

news +++ Intertextile Shanghai Apparel Fabrics

National Exhibition and Convention Center (Shanghai), China, 2 – 4 September 2025

intertextile
SHANGHAI apparel fabrics

Intertextile Apparel does the business for industry players seeking connections and insights in competitive market

Shanghai, 29 September 2025. The show concluded the Asian leg of a busy A/W 2026-27 exhibition season for the global textile industry – but, according to many fairgoers, this was the one platform they could not miss. At Intertextile Shanghai Apparel Fabrics – Autumn Edition 2025, over 3,700 exhibitors from 26 countries and regions welcomed over 100,000 visitors from 123 countries and regions to the National Exhibition and Convention Center in Shanghai. With China boasting the world’s largest industry manufacturing base, highest exports, and second-largest consumer market, there were many reasons for global industry players to gather for the flagship fair. Chief among them was the chance to gather much-needed insights in an uncertain market, discuss business with new and existing partners, and explore the fair’s spectrum of products and services covering fashion, functionality, sustainability, and innovation and digital transformation.



Buyers seeking diverse fabrics, accessories, and more in the International Hall. (Source: Messe Frankfurt)

“Now more than ever, it is imperative for key players to keep tabs on emerging trends, discover new innovations, strengthen partnerships, and find new markets,” said Ms Wilmet Shea, General Manager of Messe Frankfurt (HK) Ltd. “Intertextile Apparel is the ideal platform to achieve these goals, welcoming the best and brightest of the industry from all corners of the world, and from all segments of the market. This is not just the leading apparel textile fair in Asia, it is one of the most important industry fairs in the

world. The need to find new markets or suppliers is a common theme that's emerged from our discussions with fairgoers, and we have made strong efforts to facilitate that this autumn."

In China, efforts to diversify are being made. While overall exports to the US dropped in the first half of the year, the country's trade with ASEAN (up 13%), the EU (up 6.9%), and Africa (up 21.4%) expanded sharply, more than making up for the shortfall¹. As exhibitors try to navigate the potential loss of business in their biggest markets, and look to explore new ones, the fair facilitated exchange between key stakeholders. Around 150 representatives of eight international buyer delegations, from Bangladesh, Brazil, Malaysia, Thailand, Türkiye, Vietnam, and more, participated in 130 business matching meetings and three delegation tours, while 50 VIP buyers from 14 countries took part in 350 business matching meetings.

One delegate from the Federation of Malaysian Fashion Textiles and Apparel, **Mr Ricky Tan, Director of Sri Majutex Industrial**, said: "This platform's resources are exceptional and the matchmaking is efficient. China's textile and apparel fabrics industry leads the global innovation and sustainability trends, and gives us extremely valuable references to clearly identify market demands, anticipate industry trends, and inject momentum into our own development and transformation."

Trade on the show floor bolstered by new and enhanced offerings

The show took place across nine halls and 240,000 sqm. Driven by the demand for accessible, everyday fashion, the Essential Suits & Shirts zone made its debut, alongside other featured zones and country / region pavilions from Hong Kong, India, Italy (Milano Unica), Japan, Korea, Pakistan, Taiwan, and the first-ever Türkiye Pavilion. The Econogy Hub increased in scale by over 60% compared to last autumn, with its strong sustainability theme and open booth design complementing its dedicated seminar and display areas. Highlighted products from new exhibitors included Chloris Biochem's sustainable dye solutions, and PEELSPHERE's fabrics and bio-leather made from fruit waste and algae.

Ms Youyang Song, CEO of PEELSPHERE, was satisfied with the company's debut: "The Econogy Hub strongly aligns with our positioning and has connected us with our target customers, providing a clear, effective sourcing guide for brands and manufacturers seeking bio-based, biodegradable, recycled, and other innovative eco-friendly materials. Sustainable material innovation has become a major trend across multiple sectors, and this fair has provided us with deep insights and strengthened our resolve to drive high-quality development."

In Functional Lab and beyond, first-time exhibitors spotlighting functional innovation were Cathay (HK) Biomaterial, producing bio-based fibres and polymers; Fibrant, with nylon made from recycled waste like fishing nets and carpets; and Regina Miracle, showcasing high-tech lingerie, sportswear, and functional apparel. Meanwhile, in the enhanced Innovation & Digital Solutions Zone, exhibitors such as AiDLab and Shima Seiki presented various solutions, including AI-driven textile inspection technology, and design systems and software, respectively.

For the fringe programme, 37 seminars and nine themed forums provided insights across a range of categories. Featured design events covered topics such as fusing textile artistry with contemporary trends to create competitively sustainable products, and unpacking the upcoming vagues for A/W 2026-27. Leading experts on innovation discussed various industry AI applications, such as material inspection and design; how smart manufacturing, advanced materials, and sustainable solutions are shaping the future of functional textile production; and more. Meanwhile, the Intertextile *Directions*

¹ 'China's Economy in H1 2025', July 2025, China Briefing, <https://www.china-briefing.com/news/chinas-economy-in-h1-2025-gdp-trade-and-fdi-highlights/>, (retrieved: September 2025).

Trend Forum, and display areas such as Bespoke Performance and The CUBE, collectively showcased over 900 on-trend, premium, and functional samples, increasing exposure for numerous exhibitors.

Exhibitors' feedback

"What makes AiDLab unique is that we're not just selling a machine. We deliver a total solution, making defect data on the fabric transparent and integrating it with computerised market planning systems to enhance supply chain efficiency. The number of visitors at this fair is much higher than before, and by placing our booth in the Innovation & Digital Solutions Zone, the synergy created with other technology companies brought us even more inquiries and opportunities for collaboration."

Prof Calvin Wong, CEO & Centre Director, Laboratory for Artificial Intelligence in Design (AiDLab), Hong Kong

"At this edition, 3M highlighted innovations across two key product lines: our functional thermal insulation material, Thinsulate™, and our functional protective agent, Scotchgard™. Our ongoing participation at Intertextile Apparel stems from its unparalleled capacity to gather and engage buyers, develop partnerships, and gauge trends, particularly within the Chinese market, where new outdoor brands have proliferated in recent years."

Mr Jim Cai, Sr. Account Manager Consumer Business Group, 3M China Limited, USA

"We do fashion with function, sustainability, and innovation. For example, we have a 100% worsted cashmere – probably one of the finest cashmeres, and completely wrinkle-free. It sells very well globally, and we have been getting lots of interest here. We are quite happy with our situation worldwide, but if there are new opportunities of course we'd be willing to take them. It is important to keep coming to this fair because we want to be present in this market and China will definitely come back strong in the future."

Mr Tommaso Pieri, Area Manager, Lanificio Luigi Colombo S.p.A, Italy

Buyers' comments

"Intertextile Apparel is a highly effective platform for both sourcing and networking, with an extensive range of manufacturers providing exactly what we need, making it efficient to compare options and gather high-quality samples in one trip. We've already connected with several promising contacts and reviewed strong product offerings. A key takeaway is the industry's clear shift toward sustainability. It's now a central theme across exhibitors, and aligning with eco-conscious partners is a growing priority for us."

Ms Becky Godfrey-Faussett, Director, Snuggly Hoods Ltd, UK

"Intertextile Apparel is undoubtedly a powerful global business platform – a central hub for information exchange, trend forecasting, trust-building, and deal-making. For the Turkish textile industry, this fair provides unparalleled opportunities to directly engage with tens of thousands of Chinese and international buyers, designers, and key brand decision-makers. Both Türkiye and China are making significant investments in Industry 4.0, opening vast opportunities for collaboration between technology equipment suppliers and software solution providers from the two countries."

Mr Ahmet Fikret Kileci, Coordinator Chairman, Southeast Anatolian Exporter's Association, Türkiye

"For our stage costumes and dancewear, we must balance striking design with the performer's freedom of movement, which means we pay meticulous attention to function, colour palettes, and accessory applications. Intertextile Apparel features premium exhibitors spanning almost the entire value chain, and we attend every year to source functional fabrics, jacquard and embroidered textiles. The Trend Forum unveils eye-catching new fabric innovations, and its shift this year from classic to dramatic styles has

proved highly instructive.”

Mr Wang Zhe, Fabric Manager, WEISSMAN, USA

Speakers' insights

“As we are close to the industry through fairs like Intertextile Apparel, we analyse buyers from different countries. The Trend Forum acts as a human link, a bridge connecting cultural references and ensuring these are transmitted effectively. It not only promotes creativity and supports fabric makers, but also builds a relationship with buyers. Essentially, it's a relay of human connection, and I believe this shared understanding should be deeply received.”

Mr Michael Bonzom, Lead Curator, Intertextile *Directions* Trend Forum A/W 2026-27 (Creative Director, NellyRodi™ Agency, France)

“Intertextile Shanghai is an invaluable platform, not only for gaining firsthand insights into the Chinese market but also for connecting with industry peers from across Asia and beyond. In just one morning, I've already exchanged ideas with associates from India, Japan, and Korea, all of us grappling with similar challenges and opportunities. China is a crucial partner, and it's inspiring to see so many Chinese exhibitors here showcasing impressive innovations that can help us all move toward a more responsible and sustainable textile future.”

Mr Daniel Connolly, Senior Executive, UK Fashion & Textile Association, UK

Intertextile Apparel is co-organised by Messe Frankfurt (HK) Ltd; the Sub-Council of Textile Industry, CCPIT; and the China Textile Information Centre. It will take place alongside Yarn Expo Autumn, CHIC and PH Value at the National Exhibition and Convention Center (Shanghai), with the venue playing host to the entire apparel textile value chain. For more details on this fair, please visit: www.intertextileapparel.com.

Intertextile Shanghai Apparel Fabrics – Autumn Edition was held from 2 to 4 September 2025.

Other upcoming shows:

Vietnam International Trade Fair for Apparel, Textiles and Textile Technologies

26 – 28 February 2026, Ho Chi Minh City

Intertextile Shanghai Apparel Fabrics – Spring Edition / Yarn Expo Spring / Intertextile Shanghai Home Textiles – Spring Edition

11 – 13 March 2026, National Exhibition and Convention Center, Shanghai

Intertextile Shenzhen Apparel Fabrics / Yarn Expo Shenzhen

11 – 13 June 2025, Shenzhen (Futian)

Press information and photographic material:

<https://intertextile-shanghai-apparel-fabrics-autumn.hk.messefrankfurt.com/shanghai/en/press.html>

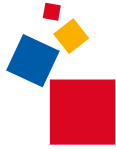
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Background information on Messe Frankfurt

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With a workforce of some 2,500 people at its headquarters in Frankfurt am Main and in 29 subsidiaries, it organises events around the world. Group sales in financial year 2024 were around € 775 million. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt's key strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. We are using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity.

For more information, please visit our website at: www.messefrankfurt.com/sustainability

With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

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