

news +++ Intertextile Shanghai Apparel Fabrics

National Exhibition and Convention Center (Shanghai), China, 10 – 12 March 2027

**intertextile**  
SHANGHAI apparel fabrics

## Intertextile Apparel announces renewed identity alongside familiar show dates for 2027 Spring Edition

Shanghai, 13 October 2026. Starting from the upcoming Spring Edition of Intertextile Shanghai Apparel Fabrics – set to take place from 10 to 12 March 2027 – the organisers have signalled their intention to anchor the show's evolving positioning with a new slogan: **Shape the Movement**. Equipped with its refined focus, Intertextile Apparel is set to showcase its continued importance for defining the industry's future – from creating and implementing new trends, to exchanging cultural ideas, functional utility and eco-innovation, to enabling business deals with far-reaching economic benefits. Several high-potential areas have been earmarked for further development next spring.



New slogan 'Shape the Movement' and key visual for Intertextile Shanghai Apparel Fabrics – Spring Edition 2027 (second from right) alongside other textile fairs' wallscape at NECC this autumn (Source: Messe Frankfurt)

The fair's key themes Fashion Forward, Textile Future, Performance Textiles, and Sustainability will again reflect the demands of the global textile market, with the latter two showing especially strong potential in the current landscape. **Ms Wilmet Shea, General Manager of Messe Frankfurt (HK) Ltd**, commented: "Shaping the industry's movement is exactly what this fair does, at every edition. The new slogan is a nod to Intertextile Apparel's unmatched influence in determining what vast numbers of global consumers want to wear, how they want to wear it, and how industry players can make that happen. This is the latest in our efforts to update the fair's branding, to reflect its evolution as a platform that facilitates the development of not only trade, but also high-growth trends and movements like performance-based, sustainable innovation."

### **Circularity requirements from key markets prompt exhibitors' certified innovation**

The apparel textile flagship will take place alongside four concurrent fairs at the National Exhibition and Convention Center (NECC) in Shanghai, uniting thousands of exhibitors across yarns and fibres, apparel fabrics, fashion, knitwear, and home textiles. Two in-demand elements linking each sub-sector are functionality and sustainability. Beyond a nice-to-have, this is fast becoming a legal obligation for certain markets.

In Europe, the Ecodesign for Sustainable Products Regulation (ESPR) is establishing mandatory performance requirements across sectors, which safeguards significant circular textile economy investments from clothing brands, materials science companies and the EU itself, paving the way for further sustainable growth<sup>1</sup>. Europe remains a leading market for many suppliers and buyers at Intertextile Apparel, who have had to adapt and innovate to keep pace with stringent certification and traceability requirements.

Exhibiting at the previous Spring Edition, **Mr Rainer Roten, CEO of TESTEX AG**, said: "The industry is accelerating its evolution towards digitisation, traceability, and the circular economy, and our core value lies in providing in-depth support that aligns perfectly – from testing services to ensure export compliance, to dissemination of trend information – empowering our clients to stay ahead. This fair brings together buyers from around the world, particularly from our core Asian market, enabling us to connect with many potential and existing partners in one location. Despite our global recognition, we still regard this as a vital platform for client engagement."

### **Performance Textiles and Sustainability: the fair's growing, integrating categories**

The 2026 Spring Edition drew over 3,000 exhibitors from 25 countries and regions and more than 96,000 visitors from 119 represented markets. There was an emphasis on performance- and eco-focused solutions, with notable sqm expansion recorded by Functional Lab and Econogy Hub. Fast growth has been forecast for consumer segments prioritising sustainable, unrestrictive movement from sports and outdoor apparel brands<sup>2</sup>, and these two zones are being positioned for exhibitors to leverage exactly that in 2027.

Both zones will again include integrated presentation and display areas, while the same hall (5.1) will also see the return of the Pet Boutique, featuring functional-sustainable garments, fabrics and accessories for China's fast-growing pet apparel market<sup>3</sup>. The CUBE, Functional Lab's expansive display area, will be a key showcase for performance textiles, and is set to unveil unique categories Thermal Regulation, Moisture Management, Comfort + Sustainability, and Protection for the first time at the show's Spring Edition.

"We are actively strategising to combine sustainability with functional fabrics – investing in an integrated factory in Vietnam to develop bio-based spandex, and creating various recycled materials in China," said **Ms Eva Zhu, Fabric Business Unit/Vice Director from Hyosung International Trade (Jiaxing)** last March. "Intertextile Apparel is an excellent platform to acquire customers, promote our products and brand, and hold in-depth discussions. This Spring Edition has truly exceeded our expectations so far. As well as meeting existing European and American clients, numerous new buyers showed strong interest. Global demand for functional fabrics is rising, especially in China, driven by consumer desire for healthy lifestyles and sports."

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<sup>1</sup> 'From information to market transformation: Why the ESPR must mandate performance requirements for textiles', July 2026, Ellen MacArthur Foundation, <https://www.ellenmacarthurfoundation.org/from-information-to-market-transformation-why-the-espr-must-mandate-performance-requirements-for-textiles> (Retrieved: October 2026)

<sup>2</sup> 'The Restorers', May 2026, WGSN, [https://mlp.wgsn.com/rs/669-IKC-742/images/4-WGSN-FC28\\_TheRestorers\\_EN.pdf?version=0](https://mlp.wgsn.com/rs/669-IKC-742/images/4-WGSN-FC28_TheRestorers_EN.pdf?version=0) (Retrieved: October 2026)

<sup>3</sup> Analysis of the Current Status and Development Trends of the Pet Apparel Industry in 2025, Guo Meng, April 2025, ChinalRN, <https://www.chinairn.com/hyzx/20250409/144037385.shtml> (Retrieved: October 2026)

Alongside the booths, Intertextile Shanghai Apparel Fabrics – Spring Edition 2027 will feature a robust fringe programme, including the Intertextile *Directions* Trend Forum for Spring / Summer 2028, several market-focused display areas, and a range of seminars, panel discussions and product presentations which cover topics on Design & Trends, Market Information & Business Strategies, Sustainability Issues, and Technology & Solutions. Sustainability and functionality – two key movements shaping the textile sector – will feature strongly throughout, set to be explored from various industry perspectives.

The fair is co-organised by Messe Frankfurt (HK) Ltd; the Sub-Council of Textile Industry, CCPIT; and the China Textile Information Center. It will take place alongside Yarn Expo Spring, Intertextile Shanghai Home Textiles – Spring Edition, 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](http://www.intertextileapparel.com).

Intertextile Shanghai Apparel Fabrics – Spring Edition will be held from 10 – 12 March 2027.

**Other upcoming shows:**

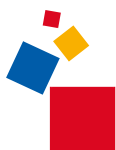
**Vietnam International Trade Fair for Apparel, Textiles and Textile Technologies**  
24 – 26 February 2027, Ho Chi Minh City

**Press information and photographic material:**

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

**Social media:**

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## About the Texpertise Network

Texpertise Network by Messe Frankfurt connects over 500,000 industry participants worldwide, combining trade fairs with networking and digital offerings focused on textile business. With over 60 international textile trade fairs in 15 countries, it spans the entire textile value chain and secures a place as the main platform for business and information about the global textile industry.

### 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 2,700 people at its headquarters in Frankfurt am Main and in 29 subsidiaries, it organises events around the world. Group sales in financial year 2025 were about € 766 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.

Messe Frankfurt develops new business models based on its digital expertise. Its range of services encompasses venue rental as well as exhibition stand construction, marketing services, staffing services, and catering.

Sustainability is a central pillar of our corporate strategy. Maintaining a balance between environmental and economic responsibility, social responsibility, and diversity lies at the heart of its approach.

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