

# intertextile

## SHANGHAI apparel fabrics

China International Trade Fair for Apparel Fabrics and Accessories – Spring Edition  
中國國際紡織面料及輔料(春夏)博覽會

### 2018 Show Review



messe frankfurt



# Intertextile Shanghai: the global hub to meet with leading industry players



**3,386** exhibitors  
from **22** countries & regions participated in this edition



They attracted a record-breaking  
**82,314** buyers



A significant **15%** increase in the number of buyers –  
from **104** countries & regions – was recorded

## The exhibitor experience

"This is our first time exhibiting here, and we are really impressed with the scale. A large number of visitors have come to our booth: around 85 on the first day and 100 on the second day. The majority of them are Chinese, but we've also had buyers visiting from Europe, and sourcing and apparel companies from Hong Kong. As many buyers around the world source here, we think it is a really helpful, effective and important fair for us. It helps us to find new customers. For sure it is the best fair in the industry for the spring / summer season."

*Mr Kenji Sasakura, Sales Section, Bon Co Ltd, Japan*

## The visitor experience

"This fair gives us a good overview of what's happening in the market. We're looking for a wide range of products, so the fair is good as it has a bit of everything. It's good for researching new vendors, and you can always find new ones to work with. It's really helpful how the fair is sorted, and we could easily cover all our shirting needs in one morning."

*Ms Michelle Klein, Manager Fabric R&D, American Eagle Outfitters, USA*

## Featured zones

### Accessories Vision

This well-established zone created a synergy effect by grouping various accessories exhibitors in one place, attracting a wide range of buyers. The number of overseas exhibitors and size of the zone recorded **increases of 32% and 73%** respectively. With the presence of major accessories suppliers in the zone, exhibitors could learn from each other and enhance their competitiveness.

### Beyond Denim

Demand for **premium and sustainable denim** is expected to rise, especially in China with its strong economic growth. Exhibitors from Turkey and Pakistan, two of the largest denim exporting countries together with Japan, participated here to present their high end denim collections. Beyond Denim served as a resourceful platform for dedicated buyers looking for all denim related products from fabrics to accessories.

### Functional Lab

Functional textiles, in particular eco-friendly products, remain one of the most in-demand products in the market. The number of buyers sourcing functional fabrics recorded **strong growth of 7.2%**. The Functional Lab gathered innovation from Taiwan, Japan, Korea and elsewhere, and provided buyers with a variety of choices for the **athleisure, activewear and sportswear market**.

### SalonEurope

SalonEurope is positioned as a hub for luxury European fabrics attracting buyers looking for quality products. Besides the exclusive **Milano Unica Pavilion**, this area also highlighted exhibitors from **France, Germany, Spain, Switzerland and Turkey**.

### All About Sustainability

The sustainability concept is growing quickly in China, and experts like **Intertek** and **Testex** were among those who gathered in All About Sustainability to demonstrate their latest knowledge on eco-friendly products and technologies, with the help of the **Forum Space** and **ecoBoutique** areas.

### Digital Printing Zone

This product zone featured digital printing technology. **MS Italy**, the market leader in digital printing debuted at the fair with their machinery, successfully introducing their digital printing technology to both exhibitors and visitors.

### Premium Wool Zone

A doubling in the size and number of exhibitors compared to the last Spring Edition reflected the rise of **bespoke tailoring**, and **high end menswear and ladieswear** in China. Over one-third of buyers were looking for wool fabrics, proving tailors, designers and brands know their way to the Premium Wool Zone to source quality wool blends.

### Verve for Design

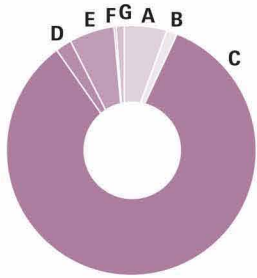
A large variety of buyers, from clothing brands to garment manufacturers, visited the zone in search of **exclusive prints** offered by designers and studios from Europe, the US and Asia.



# Visitor profile

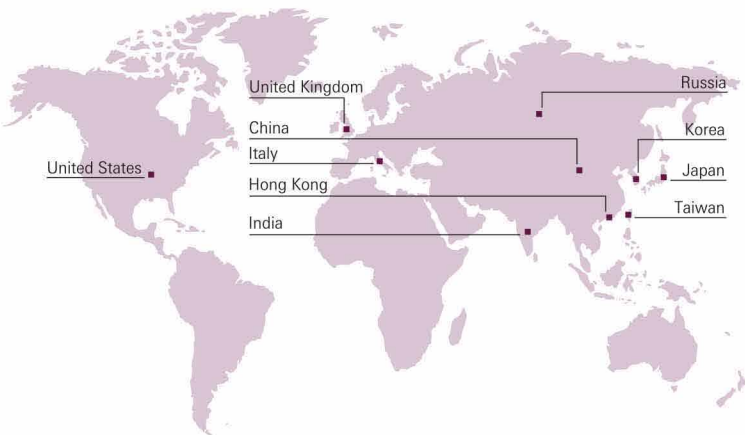
# Leading buyers who attended this edition

## Domestic buyers by region (2018)



A	North China	5.6%
B	Northeast China	1.39%
C	East China	83.48%
D	Middle China	2.16%
E	South China	5.99%
F	Northwest China	0.48%
G	Southwest China	0.9%

## Top 10 visitor countries & regions



## Visitor business nature

The majority of buyers were garment manufacturers, but wholesalers, department stores, retailers and designers all recorded steady increases this edition.



## Overseas brands



and more...

## Chinese brands



and more...

# Fringe programme

## Trend forums

The **Intertextile Directions Trend Forum** highlighted the trends of Spring/Summer 2019 with overseas exhibitors' fabrics, while trend tours were also hosted to explain the latest trends and stories. The **Fabrics China Trend Forums** also presented trends in menswear, ladieswear and casual wear.

## Digital Printing Forum

A full-day programme co-organised with **Fashion Print**, one of the leading digital printing magazines in China, the forum provided all-round information on digital printing, from trends and technology to market news.

## Seminars

Over **20 sessions** were held. In addition to the usual hit topics like design and trends, sustainability and technology related seminars such as organic textiles and green viscose were greatly welcomed by both exhibitors and visitors.

## Panel discussions

Panel discussions on 'Artificial Intelligence in the Textile Industry', 'Sustainable Textile Products in Bangladesh' and 'Denim's Next Move' were arranged to respond to the latest developments in the textile industry.



## Intertextile Shanghai Apparel Fabrics – Autumn Edition 2018

Date: 27 – 29.9.2018

Opening hours: 9:00am – 6:00pm

Venue: National Exhibition and Convention Center (Shanghai)

Admission: For trade visitors aged 18 or above only

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