

intertextile

SHANGHAI apparel fabrics

10 – 12.3.2027

National Exhibition and
Convention Center (Shanghai), China

China International Trade Fair for Apparel Fabrics
and Accessories – Spring Edition

Shape the Movement

www.intertextileapparel.com



**Shape the future of fashion
at Intertextile Apparel
gateway to Asia**

dedicated
feature
zones

3,000+ exhibitors
buyers across the fashion sector

fringe events

S/S 2027

high-demand topics preferred business platform

performance

textiles

the global apparel
textile flagship

textile future

stay ahead of trends

fashion

forward

sustainability

**96,000+
visitors**

meet your target customers

Book your booth today!



Four themes magnified at featured zones

Intertextile Apparel gathers participants from across the length and breadth of the fashion sector – whether showcasing or sourcing – in a comprehensive display of the industry's quality, innovation and business strengths. At the fair, there is a market for every product, an audience for every solution, yet the platform's diverse offerings can be encapsulated by four simple themes: Fashion Forward, Performance Textiles, Sustainability, and Textile Future.



Fashion Forward

Accessories Vision, Beyond Denim, Essential Suits & Shirts, Premium Wool Zone, SalonEurope, Verve for Design

Performance Textiles

Functional Lab

Catering to buyer-driven demand, at the intersection of performance and style.

Sustainability

Econogy Hub

Growing consumer awareness and regulations make sustainable, certified textiles as important as ever.

Textile Future

Innovation & Digital Solutions Zone

From smart textiles to AI-led solutions, this is where the industry's future is shaped.



**Dedicated to
Econogy Hub:**

- Econogy Finder
- Econogy Tour
- Econogy Talks
- EcoBoutique
- Curated Display Area



**Dedicated to
Functional Lab:**

- Functional product display @ The CUBE
- Targeted buyer engagement
- Exclusive marketing campaigns
- Dedicated product presentation stage
- Functionality guided tour



**Pet
Boutique:**

- 150+ samples at display area's debut
- Including pet fashion outfits, fabrics, accessories
- Focus on function, comfort, sustainability

The fair's participants at a glance

2026 edition key exhibitor facts



3,000+ exhibitors from
25 countries / regions



Five new exhibiting countries*



Economy Hub **+8%**
Functional Lab **+30%**



European exhibiting countries **+33%**

Exhibiting countries / regions

- Austria*
- Bangladesh
- Belgium
- China
- Denmark*
- Egypt
- France
- Germany
- Hong Kong
- India
- Indonesia*
- Italy
- Japan
- Korea
- Lithuania*
- The Netherlands
- Norway*
- Pakistan
- Peru
- Switzerland
- Taiwan
- Türkiye
- UK
- USA
- Vietnam

*New compared to previous edition

Country / region pavilions

France (Zone), Hong Kong, India, Italy,
Japan, Korea, Taiwan, Türkiye

Group pavilions



2026 edition key visitor figures



96,000+ visitors from
119 countries / regions



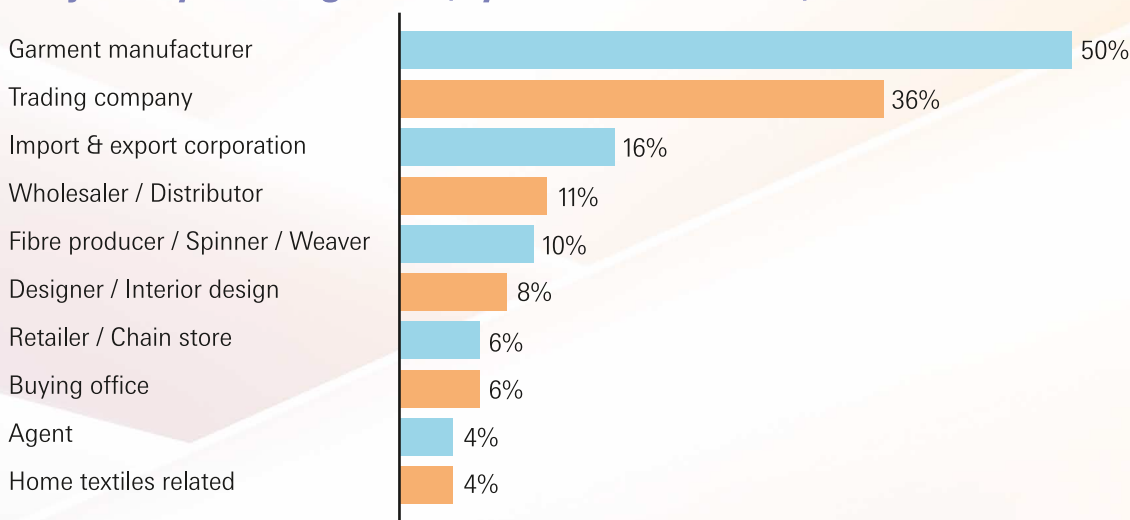
200+ delegation buyers
100+ VIP buyers

Top 10 visitor countries / regions*

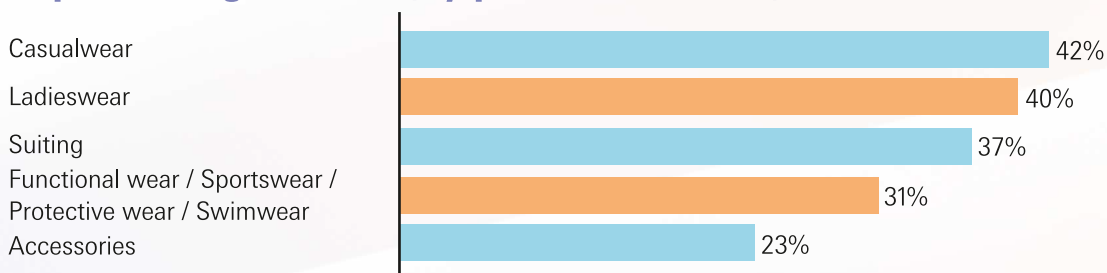
Hong Kong	Taiwan
India	Thailand
Italy	Türkiye
Japan	Vietnam
Korea	USA

*In alphabetical order, excluding Mainland China

Major buyer categories (by business nature)*

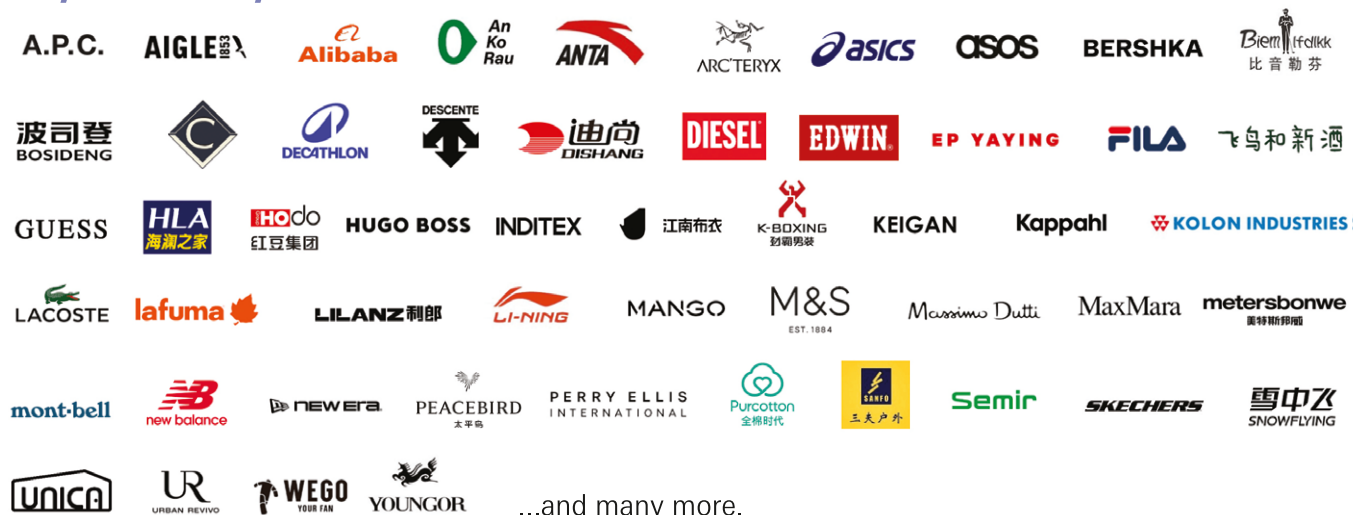


Top sourcing interest (by product end-use)*



*Totals over 100% due to multiple selections

Key brand buyers



...and many more.

What exhibitors and visitors say about the fair

Functional demand is rising...

"This is our first time at the Spring Edition, and judging by the first day's results, it has truly exceeded our expectations. As well as meeting our existing European and American clients, numerous new buyers showed strong interest. The global demand for functional fabrics is rising, especially in China, driven by consumers' growing inclination towards healthy lifestyles and sports like badminton and skiing."

Ms Eva Zhu, Fabric Business Unit / Vice Director, Hyosung International Trade (Jiaxing), China



Every day we've had at least 20 meetings...

"We recover leftovers from major luxury brands' production, and our catalogue of 35,000 different deadstock fabrics is probably the biggest in Europe. China's market potential is hard to grasp; even the fair's scale is something we have never experienced. Every day we've had at least 20 meetings with Chinese or Asian brands, and we can potentially take our learnings with us to the next edition."

Mr Matteo Cecconato, Global Business Developer, Maeba International, Italy



This edition had more innovation...

"This edition's Intertextile *Directions* Trend Forum is amazing – it's bigger, better, with more variety. You can not only see what's trending but also take pictures and find the suppliers. The trend of brown and earth tones is so strong this season, which is exciting for us. This edition had more innovation; I've met five new mills, and I only add suppliers to my list if they've done something really special."

Ms Marissa Falting, Formal Senior Designer, POLITIX, Australia



Our visits have yielded fruitful results...

"As a delegation composed of 15 garment pattern producers, our main objectives at Intertextile Apparel were to keep abreast of fashion trends, seek suitable suppliers, and closely monitor the industry's digital transformation. Our focused visits to exhibitors' booths and venue exploration have yielded fruitful results, while the centralised display model enabled us to efficiently connect with suppliers, quickly assess cooperation potential, and complete industry exchange."

Mr Azamat Alymkulov, Executive Director, Textile Development Center, Kyrgyzstan





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

QR tags on displayed samples in the Trend Forum and other display areas direct buyers to exhibitors' pages on the fair's platform to:

- Generate instant enquiries
- Facilitate further communication

WeChat mini programme

- Enhance your brand visibility to domestic buyers
- Big data analytics plus AI matching precisely recommend your profile and products to target customers



Onsite business matching

Over 100 VIP buyers from across China, Asia, Europe and beyond took part in more than 300 onsite business matching meetings with exhibitors.

Delegations

Over 200 buyers from 10 international delegations visited the fair, hailing from various countries and regions including Brazil, Hong Kong, Kyrgyzstan, Singapore, Thailand and more.

Driving industry exchange

- **Four fringe programme segments:**
 - Design & Trends
 - Market Information & Business Strategies
 - Technology & Solutions
 - Econogy Talks
- **High-traffic dedicated display areas:**
 - Intertextile *Directions* Trend Forum: S/S 2028 fabrics & colours
 - Econogy Hub Display: sustainable textiles, eco-design
 - Pet Boutique: pet apparel, fabrics, accessories
 - The CUBE: functional, innovative textiles
- **2026 fringe event insights:**
 - Over **4,500** audience members at **50** fringe events
 - Nearly **1,500** samples displayed at the Intertextile *Directions* Trend Forum and display areas

Intertextile Shanghai Apparel Fabrics – Spring Edition 2027

Date: 10 – 12.3.2027

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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part of
TEXPERTISE

Concurrent shows

yarnexpo

CHIC
SHANGHAI



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