

Join with 3,000 other exhibitors at Intertextile Shanghai Apparel Fabrics – Spring Edition to discover new business opportunities at the apparel textile flagship in March 2025!

What makes Intertextile the apparel textile flagship?

A BUSINESS-FOCUSED EVENT

Buyers visit the fair with the intention to build relationships and place orders.

A HOME FOR EVERY PRODUCT

The full spectrum of apparel fabrics & accessories has a home at Intertextile Apparel, with special product zones to attract your target buyers.

A STEP TOWARDS FASHION'S SUSTAINABLE AND DIGITAL EVOLUTION

Featuring various digital and eco-friendly innovations that serve industry advancement, this edition will platform Econogy Hub, the new zone for all things sustainability.

BUYERS FOR EVERY PRODUCT

Nearly 90,000 trade buyers attended the 2024 edition, with thousands sourcing from each product category.

CHINESE AND INTERNATIONAL BUSINESS

Buyers from 116 countries & regions attended in 2024, from local garment manufacturers to global fashion brands and everyone in between.

FULL APPAREL TEXTILE VALUE CHAIN

With the fair held concurrently with Yarn Expo, Intertextile Shanghai Home Textiles, CHIC China Fashion Fair and PH Value, you have unrivalled opportunities to build upstream & downstream connections.

What else can you expect from exhibiting at Intertextile Apparel?



Discover the latest **FASHION TRENDS**, **SUSTAINABLE OFFERINGS**, **DIGITAL INNOVATIONS** and **MARKET INFORMATION**.





Increase your **BRAND AWARENESS** by sharing your expertise in the fair's fringe programme.

PROFESSIONAL SERVICE and **ORGANISATION** from Messe Frankfurt's 30+ years' experience in China and our global Texpertise Network, making your exhibition experience seamless.





2024 edition key facts:



Nearly **90,000** visitors from **116** countries and regions

rose by **99%**





87% return rate on Days 2 and 3 signified considerable sourcing intent

Top 10 visiting countries and regions

1. China 6. Japan 2. Korea 7. Taiwan 8. Türkiye 3. Hong Kong

5. Russia 10. USA

Visitor demographics: strong showing from across the apparel spectrum

Major buyer categories



Garment



Department stores



Trading companies



Retailers / chain stores



副了 Import & export corporations



Trade organisations / textile institutions



Wholesalers





Home textile and interior design

Key brand buyers

Domestic brands





9. Brazil

















4. India











...and many more.

















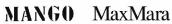




























Showcase your innovations alongside other key global players

Exhibitor origin

Argentina Switzerland Germany Korea Australia Hong Kong Netherlands Taiwan China India Türkiye Pakistan Denmark Indonesia Peru UK Ethiopia Italy Singapore **USA** France Japan Spain Vietnam

2024 edition key facts:



International exhibitor numbers rose by **22.9%**



New exhibiting countries included Ethiopia, Indonesia, Peru, Singapore, and Spain



Italy

Japan



Korea

Taiwan









Featured product zones: hotspots for global and domestic buyers



Accessories Vision



Beyond Denim



Digital Printing Zone



Econogy Hub *new*



Functional Lab



Premium Wool Zone



SalonEurope



Verve for Design





Intertextile Apparel is aligning with Messe Frankfurt's Texpertise Econogy concept, the combination of 'Economy' and 'Ecology', aiming to advance the topic of sustainability in the textile and fashion industry and to relate it closely to the demands of economic and social change. As such, the show's All About Sustainability zone has now become Econogy Hub.

Intertextile's new Econogy features:

Econogy Hub: new zone for sustainable exhibitors, including eco-fabrics suppliers and standards and certifications providers

Econogy Finder: Independent and transparent tool to help exhibitors improve sustainable practices and communicate eco credentials

Econogy Talks: umbrella category for the show's eco-related seminars, forums, and product presentations



Exhibitors' testimonials

"The first day of the fair, we had many important customers placing orders. It seems we are back to the fairs of 2016 – 2018, where it was really profitable. It's a good sign for the Chinese luxury market – in the last year, domestic menswear brands have improved, and for womenswear, we are doing very well with online brands, many of which came to our booth."

Mr Andrea Rossi, Sales Manager, Lanificio Luigi Colombo S.p.A (Italy Pavilion)

"Intertextile Apparel is the platform for the domestic launch of our innovative textile coating HeiQ Skincare, a 100% bio-textile technology. We still need large, comprehensive platforms such as this to help us reach our diverse target sectors, including garments, fabrics, accessories, home textiles, industrial textiles, and more."

Ms Jeanie Hu, Marketing Director Greater China, HeiQ (China) Material Tech Co Ltd, Switzerland (Functional Lab)

Visitors' feedback

"Sourcing in China makes sense logistically, it's best to maximise our margins, with many opportunities that we have yet to explore. At this fair, I've seen many useful fabrics for the brand, that will inspire the design team, with realistic commercial applications. It's great to see a different culture's take on a motif, new technology, or new innovation."

Ms Rebecca Sales, Senior Fabric Design & Development Manager, Jonathan Simkai Inc, USA

"The fringe events and trend zones can help us better summarise the current trends, and select corresponding exhibitors, making purchasing more efficient. This show is not only about the display of goods, but also reflecting the whole industry's present and future, and applying conceptual ideas to production, which is very exciting and rewarding."





Intertextile Hub: online driver of in-person connections



Connect PLUS

- Connect with overseas buyers before, during and after the fair
- Schedule onsite / online meetings
- Instant messaging for real-time connection

Interactive sourcing platform

- Instant enquiries: QR codes on Trend Forum fabrics direct buyers to exhibitors' platform pages
- Facilitate further communication





Mobile APP

- Proactively reach out to domestic buyers
- Upload product details for showcase in photos or videos
- Buyers' requests are clearly shown for more efficient matchmaking

Onsite business matching

Over 200 onsite meetings were arranged with VIP buyers at the 2024 edition, including buyers from Australia, Bangladesh, Hong Kong, Italy, Korea, the Netherlands, Sweden, the US, Vietnam, and more.

Delegations

Over 100 representatives of buyer delegations visited the fair, hailing from:

Hong Kong Russia Malaysia Vietnan

Philippings





Fringe programme: opportunities and insights along the entire value chain

2024 edition key facts:



26 seminars, 6 themed forums and3 product presentations were held.



Nearly 2,700 participants attended.



Under the theme TURBULENCE, the Intertextile *Directions* Trend Forum featured nearly **600** on-trend fabric samples from **65** exhibitors.

Four presentation segments:

Design & Trends

Market Information & Business Strategies

Technology & Solutions

Econogy Talks



Intertextile Shanghai Apparel Fabrics – Spring Edition 2025

Date: 11 – 13 March 2025

Opening hours: 09:00 – 18:00

Venue: National Exhibition and Convention Center (Shanghai)

Admission: Free admission. Trade visitors only.

Persons under 18 will not be admitted.

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For more details, please visit

www.intertextileapparel.com

Concurrent shows









part of

TEXPERTISE the textile business network

