

news +++ Intertextile Shenzhen Apparel Fabrics
Shenzhen Convention & Exhibition Center (Futian), China, 11 – 13 June 2025

intertextile
SHENZHEN apparel fabrics

Intertextile Shenzhen 2025 concludes, reflecting South China's thriving and innovative fashion landscape

Shenzhen, 26 June 2025. In a vibrant display of creativity and collaboration, Intertextile Shenzhen Apparel Fabrics and Yarn Expo Shenzhen successfully wrapped up on 13 June at the Shenzhen Convention & Exhibition Center (Futian). The fair highlighted South China's immense potential as a hub for fashion and textile innovation, bringing together industry leaders, designers, and innovators to explore the latest trends and technologies. Alongside its comprehensive product offerings, Intertextile Shenzhen introduced two new zones – Fashion Gallery and The Closet, and featured a robust fringe programme unveiling innovative and sustainable insights, including cutting-edge digital fashion solutions. Held alongside PH Value and BIRD Fashion Fair, the fairs drew nearly 40,000 visits from 64 countries and regions, fostering business interactions and reflecting the apparel sector's drive towards a forward-thinking future.



The Closet showcased green fashion and eco-friendly materials, highlighted award-winning sustainable fur designs, and featured innovative creations from emerging designers (Photo: Messe Frankfurt)

Speaking at the fair's conclusion, Ms Wilmet Shea, General Manager of Messe Frankfurt (HK) Ltd, expressed: "It is clear that South China continues to thrive as a major hub for fashion production and design, with thousands of fashion brands across various

segments. The market is evolving rapidly, driven by trends in e-commerce and consumer demand. This was evident throughout the fair, particularly in the diverse fabric sourcing options and the integration of digital AI solutions that cultivated collaboration and innovation. We are proud to have created a business-friendly platform for stakeholders across the value chain, while also providing a stage for experts to share valuable insights on innovative topics.”

Cutting-edge digital solutions and sustainable fashion trends in the spotlight

This edition of the event saw the introduction of two new zones. The Fashion Gallery featured an extensive selection of ladieswear, casualwear, functional wear, sportswear, lingerie, and unique fabrics for visitors to explore. Prominent names like AiDLab and the Nano and Advanced Materials Institute were on hand to showcase the industry's innovative spirit.

Complementing the Fashion Gallery, The Closet provided a distinctive platform for fashion designers and garment manufacturers from the Sustainable Fashion Apparel Association (SFAA), Mint Studio, and the Hong Kong Fur Federation (HKFF) to present their creations. Standout products across these zones included an array of eco-friendly materials, such as organic recycled fabrics and sustainable dyes. The dedicated space also integrated technology-driven textile solutions, blending traditional techniques with contemporary innovations, utilising materials like traditional mud silk, advanced textiles, and enzyme-washed denim.

Clearly, technology and digital AI solutions emerged as key trends on the show floor, showcased by both exhibitors and an inspiring fringe programme. The Digital Application Trend Forum focused on the full-process digitalisation of the apparel industry, highlighting innovations in digital design, production, and supply chain management. It brought together representatives from leading digital solution organisations, including the Shenzhen Intelligent Manufacturing Industry Promotion Association and HKRITA, who displayed innovative product technologies and trends in the global apparel industry while fostering technical exchanges and business collaborations between domestic and international sectors. Meanwhile, the Intertextile Forum, themed “Supply Chain Restructuring: Digital Intelligence-Driven Resilient Breakthrough”, explored how the textile sector can adapt to current economic challenges. Numerous exhibitors, visitors, and speakers shared positive experiences about the fair, and attendees were equipped with valuable insights into the industry's future.

Visitors explored the full spectrum of apparel trends presented by around 650 exhibitors from various countries and regions, including France, Germany, Hong Kong, Japan, Korea, Italy, Singapore, Spain, Switzerland, the UK, the US, and Vietnam. Dedicated zones and pavilions for Japan and Korea showcased their expertise, emphasising a wide range of high-quality textiles. In addition, cities from across China, including Changshu, Fujian, Huzhou, Shaoxing and Shengze, displayed a variety of applications of their suppliers' textile products. Renowned buying brands and VIP buyers, including Adidas, ASOS, AX, Levi's, Lululemon, Sidefame, Puma, Sixty8ight, Zara and more actively sought out technological innovations, sustainable solutions, and premium products. Additionally, international buyer delegations met with exhibitors, including representatives from Singapore Fashion Council and Vietnam Textile and Apparel Association.

Exhibitors' feedback

“I believe South China, particularly Shenzhen, has a strong market for fashion, especially for women's apparel. My experience at Intertextile Shenzhen has been very productive, and we've seen a diverse range of customers, primarily from China, but also from Europe. This year feels busier than last edition, with a stronger visitor flow, which is encouraging. I

plan to return for the Shanghai fair in September, as it's a great opportunity to connect with brands and customers alike."

Mr Michael Lee, Sales Manager, Policarpo, Italy

"We ethically use fur in textiles and garments, ensuring all parts are repurposed, with recycling options available. Exhibiting at Intertextile Shenzhen allowed us to educate industry players about the sustainable and ethical aspects of modern fur production. We enjoyed strong interest from visitors, encouraging collaborations and expanding our network in ladieswear and menswear. The fair's setting was ideal for connecting with potential clients in South China, opening doors for innovative applications."

Mr William Sun, Chairman, Hong Kong Fur Federation, Hong Kong

"This year's fair shows significant advancements compared to last year, thanks to innovation and quality, as well as a larger number of visitors at our booth, primarily from Shenzhen. The domestic presence is strong, and I believe this exhibition has the potential to grow in importance over the coming years. I see opportunities for our products to stand out due to our advanced processing techniques. AI has been gaining prominence recently, and I recognise its potential, which I may explore in the future."

Mr Jay Hwang, General Manager, SK TEX Co Ltd, Korea

"We are showcasing AI technology solutions for clothing and textiles. As a research institute focused on AI, we develop innovative applications for clothing testing and fashion design. AI significantly improves efficiency in traditional processes, simplifying and accelerating tasks. During the fair, we noticed strong interest from visitors and met potential partners. We are satisfied with our results here in Shenzhen. Most enquiries came from domestic customers, including fabric manufacturers and designers, particularly interested in our AI design solutions."

Mr Justin Ko, Senior Marketing Officer, Laboratory for Artificial Intelligence in Design (AiDLab), Hong Kong

Visitors' experiences

"I have had a fantastic experience at the fair after nearly 10 years, noticing impressive advancements in quality. My company specialises in slow fashion, focusing on women's luxury wear with sustainable fabrics. I've discovered great suppliers from Japan and Korea, particularly for recycled polyester. I'm excited about the potential of digital solutions and social media to enhance storytelling in the industry. I'm actively sourcing innovative and sustainable materials like alpaca and cashmere for my winter collection, and I'm optimistic about the coming days."

Ms Jo Singh, Creative Director, Jo Kilda, Singapore

"I'm thrilled to be here at the fair for the second time, exploring the vibrant fashion scene in Shenzhen. My role is to connect suppliers with customers, and I'm actively on the lookout for high-quality scarf fabrics to share with my clients. The exhibitors at this edition have scaled in quality, displaying a remarkable variety of styles and materials. I've already found some fantastic items from China that I'm looking forward to present. Shenzhen is truly a hub for fashion, bustling with innovative brands and suppliers."

Mr Dominic Yee, General Manager, Dommy Inc (Member of The Korean Chamber of Commerce in China Hangzhou), Korea

Speakers' insights

"I decided to participate in the seminar this year because I'm deeply invested in fashion and retail. I believe it's crucial to discuss the entire supply chain – from textiles to design –

especially as we enter a new era of innovation like 3D digital fashion. My goal is to inspire others to think differently about their processes. By sharing insights and experiences, speakers and participants alike contributed to a vibrant dialogue about the future of fashion in a rapidly evolving marketplace.”

Ms Olivia Lee, Founder, LIVVIUM, Hong Kong

(Speaker at Reimagining Fashion Through AI, Identity & Immersive Commerce – From Avatar to Aisle – How Digital Fashion, 3D Assets, and AI Tools Are Shaping the Next Generation)

“The textile and garment sectors are increasingly adopting AI and digital applications, which I discussed today. AI enhances efficiency in supply chain management, stock optimisation, logistics, quality control, and recycling technologies. It optimises the entire product cycle, reducing waste and helping manufacturers add value while achieving long-term cost savings. Intertextile Shenzhen is an ideal platform to present these technologies: situated in the Greater Bay Area, a hub for garment manufacturing and emerging designers.”

Mr Derek Lai, Senior Engineer, The Hong Kong Research Institute of Textiles and Apparel, Hong Kong

(Speaker at the 2025 International Textile Industry Digital Application Trend Forum)

Intertextile Shenzhen is an exceptional platform for unveiling new trends, innovative models, and dynamic driving forces shaping the industry. By showcasing pioneering case studies and comprehensive solutions for industry advancement, the show enables stakeholders to discover and adopt successful new models and technologies through engaging displays, seminars, and themed forums.

Held concurrently with Yarn Expo Shenzhen, BIRD Fashion Fair and PH Value, Intertextile Shenzhen Apparel Fabrics is organised by Messe Frankfurt (HK) Ltd; Messe Frankfurt (Shenzhen) Co Ltd; the Sub-Council of Textile Industry, CCPIT; and the China Textile Information Center.

Upcoming shows:

Intertextile Shanghai Apparel Fabrics – Autumn Edition / Yarn Expo Autumn
2 – 4 September 2025, Shanghai

Press information and photographic material:

<https://intertextile-shenzhen.hk.messefrankfurt.com/shenzhen/en/press.html>

Social media and website:

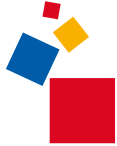
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The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With a workforce of some 2,500* people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2024 were around € 780* 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.

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*Preliminary figures 2024