

Press

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Nearly 40% increase in exhibitors at July's Intertextile Pavilion Shenzhen

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With nearly 1,000 exhibitors expected at Intertextile Pavilion Shenzhen 2018, held from 5 – 7 July in China's fashion industry capital, buyers will have around 38% more suppliers to source from this year. With a strong focus on ladieswear, the fair features a wide range of premium ladieswear fabrics, lingerie & swimwear fabrics, printed fabrics, accessories and much more.

This year's fair will expand by one hall, bringing the total to four, to accommodate the around 280 extra exhibitors expected to take part. While ladieswear fabrics and accessories remain the central attraction of the fair, the 2017 edition saw strong demand for casualwear, accessories, functional wear, sportswear and suiting as well. Reflecting the growth in the local fashion industry, as well as the fair's strong reputation with local and global fashion brands, last year's fair also saw an increase of 88% in buyers from Hong Kong, many of whom were from global retailers with offices in the city, as well 75% more buyers from South China.

"Intertextile Pavilion Shenzhen has solidified itself as the go-to platform for the Chinese ladieswear sector due to its location in the country's fashion industry capital, while it is being increasingly used by suppliers from around Asia, in particular Japan, Korea and Taiwan, to gain access to all the big Chinese and global retailers who source at the fair," Ms Wendy Wen, Senior General Manager of Messe Frankfurt (HK) Ltd explained. "Last year also saw significant increases in domestic fast fashion-oriented buyers and online & designer brands, with many exhibitors offering flexibility in terms of small MOQs and on-demand deliveries to take advantage of these trends."

Asian pavilions the highlights of international offerings

Well served to meet these trends are suppliers from Japan, Korea and Taiwan, which will feature in three pavilions in hall 9 this year.

- The **Fine Japan Zone** will house around 12 companies, with a focus on high-quality cotton and man-made fabrics for ladieswear and casual wear. Some of the exhibitor highlights include Kokka, a worldwide supplier of printed fabrics; Kuwamura which offers yarn-dyed fabrics and more with over 20,000 colours in stock; Sojitz Fashion which will showcase dyed, yarn-dyed and printed fabrics made with natural, chemical and synthetic fibres including

Messe Frankfurt (HK) Ltd
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cotton and hemp; and Sunwell which will have a wide range of fashion fabrics available to order on the spot.

- The **Korea Pavilion**, featuring around 25 suppliers and organised by the Korea Fashion Textile Association and Daegu Gyeongbuk Textile Industry Association (DGTIA), will provide ladieswear fabrics including man-made, embroidery jacquard, tri-acetate woven and printed options, as well as knits, functional fabrics and faux fur.
- The **Taiwan Pavilion**, organised by the Taiwan Textile Federation and featuring around 13 exhibitors, features knitted, jacquard, woven functional and denim fabrics, as well as lace and embroidery.

Exhibitor highlights in the Taiwan Pavilion include Chung Rung Textile with their premium-quality mono-filament fabrics, and bridal & gown fabrics. Royal Maye Chie Enterprise are specialists in embroidered fabric, embroidered appliques and more. Being Champion focus on combining different material for design purposes, such as denim and ornamental pieces, knitting fabric and lace fabric, and embroidered fabric and wool. Li Peng Enterprise are producers of eco-friendly fabrics for formal wear, while Loongchin Textile supply nylon, polyester and a range of knitted & woven fabrics.



The Fine Japan Zone was a must-visit for many buyers last year

Three domestic pavilions also feature at the fair, showcasing a range of man-made, silk, linen, ramie and knitted fabrics, as well as lace & embroidery products. They are the Shengze Pavilion, China Bast and Leaf Fibres Textile Association Pavilion and the Shaoxing Pavilion.

More than sourcing

Apart from the nearly 1,000 exhibitors on offer, buyers can also find inspiration and knowledge through the fair's fringe programme. The Spring / Summer 2019 trends can be discovered in the Trend Forum in hall 9, while a range of seminars on topics including New Technology &

Intertextile Pavilion Shenzhen
Shenzhen, China, 5 – 7 July 2018

Solutions, New Materials & Sustainability Development and more will take place.

Intertextile Pavilion Shenzhen takes place alongside the 18th China International Fashion Brand Fair, a fashion garment event, in halls 1 & 2, while a fashion show also features in hall 5.

The fair is organised by Messe Frankfurt (HK) Ltd; the Sub-Council of Textile Industry, CCPIT; the China Textile Information Centre; and the Shenzhen Garment Industry Association. 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:

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Further press information & picture material

<https://www.hk.messefrankfurt.com/hongkong/en/media/textiles-technologies/intertextile-pavilion-shenzhen/news.html>

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

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