

Press

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Intertextile Pavilion Shenzhen returns to China's fashion capital

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What builds a fashion capital in China? In Shenzhen, it's a strong 70% share of China's high-end women's wear market, around 30,000 fashion designers and over 2,000 fashion retailers. What's more, the city benefits from the South China market's status as a significant trading hub, as a key area of the central government's new Belt and Road Initiative, supported by Guangdong's solid garment manufacturing industry. From 4 – 6 July 2019, exhibitors and trade buyers alike will be able to capture this market potential at Intertextile Pavilion Shenzhen.



Location is key: Intertextile Pavilion Shenzhen is in China's fashion capital

To stay competitive in China's apparel market, manufacturers and brands are constantly seeking new products to stay ahead of trends. At last year's edition, positive feedback from exhibitors proved Shenzhen as an ideal place to capture this potential. "Shenzhen is a fashion capital with a solid industry, from design to manufacturing. This is an influential region where most of the successful brands and market leaders are based. This fair has successfully gathered high-quality buyers that have even exceeded my expectations," commented Mr Jacky Lam, Sales Director of UPW from Hong Kong.

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

“In Shenzhen and Guangzhou there are many, many new brands, and Intertextile Pavilion Shenzhen is one of the most important in the industry so these brands will attend. The high-end market in South China is still growing a lot,” Mr Ken Kanatani, Fabric Division Manager of Stylem Intl (HK) from Japan, further explained. “In the last four years, the Chinese market has changed. Buyers don’t just want mainstream products – they want trendy and unique items, and they want them quickly so they can stay ahead of the trends and provide what their buyers need.”

Domestic and international suppliers to fill four halls

Around 1,000 leading exhibitors are expected to join Intertextile Pavilion Shenzhen 2019, and will display a wide range of fabric product categories including man-made, knitted, silk, linen / ramie, wool, denim, sportswear / functional, lace & embroidery and swimwear / lingerie, as well as yarn & fibre and accessories. What’s more, new product groups will be featured, including OEM, sewing equipment and textile additives to further fulfil buyers’ diverse sourcing needs.

The fair will again be held at the Shenzhen Convention & Exhibition Center. Domestic exhibitors can be found in halls 6 – 8, while hall 9 will house the International Zone. This year, returning international pavilions include:

- **Taiwan Pavilion:** organised by the Taiwan Textile Federation, featuring knitted, jacquard, lace and embroideries, woven fabrics, functional and denim fabrics.
- **Korea Pavilion:** organised by Korea Fashion Textile Association (KFTA) and Daegu Gyeongbuk Textile Industry Association (DGTIA), will display a wide range of ladies wear fabrics, such as man-made fashionable fabrics, knits, embroidery jacquard, tri-acetate woven and printed fabrics. Some members will also showcase functional fabrics and faux fur.
- **Fine Japan Zone:** will cover a range of high-quality cotton and man-made fabrics for ladies wear as well as casual wear, with the ability to handle small order quantities, product-in-stock orders and quick delivery service.

Intertextile Pavilion Shenzhen takes place alongside the 19th China International Fashion Brand Fair, a fashion garment event, in halls 1 – 4, while a fashion show also features in hall 5.

Intertextile Pavilion Shenzhen will be held from 4 – 6 July 2019. This 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, please visit: <https://intertextile-pavilion-shenzhen.hk.messefrankfurt.com/shenzhen/en.html>.

Intertextile Pavilion Shenzhen
Shenzhen, China, 4 – 6 July 2019

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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<https://www.hk.messefrankfurt.com/hongkong/en/press/fair-press/textiles-and-textile-technologies/intertextile-pavilion-shenzhen.html>

Newsroom

Information from the international textiles sector and Messe Frankfurt's textiles fairs worldwide can be found at: www.texpertise-network.com.

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 30 locations, the company generates annual sales of around €715* 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).

For more information, please visit our website at: www.messefrankfurt.com

*preliminary figures 2018