



80% of space already booked for Intertextile Shanghai Apparel Fabrics



Intertextile Shanghai Apparel Fabrics, one of the most influential industry trade event of the year is to be held from 11 – 13 October 2017.

"The whole industry knows Intertextile as a fair where you can find everything you're looking for given its size and product range, but look a little closer and it's clear that the fair has become much more than that in recent years," Ms. Wendy Wen, Senior General Manager of Messe Frankfurt (HK) Ltd explained. "It is also a hub for the latest fashion, particularly the trendy options available in the Japan Pavilion, the cutting-edge patterns in Verve for Design, as well as the new Chinese talents beginning to emerge, to name just a few. Being in the heart of Asia, the fair is also a focal point for fabric innovations, best evidenced in the Korea & Taiwan Pavilions, Functional Lab and Group Pavilions, as well as increasingly from Chinese exhibitors also."

Preview the international highlights

All international exhibitors will be located on level 2 including in the International Halls (5.2 & 6.2), Beyond Denim (hall 7.2) and Accessories Vision (hall 4.2) – the latter two shared with domestic exhibitors. The International Halls will host overseas exhibitors

covering a diverse selection of quality products from around the globe. Some international highlights include:

- ❖ SalonEurope: Italy's Milano Unica Pavilion, France Pavilion, Germany Pavilion and numerous exhibitors from Belgium, Switzerland, Turkey, the UK and elsewhere will gather an impressive range of premium European-made fabrics and accessories.
- ❖ Asian Pavilions: pavilions from Hong Kong, India, Japan, Korea, Taiwan and Thailand will expand the sourcing options on offer.
- ❖ Group Pavilions: industry leaders and organisations including DuPont, Hyosung, INVISTA, Korea Textile Trade Association (KTTA), Lenzing and OEKO-TEX will organise pavilions to feature their worldwide partner mills and members.
- ❖ Six product zones: to accommodate current market demands, All About Sustainability, Functional Lab, Premium Wool Zone and Verve for Design in hall 6.2, Accessories Vision (hall 4.2) and Beyond Denim (hall 7.2).

Meanwhile, apart from denim, accessories and one of the two ladieswear fabrics halls on level 2, all domestic exhibitors can be found on level 1, and will be categorised by product end-use such as casual wear, functional and sportswear, ladieswear, lingerie and swimwear, shirting as well as suiting.

Stand out from the crowd with the renowned fringe programme

The comprehensive fringe programme includes:

- ❖ Intertextile Directions Trend Forum: envisioned by top trend forecasters from France, Italy, Japan and the US, this popular forum will reveal the Autumn / Winter 2018-19 international trends through exhibitors' products.
- ❖ Fabrics China Trend Forums: focusing on the Chinese market.
- ❖ Seminars and panel discussions.
- ❖ Product and innovation presentations
- ❖ Innotex-Space display zone for innovative textile applications and technologies.
- ❖ China International Fabrics Design & Fabrics Creation Competition.

As well as Intertextile Shanghai Apparel Fabrics, three other textile fairs are also held concurrently at the National Exhibition and Convention Center: Yarn Expo Autumn (hall 5.1), CHIC (halls 2 & 3) and PH Value (hall 3).

Intertextile Shanghai Apparel Fabrics – Autumn Edition 2017 is co-organised by Messe Frankfurt (HK) Ltd; the Sub-Council of Textile Industry, CCPIT; and the China Textile Information Centre.

For further information: www.intertextileapparel.com ♦