

Press release

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Intertextile Apparel's fringe programme – expert insights on industry's evolution

Flora To
Tel +852 2230 9226
Flora.to@hongkong.messefrankfurt.com
www.messefrankfurt.com.hk
www.intertextileapparel.com
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With the international and domestic textile sector once more able to congregate in Shanghai, key players can discover new, expert-predicted fashion trends and innovative ideas, and collaborate to create positive industry momentum. Running in conjunction with the Spring Edition from 28 – 30 March 2023 at the National Exhibition and Convention Center (Shanghai), the fringe programme will supplement visitors' overall sourcing experience. Featuring experts from around the world, over 35 seminars, forums and panel discussions will take place during the three days at Textile Dialogue, Forum Space, and Talking Point, the fair's fringe event zones.

Change is inevitable, and the Intertextile *Directions Trend Forum* in the International Hall (5.1), will help industry players envision its potential with its S/S 2024 trend – 'GO AHEAD'. The trend follows four themes: MISSION EARTH, POETIC SENSUALITY, ALTERNATIVE CULTS and ENERGETIC RESET. Mrs Ornella Bignami, Creative Director of Elementi Moda, will introduce the seasonal trend stories at Textile Dialogue (5.1 – H48).

Encapsulating this forward-thinking ethos, a recent action plan from the China National Textile and Apparel Council encourages the industry to embrace digital transformation in manufacturing¹. Industry experts who will share their insights on this new development, in **Themed Forums** at Textile Dialogue (5.1 – H48), include:

- Mr Edwin Keh, Chief Executive Officer, The Hong Kong Research Institute of Textiles and Apparel
- Ms Jenny Cheung, Lecturer, Technological and Higher Education Institute of Hong Kong
- Mr Jinsong Bao, Professor, Director, Institute of Intelligent Manufacturing
- Ms Lei He, Founder and CEO, Xtretch Technologies LLC
- Mr Ruofa Xiao, Deputy General Manager, Huansi Intelligent Technology Inc
- Mr Xiaogang Ye, CEO, Hangzhou Githink Intelligent Control Technology Co Ltd

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

¹ <http://www.texleader.com.cn/en/newsevents/detail-33279.html>

Throughout the three-day fringe programme, attendees can expand their knowledge about the apparel industry's other trends and innovations, which are divided into three groups, namely **Design and Trends**, **Sustainability Issues**, and **Technology and Solutions**. Several standout events in these categories are highlighted below:

Design and Trends at Textile Dialogue (5.1 – H48)

- **NellyRodi Spring/Summer 2024 Fashion Trends**
Ms Ada Xu, Senior Trend Lecturer from NellyRodi China, will share the agency's S/S 2024 fashion trends, under the main theme "Elsewhere". Four trend themes will cover different consumer profiles, and each theme will include insights about colour, textiles, shapes, beauty, and more.
- **24SS Women's Fashion Trend Forecast**
Ms Benedicte Peaudecerf, Stylist from PeclersParis, will discuss extracts from various trend publications, to inspire and guide audiences towards creating stylish, innovative products for women's fashion in the spring and summer of 2024.
- **PROMOSTYL Influence & Colour for 24SS**
Ms Olivia Huang, Head of Promostyl China, will discuss megatrends and provide consumer analysis. Her insights will extend to the seasonal colours, design inspiration, and overall direction for 24SS.

Sustainability Issues at Forum Space (5.1 – A01)

- **Creating a Greener World Through Sustainability Certifications**
Sustainable development is a consistent talking point within fashion and apparel circles. Mr Ceed Guo, China General Manager, Audits and Certification from IDFL, will reveal how sustainability certifications enable a more eco-friendly outlook for the textile industry.
- **Green Circular Fashion and Low Carbon Development in the Textile and Garment Industry**
With the market's increasing attentiveness to sustainability, the transition towards energy-saving and a circular economy has gradually become a widespread goal of the fashion industry. Mr Seeker He, Senior Technical Consultant / Project Manager from SGS-CSTC Standards Technical Services, will discuss how to create more sustainable fashion and a low-carbon industry by utilising eco-friendly recycling materials and promoting carbon emission reduction design innovation.

Technology and Solutions at Talking Point (7.1 – E136)

- **Fresh by Nature – Botanical Odour Control**
Recently, consumers have been reducing their laundry routines in efforts to lessen their environmental impacts. This drives the technological requirement for more effective built-in odour control

from clothing and home textiles. Ms Celine Huang, CEO Greater China from HeiQ Materials AG, will offer insights on how to adapt the company's unique patented technology to more easily cater to consumers' needs.

Intertextile Shanghai Apparel Fabrics – Spring Edition 2023 is co-organised by Messe Frankfurt (HK) Ltd; the Sub-Council of Textile Industry, CCPIT; and the China Textile Information Centre. It will take place alongside the Spring Edition of Intertextile Shanghai Home Textiles, Yarn Expo Spring, CHIC and PH Value from 28 – 30 March at the National Exhibition and Convention Center (Shanghai).

For more details on this fair, please visit: www.intertextileapparel.com. Information regarding the international textile sector and Messe Frankfurt's textile fairs worldwide can be found at: www.texpertise-network.com.

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Notes to editors:

Further press information & picture material

<https://intertextile-shanghai-apparel-fabrics-spring.hk.messefrankfurt.com/shanghai/en/press.html>

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Newsroom

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<http://www.texpertise-network.com>

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Background information on Messe Frankfurt

The Messe Frankfurt Group is one of the world's leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of some 2,200* people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2022 were around €450 million*. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt's key strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of the world. Our 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. We are using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity. For more information, please visit our website at: www.messefrankfurt.com/sustainability. With

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* Preliminary figures for 2022