

# intertextile

SHANGHAI apparel fabrics

中国国际纺织面料及辅料(春夏)博览会  
China International Trade Fair for Apparel Fabrics and Accessories – Spring Edition

2019 Show Review



messe frankfurt

# Intertextile Shanghai: A global apparel textile flagship where genuine business opportunities take place.



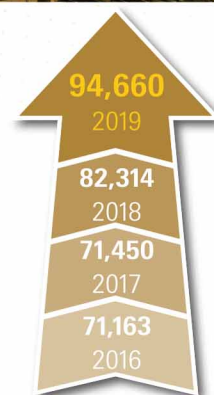
**3,273** exhibitors from  
**23** countries & regions



**160,000** sqm (gross) in  
six halls



**94,660** buyers from  
**110** countries & regions\*  
Visitor number **increased steadily**  
**with 15% growth** from 2018

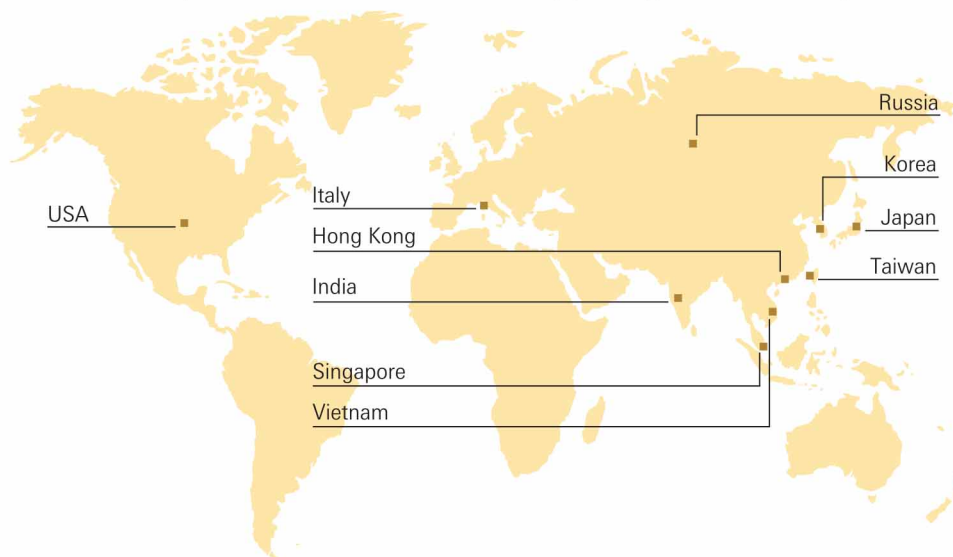


\*Including buyers from the concurrent CHIC, Intertextile Shanghai Home Textiles, PH Value and Yarn Expo Spring fairs who also visited Intertextile Shanghai Apparel Fabrics.

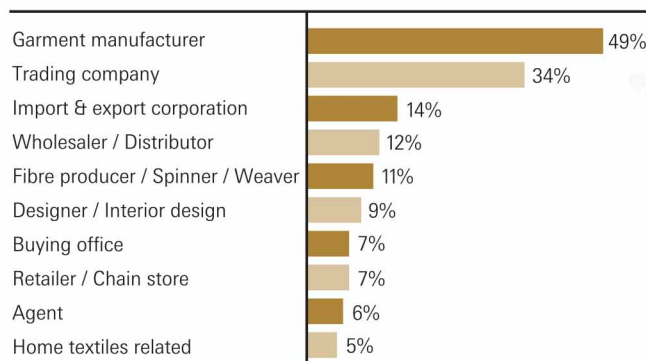
## Buyer profile

### Top 10 visitor countries & regions (excluding Mainland China)

Singapore and Vietnam buyer numbers increased dramatically, pushing both **into the top 10 for the first time**.



## A variety of fashion professionals\*



\*total percentage is over 100 because of multiple selections

## Domestic buyers by region (2019)



Nearly **61%** of buyers were from managerial levels with authority for purchasing decisions.





## More than 50 world-recognised apparel brands sourced at Intertextile Shanghai!

### Overseas

SIXTY8IGHT



ASOS

Calvin Klein



Debenhams

Dezigual®

DIESEL

G2000



GUESS

hush



LANE BRYANT



MANGO



s.Oliver®

SKECHERS



TOMMY HILFIGER



and more...

### Domestic



ERAL·艾莱依



JNBY  
江南布衣



LIÈBO 裂帛

LILANZ 利郎

Metersbonwe  
不走寻常路



Semir



YISHION 以纯

and more...

### Buyer delegations

Quality buyer delegations from emerging textile and garment manufacturing countries **Bangladesh, Indonesia and Vietnam** sourced a variety of products at the fair.

### New connections made with the help of the Business Matching Programme

With reference to buyers' needs, over **100** meetings were arranged with VIP buyers, including garment manufacturers, retail chains, buying offices and e-commerce.





# Specific product zones offered something to meet every sourcing need

## Accessories Vision

**468** accessories exhibitors from eight countries & regions showcased a diverse range of products including buttons, rhinestones, zippers, labels and many more.



## All About Sustainability

Green enterprises gathered to present the latest sustainability information, including Intertek Testing, SGS-CSTC, Testex, TUV Rheinland and Global Standard.

## Beyond Denim

A dedicated trading platform for premium and sustainable denim, which gathered **116** innovators from the global denim industry.



## Functional Lab

With the athleisure boom, functional textiles remain the most in demand products in recent years. **14** overseas exhibitors displayed innovative fabrics and ideas for athleisure, lingerie and active wear.

## Premium Wool Zone

**19** overseas exhibitors, specialising in luxury wool for both menswear and ladies wear, displayed their masterpieces in this zone.

## SalonEurope

**110** quality European mills displayed their high-end collections. Premium European exhibitors exhibited in Milano Unica and other country zones.



## Verve for Design

**22** design studios presented their exclusive, original and creative print pattern designs. The zone's exhibitor number increased by 29%.



## Visitor testimonials

We have used our opportunity the Business Matching Programme to find even more focused, targeted partners with whom we can work. They are all in woven fabrics and offer new innovative fabrics.

**Intertextile is a great opportunity to meet and match up with potential new sources to work with and it has been very successful.**

*Mr Nathan Helfgott, Managing Director, AAK Limited, UK*

I'm really impressed with the quality of the exhibitors, and the high level of quality and certified fabrics here. I will definitely source here again. Intertextile is different to other fairs as I can find anything I need here, due to the number of suppliers. The price range here is very wide, so I can find all kinds of prices as well as qualities. **This fair has been amazing, it will make my life a lot easier back in the office.**

*Ms Marina Silveira, Senior Jersey Designer, hush, UK*

## Exhibitor testimonials

Intertextile has introduced many new buyers to us, including many Chinese high-end brands as well as new innovative brands and e-commerce. Buyers see this fair as a key platform to meet and place orders. Throughout the entire first day **our booth was packed with buyers**. We have 12 sales representatives here, and they all have been closing deals and arranging sample orders. **To round up our Intertextile experience in one sentence: We are very busy and full of new opportunities!**

*Mr Jack Wang, President, Wedtex Industrial Corp, Taiwan*

**We've been very busy** – we made between **70-120 new contacts just on the first day**. Most of our visitors are **from China, which is our target market**, but **we've also met potential customers from India, Indonesia, Korea, and Japan**. I think that there is real demand for French brands in China. Not everybody can afford our prices, but **this is a good way to discover potential in the market**, and we do find new customers here. **I think that there is real potential and value in coming here.**

*Mr Julien Bracq, General Manager and Commercial Director, Jean Bracq, France*

# Switch on your business network with the comprehensive value added fringe programme

## Trend Forum

The Spring / Summer 2020 trends were introduced in trend forums, with fabric sample displays submitted by exhibitors.

- Intertextile *Directions* Trend Forum, themed "Hybrid"
- Fabrics China Trend Forums, with themes including "Fashion Focus", "Functional Technologies" and "Sustainability"



## Panel discussions

- A series of panel discussions attracted strong participation during the fair, covering hot topics from the industry.
- Topics included "The Future of Linen / Hemp / Ramie in Textile Industry", "Changing Trends and Challenges for Vietnam's Textile and Garment Industry" and "Improve Technological Innovation and its Key Driving Force"



## Seminars

- Categorised under "Design and Trends", "Technologies and Solutions", "Market Information & Business Strategies" as well as "Sustainability Issues", these seminars serve as an essential source of information for new trends and textile market development.
- 25 sessions were held to provide extra networking opportunities and expert know-how.

## Intertextile Shanghai Apparel Fabrics – Autumn Edition 2019

Date: 25 – 27.9.2019

Opening hours: 9:00am – 6:00pm

Venue: National Exhibition and Convention Center (Shanghai)

Admission: For trade visitors aged 18 or above only

[www.intertextileapparel.com](http://www.intertextileapparel.com)

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