

Press release

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New exhibitors at product zones and country pavilions at Intertextile Shanghai Apparel Fabrics – Spring Edition

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There are some recurring buzzwords around the latest news from Intertextile Apparel – new, comprehensive, high-quality – which, when put together, illustrate booming potential at the fair, held from 12 – 14 March. The reputation of Intertextile Apparel’s Spring Edition has established a global flagship for apparel sourcing. Exhibitors and visitors alike will benefit from product zones with clear themes, from high-end wool to original designs, as the one-stop locations aim to make it easy for visitors to locate more potential business partners. This year’s Spring Edition sees larger product zones and country pavilions – proving the fair’s growing recognition from worldwide suppliers who view these zones as gateways to the apparel market.

New exhibitors add to comprehensive product range

“Shanghai is a great city for a business with original prints, and Intertextile is one of our busiest fairs. It’s a good place to find new clients,” explained Ms Jane Han Zhang, Founder & Creative Director of British design studio Fairbairn & Wolf Studio, at last year’s Verve for Design, a product zone for original designs from all over the world. With an increase in floor space and four new international exhibitors joining the zone this year, including Dessin & Cie from France, Lineastudio from Italy, DMD Amsterdam from the Netherlands and Her Studio London from the UK, it’s evident that Verve for Design is enjoying increased popularity amongst worldwide exhibitors who view Shanghai as a prime business platform.

The Milano Unica Pavilion, which features high-quality Italian exhibitors, has also increased in size and will include a new exhibitor, Tessitura Marco Pastorelli. Meanwhile, outside of the pavilion, another new Italian exhibitor Ibieffe will present cotton fabrics. This year also includes more suppliers at the larger Turkey Zone, with new exhibitors including: Bunyem, displaying jacquard and plain fabrics for ladieswear; Kotonteks and their fancy woven fabrics for ladieswear; Ramnur offering jacquard and brocade; and Unlu Transfer, who will bring their digital printed, coated, foiled and embossed fabrics.

High-quality European suppliers on offer

For those seeking more European exhibitors, SalonEurope continues to bring the best of the European textile industry to China. Countries include

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

Austria, France, Germany, Italy, the Netherlands, Switzerland, Turkey and the UK. SalonEurope offers an ideal meeting platform for brands from all over Europe, which in turn attracts high quality buyers. “It is our first time here and I am very impressed with how great the visitor quality is. Although we sell high-end products, buyers here are still very interested, and on the first day we met with over 30 buyers. I think a large amount of them will place orders. Compared to other fairs, I think there are more serious buyers here,” commented Ms Irina De Giorgi, Sales Manager of Ideas by Glarotex AG from Switzerland, at last year’s edition. Due to the diversity of buyer natures, both cost-effective and high-end products generate plenty of interest at the fair.

The Premium Wool Zone is regarded by domestic buyers as an ideal place to source high-end wool textiles – a product category with high demand, as China’s high-end tailoring market continues to thrive. Intertextile Shanghai Apparel Fabrics is the ideal place to observe domestic trends in China, and the Premium Wool Zone is no exception, with highly-regarded European brands Huddersfield & Cloth, Abraham Moon & Sons, and Stylbiella returning to Shanghai to access the China market for another year.

With the Spring Edition of Intertextile Shanghai Apparel Fabrics spanning six halls at the National Exhibition and Convention Centre (Shanghai) this year, there’s plenty of room for comprehensive product zones and display areas to inspire the next season of apparel sourcing. The fair will be held concurrently with Intertextile Shanghai Home Textiles, Yarn Expo Spring, PH Value and CHIC.

Online pre-registration is now open for visitors worldwide. To pre-register and download a mobile e-badge prior to the fair, visitors may visit <http://sh.intertextileapparel.com>.

Intertextile Shanghai Apparel Fabrics – Spring Edition 2019 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.

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Notes to editors:

Further press information & picture material

<https://www.hk.messefrankfurt.com/hongkong/en/press/fair-press/textiles-and-textile-technologies/intertextile-shanghai-apparel-fabrics-spring.html>

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Intertextile Shanghai Apparel Fabrics –
Spring Edition 2019
Shanghai, China, 12 – 14 March 2019

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