, Guzzini, and Koziol. Living Kitchen will showcase a variety of brands at the fair, including Smeg, Blendtec, Sage from the US and WESCO from Germany. More Italian brands can be found from Serafinozani International, and Swiss brand Kuhn Rikon can be sourced from its China distributor at the fair.

More Swiss brands include Kitchen Spring and Armada from Gentalink (Shanghai) Commercial, and Danish brands on offer include SCANPAN. Keiki China Distribution will offer buyers access to leading US brands S'well, Modern-twist, Zoku, Stasher and Full Circle, as well as Italy's The Napkins, Full Circle and Israel's Monkey Business, while US brand Lenox can also be found from its China distributor.

Meanwhile, visitors looking for high-quality German brands, such as Kieninger Uhrenfabrik, Felix Solingen and Leonardo, can locate their sourcing needs with a range of suppliers at the German Pavilion. Also on offer are German brands from domestic distributors, including Apous and Gubo from Beijing Apous Trading and Hailo from Homeasy Enterprise.

### **'Live up': Interior Lifestyle China celebrates a higher quality of life**

Consumers are now demanding more from life, moving past their basic need satisfactions to pursue their real desires. This year, the fair's theme revolves around the shift in consumer demand, which has moved away from products that have a basic functional purpose, towards more impressive, fashionable designs. The theme links a sense of happiness

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and a renewal of life with an investment in quality, beautiful designs, additional attributes and enjoyable shopping experiences.

### **New hall Giftique to showcase trends and success cases to fairgoers**

This edition the Giving Hall will be renamed to Giftique and will feature not only exhibitors in this product category, but also examples of retail trends, successful experiences and industry knowledge to benefit both exhibitors and buyers. This includes a new pop-up store, which was showcased for 10 weeks in a high-end Shanghai shopping mall and will also feature at the fair. This a unique opportunity for exhibitors to test their strategy in the domestic market and showcase their products' potential for display, all the while maintaining the attention of potential industry partners, both before and during the fair.

Also at Giftique is the exhibition Innovative Materials: Design New Lifestyle, where Neuni will provide future lifestyle designs paired with innovative materials to maximise inspiration. This exhibition aims to help retailers discover and create different branding expressions through design, craft, materials and application. Another feature in Giftique is the Retail Lab, which will provide shop design consultation services. Giving exhibitors in this hall include New Time, who will bring their Lexus New Takumi Project, and leading Japanese brand NAKAGAWA.

The substantial fringe programme also includes the ON DESIGN exhibition which features two sections this year: Local Shanghai, which will partner innovative designers with traditional local craftsmen in a presentation of Shanghai's craft culture evolution, and Neuni shop, where 20 young designers will showcase their unique designs and ideas. Embracing a new food and wine experience is lifestyle brand noobHUANG's mouth-watering Cooking Lab, dedicated to consumers' discovery and use of fashionable kitchen products. Also on offer in the fringe programme is a Lifestyle Forum, where retail and industry experts have been invited to explore commercial retail industry trends, and the Home Style Awards, which brings outstanding high-end products into the spotlight with three awards – Lifestyle Select, Made in Innovation and Retail Star.

This diverse fringe programme, designed to bring products of the highest quality to the forefront, is unique in its ability to promote international and domestic brands, whether global leaders or smaller specialists, at the forefront of the industry. With this exciting hub of discovery just around the corner, the fair looks forward to celebrating 'the good life' with all who participate.

The road shows that were held earlier in the year in Chengdu, Hangzhou and Beijing have already attracted additional visitor delegations from these cities, adding to the already strong representation of retail visitors at the fair. Buyers can also benefit from the Lifestyle Everywhere programme of tours to visit lifestyle shops in Shanghai.

Interior Lifestyle China 2018  
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Co Ltd. For more information about the fair, please visit <http://interior-lifestyle-china.hk.messefrankfurt.com>.

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**Further press information & picture material**

[www.hk.messefrankfurt.com/hongkong/en/media/consumer-goods/interior\\_lifestyle\\_china/news.html](http://www.hk.messefrankfurt.com/hongkong/en/media/consumer-goods/interior_lifestyle_china/news.html)

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**Background information on Messe Frankfurt**

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,500\* employees at some 30 locations, the company generates annual sales of around €661\* million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

\*preliminary numbers 2017

For more information, please visit our website at:

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