

news +++ Intertextile Shanghai Apparel Fabrics

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



Navigating the future of fashion: Intertextile Apparel unveils upgraded zones and fringe programme

Shanghai, 19 August 2025. In today's rapidly evolving textile and business landscape, staying ahead of competitors often requires access to the latest trends, innovative technologies, and strategic insights. In that regard, from 2 – 4 September 2025, Intertextile Shanghai Apparel Fabrics – Autumn Edition will once again serve as one of the industry's premier trade platforms. This year, the fair will feature upgraded zones and expanded display areas designed to create a more seamless, more immersive sourcing and networking experience. Fairgoers can look forward to a dynamic fringe programme, including expert-led forums, seminars, and other insightful events, which should prove essential listening for industry players shaping the future of fashion.

A key highlight of the fair is the **Functional Lab**, which responds to the growing demand for athletic-inspired apparel. Located in Hall 4.1, this area showcases a comprehensive selection of innovative activewear fabrics, including smart textiles, outdoor materials, and sports textiles. Within the zone, leading exhibitors such as **Burlington**, **Kbtex Warp Knitting Technology**, and **Unifi Textiles (Suzhou)** will present their latest offerings. To further highlight the potential of functional fabrics, Functional Lab's display area **The CUBE** will feature an array of advanced fabrics and accessories that merge innovation with functionality, suitable for sportswear, athleisure, and protective apparel.

Meanwhile, esteemed European exhibitors to showcase in **Premium Wool Zone** include **Abraham Moon & Sons**, **Scop Clarenson**, **Thomas Mason**, and **Yunsa**. They will showcase their latest collections, catering to the needs of modern designers and discerning consumers. Located within the zone, the former Functional Suiting Display Area will return as **Bespoke Performance**, further emphasising the synergy of style, functionality, and luxury. This area is set to highlight high-end textiles for suiting, shirting, and bespoke fabrics that blend performance with sophistication, offering an extensive collection of fabric samples and garments consisting of wool, worsted, woollen, cashmere, tweed, and silk.

In addition, the **Innovation & Digital Solutions Zone** (previously known as Digital Solutions Zone) will spotlight advanced digital solutions, textile technologies, and materials. This specialised area will be enhanced with a series of Technology & Solutions fringe events, offering insights into how digital innovations are transforming design, manufacturing, and customer experience. Notably, The **Hong Kong Research Institute of Textiles and Apparel (HKRITA)** will present their Green Machine, a groundbreaking recycling system for mixed materials, demonstrating eco-conscious advancements in textile sustainability. Additionally, **Shima Seiki** will showcase their latest digital fabric simulation software, while **AiDLab** will feature their AI-based fashion design and textile inspection technology.

To enhance the fair experience, Intertextile Apparel's fringe programme provides industry peers with unique insights and a competitive edge within the fast-evolving fashion landscape. This edition's curated lineup of expert-led seminars, discussions, and exclusive events aims to address the latest trends, sustainability initiatives, technological innovations, and market intelligence. Key events include:

Design & Trends

- **Intertextile *Directions* Trends Autumn / Winter 2026-27:** this seminar will discuss the Intertextile *Directions* Trend Forum's theme PUSH SENSATION, where NellyRodi™ Agency will bring to life the wildest dreams of humankind: gentle > raw, classic > theatrical, childish > bizarre, and pragmatic > dreamlike, through a creative and inspiring display of on-trend fabrics and accessories. In addition to presenting the seminar, Mr Michael Bonzom, Creative Director of NellyRodi™ Agency, will provide deeper insights through the Trend Forum Tours.
- **FW26/27 Women's Fashion Trend Forecast:** Ms Benedicte Peaudecerf, Style Designer and Trend Forecaster at PeclersParis, will present the latest trend publications, and provide inspiration and guidance through a comprehensive forecast for women's fashion for A/W 2026-27.

Texpertise Econogy

Building on the success of the previous edition, the **Econogy Tour** will once again spotlight sustainability in Hall 5.1. Guided visits to eco-focused exhibitors, led by an independent consultant, will facilitate in-depth discussions about the latest innovations in green textiles. Additional insightful **Econogy Talks** include:

- **Impact Now, Building Greener and Low-Carbon Sustainable Development Supply Chains:** through optimising recycling materials, sustainable chemical management, low-carbon emission reduction designs, and improving ESG performance, SGS-CSTC Standards Technical Services will demonstrate how to create a greener, low-carbon economy and a more sustainable textile industry supply chain.
- **Ecodesign for Sustainable Products Regulations (ESPR):** with the increasing prominence of global environmental issues, the EU is committed to promoting a green transition and a circular economy strategy. Bureau Veritas will present their services that help companies navigate and comply with the ESPR, including eco-design solutions, life cycle assessments, and environmental product declarations (EPD).

Technology & Solutions

- **Enhancing Fashion & Textiles through Human-AI Interaction:** Professor Calvin Wong, CEO & Centre Director of AiDLab, will introduce their innovative AI-based technologies: AiDA for fashion design and WiseEye for textile inspection technology. Respectively, these solutions enhance innovation in fashion design and improve quality control for textiles.

- **New Era of Digital Fabric: End-to-End DPC Solution:** its design software is a key component of Shima Seiki's end-to-end digital product creation solution. Its true-to-life fabric simulation, seamlessly integrated with physical production, is becoming the new standard for digital product creation.

Market Information & Business Strategies

- **Opportunities in ASEAN in a Changing Trade Environment:** the ASEAN Federation of Textile Industries (AFTEX) will host a forum featuring industry representatives from across the region to share market insights and analyse emerging trends in textiles. Attendees can engage in dialogue, strengthen partnerships, and deepen their understanding of ASEAN's evolving textile landscape.
- **Overview of the UK Textile Industry and Opportunities for the Future:** the UK Fashion and Textile Association (UKFT), one of the country's preeminent industry associations, will provide a perceptive analysis and various business insights relating to the UK's textile sector.

To streamline the sourcing process, buyers can more easily discover and engage with exhibitors during the fair using a range of digital tools, such as [Connect PLUS](#). This platform enables users to refine their searches, receive AI-driven recommendations, and organise online or face-to-face meetings via its integrated messaging feature. Additionally, it connects scheduling alerts directly to WeChat, Facebook, or SMS, enhancing the networking experience. [Pre-registered](#) visitors will automatically gain access to a Connect PLUS account.

The fair 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 will be held from 2 to 4 September 2025.

Other upcoming shows:

Yarn Expo Autumn

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

Cinte Techtextil China

3 – 5 September 2025, Shanghai New International Expo Centre, Shanghai

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

Press information and photographic material:

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

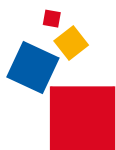
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The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With a workforce of some 2,500 people at its

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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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