

Press

March 2018

Press Release

Intertextile Shanghai Apparel Fabrics – Spring Edition 2018
China International Trade Fair for Apparel Fabrics and Accessories
National Exhibition and Convention Center (Shanghai)
Shanghai, China, 14 – 16 March 2018

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ITSAS18 PR7 eng

Rounding out the industry's most comprehensive sourcing experience: Intertextile Shanghai's fringe programme

Over 40 seminar, panel discussion and Digital Printing Forum sessions to take place

Trend forums the ideal starting point for buyers' sourcing journeys

With an expected 3,300-plus suppliers and 70,000 trade buyers from around the world all under one roof at this month's Intertextile Shanghai Apparel Fabrics – not to mention four concurrent textile fairs – there is no better event to discover S/S 19 trends & product innovations, network with industry peers and get a feel for where the textile sector is heading in the coming months. Aiding this is the fair's highly popular fringe programme, with a huge range of seminars and panel discussions that will inform and inspire, and four S/S 19 trend forums to stay ahead of upcoming fashion. And to further maximise fairgoers' time for sourcing and information gathering, for the first time the fair's seminar programme will be extended to day 3.



The trend forums are a first-stop for many buyers at Intertextile Shanghai

Messe Frankfurt (HK) Ltd
35/F, China Resources Building
26 Harbour Rd, Wanchai, Hong Kong

Over 40 seminar, panel discussion and Digital Printing Forum sessions to take place

More than 35 seminars are scheduled throughout the three-day fair, with many under the Design & Trends category focused on S/S 19, and even A/W 19-20, trends. These include fabric, colour, accessories, women's wear, viscose and other trends, and are conducted by industry experts such as WGSN, NellyRodi, Peclers Paris, Pantone, Promostyl, Italtex and Doneger Creative Services. Other categories include Market Information & Business Strategies, Technology & Solutions and Sustainability Issues. The latter also features presentations from many of the industry's most trusted players, including TESTEX, SGS and Hohenstein. Pre-registration for these seminars is open until 13 March, and can be accessed here: www.intertextileapparel.com/seminar.

Even more insight can be garnered from a number of panel discussions, held on the fair's first two days. One of these is a must for anyone looking to understand retail environment of the denim and casualwear sectors. Titled 'Denim's Next Move – New Opportunities To Keep Growing Sales Of Jeans And Casualwear At Retail', the panel will discuss what consumers really want in jeans and casualwear, and share their companies' latest innovations that will help brands and retailers drive sales and profits. Supported by INVISTA, the panel is moderated by Jane Singer of Inside Fashion, and includes panellists from INVISTA, Prospeirty Textile, Advance Denim, Guangzhou Conshing Clothing and Texhong. Two other panel discussions include 'Application of Artificial Intelligence (AI) in the Textile Industry' and 'Sustainable Textile Products & Their Manufacturing in Bangladesh'.



Thousands of participants will join 35-plus seminars over three days at Intertextile Shanghai

Revamped Fast Fashion & Digital Printing Forum includes full day of seminars

Held on day 2 of the fair, the Fast Fashion and Digital Printing Application Forum features a full day of informative seminars. The forum will commence with a presentation on the findings of a six-

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month study conducted by Fashion Print, a Chinese publication, for which they visited hundreds of textile companies, printing and dyeing enterprises, as well as their suppliers to produce a research paper on the digital textile printing market and technology.

This is followed by sessions on fast fashion technology and trends, and in the afternoon on digital printing applications. Rounding out the day will be a series of discussions on topics such as flexible supply chains, business opportunities created by digital printing and IP protection.

Trend forums the ideal starting point for buyers' sourcing journeys

Intertextile *Directions* Spring / Summer 2019 Trend Forum

Developed by renowned trend experts from Tokyo, New York, Milan and Paris, the Intertextile *Directions* Trend Forum will present three trends for Spring / Summer 2019 under the overall theme 'Dialogue': @ sense, # couture and e. native. Exhibitors' fabrics will illustrate the colour, fabric and print styles of each trend. The lead designer for this Trend Forum is Doneger Creative Services (DCS) in New York. Mr Kai Chow, a Director at DCS, will host tours at the forum explaining the latest in design trends through fabric displays and seasonal trend stories.

Fabrics China Trend Forums

Those looking to understand Chinese fashion trends are well served by three Trend Forums created by Fabrics China. They focus on the domestic trends for ladieswear and menswear, as well as a 'Fashion Focus' area. A full-day forum with nine sessions on 15 March will do a deep-dive into various aspects of these trends.

In addition to Intertextile Shanghai Apparel Fabrics, four other textile fairs also take place at the National Exhibition and Convention Center: Yarn Expo Spring, Intertextile Shanghai Home Textiles – Spring Edition, fashion garment fair CHIC and knitting fair PH Value.

Intertextile Shanghai Apparel Fabrics – Spring Edition 2018 is co-organised by Messe Frankfurt (HK) Ltd; the Sub-Council of Textile Industry, CCPIT; and the China Textile Information Centre. For more details on this fair, please visit: www.intertextileapparel.com. To find out more about all Messe Frankfurt textile fairs worldwide, please visit: www.texpertise-network.com.

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Notes to editors

The Intertextile *Directions* S/S 19 Trend Guide can be found here: <http://intertextile-shanghai-apparel-fabrics-spring.hk.messefrankfurt.com/shanghai/en/visitors/events.html>

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A selection of photos from this Trend Guide is available to be published, and can be downloaded here:

<https://www.dropbox.com/sh/sv5tm83c93n02mz/AABN8hwqJF6j68NxqCqv5wja?dl=0>

Download pictures from this press release

http://www.hk.messefrankfurt.com/hongkong/en/media/textiles-technologies/intertextile_shanghai_apparel_fabrics_spring/press-releases/ITSAS18-PR7.html

Further press information & picture material

http://www.hk.messefrankfurt.com/hongkong/en/media/textiles-technologies/intertextile_shanghai_apparel_fabrics_spring/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:

www.messefrankfurt.com | www.congressfrankfurt.de | www.festhalle.de