

news +++ Intertextile Shanghai Apparel Fabrics

National Exhibition and Convention Center (Shanghai), China, 25 – 27 August 2026

intertextile
SHANGHAI apparel fabrics

Intertextile Apparel concludes with strong global engagement and future-focused sourcing momentum

Shanghai, 17 September 2026. Textile innovation in the form of widely applicable, scalable solutions was on show as Intertextile Shanghai Apparel Fabrics – Autumn Edition 2026 concluded on 27 August. The show brought together over 3,500 exhibitors from 30 countries and regions across 240,000 sqm at the National Exhibition and Convention Center (Shanghai), and welcomed over 100,000 visitors. Across three days, the fair served as a dynamic platform for sourcing, product discovery, and industry exchange, reflecting demand for materials and solutions that balance creativity, functionality, responsibility, and efficiency.



This edition, the fair catered to diverse sourcing needs through its four key themes: **Fashion Forward**, **Performance Textiles**, **Sustainability**, and **Textile Future** (Source: Messe Frankfurt).

“The response from fairgoers this autumn reflected strong demand for practical solutions and meaningful industry exchange,” said **Ms Wilmet Shea, General Manager of Messe Frankfurt (HK) Ltd.** “Across design, performance, sustainability and digitalisation, the fair helped visitors navigate a complex market, connect with relevant partners, and procure the ideas and technologies needed for their next stage of development.”

The fair’s four key pillars – **Fashion Forward**, **Performance Textiles**, **Sustainability**, and **Textile Future** – helped organise a wide spectrum of exhibitor showcases, better shaping buyer discussions. Together, they reflected how today’s textile sourcing decisions increasingly take into account blends of creativity, technical performance, environmental responsibility, and digital capability. This edition made clear that these pillars do not act in isolation but often combine to great effect across various product categories.

Under Fashion Forward, exhibitors presented seasonal collections, creative material concepts, and design-led solutions that supported buyers' planning for upcoming product development. For **Mr Joshua Lane, Regional Director – Asia, Holland & Sherry**, the fair also served as an important point of direct market feedback: "We brought eight or nine updated collection books to the fair. By being here, we gain a clear understanding of where the market is. We listen to feedback from customers, and it gives us important information as we create our next seasons' collections."

The Performance Textiles pillar gained added visibility through the upgraded **Functional Lab**, where buyers could assess fabric innovation in a more application-driven setting. Its enhanced display area, **The CUBE**, brought together fabric sample showcases, product presentations, and testing demonstrations, including technical displays from **IDFL Laboratory and Institute** and **Sunshinetex International Holdings** on airshift and waterproof testing, down proof testing, and down inspection applications.

Across the fairground, leading functional fabric suppliers highlighted real-use performance across four key themes: **thermal regulation, sustainability + comfort, moisture management**, and **protection**. Among them, **Prutex Nylon** partnered with INVISTA to highlight high-performance materials, functional yarns, sustainable solutions, and all-scenario fabric applications – such as PRUECO® OCEAN, converting discarded fishing nets into nylon 6,6. According to **Ms Molly Kremidas, Global Sales & Marketing Director of Prutex Nylon**, "Feedback at the show has been fantastic. Buyers here are looking for sustainable functional alternatives, and to be able to add our performance capabilities – like cooling or moisture movement – into PRUECO® OCEAN yarn is unique. It's great to be next to The CUBE, and to see what we're doing in terms of innovation is also trending."

The fair's Sustainability pillar was headlined by the **Econogy Hub**, while responsible material and process innovations could also be found across the fairground. Suppliers presented bio-based and recycled materials, lower-impact production, traceability tools, and alternatives to virgin petroleum-based products. "We are preparing to launch the Global Responsible Textile Standard (GRTS), which will expand our scope to include responsibly produced fibres such as lyocell, animal fibres, silk, wool and recycled synthetics," said **Mr Rahul Bhajekar, Managing Director of Global Standards**. "At Intertextile Apparel, we are introducing GRTS and speaking with companies that may be interested. The Econogy Hub and seminar space is a wonderful thing being done here – have the right people talk, let them spread the word."

Textile Future was reflected through the **Innovation & Digital Solutions Zone**, featuring AI-supported workflows, digital product development tools, and smarter production management, while the nearby **Pet Boutique** display area highlighted new lifestyle-led applications for textile innovation. "China is a vital market for our business, and we are developing new AI-enabled capacities for local factories," said **Mr Himanshu Mehrotra, Managing Director of Coats Digital**, one of the zone's key exhibitors. "This edition of the fair has allowed us to present these AI-related strengths to buyers and industry participants, with many visitors showing strong interest and requesting follow-up presentations."

International participation widened the fair's sourcing potential

Global suppliers remained central to the fair's identity, with country and region pavilions, international zones, and overseas exhibitors contributing to a broad and diversified sourcing landscape. New exhibiting countries and regions¹ in this edition included **Côte d'Ivoire, Egypt, Malaysia, Nigeria, Norway, Sweden, and Thailand**, underlining the fair's expanding international reach. Representing one of the new exhibiting countries, **Mr**

¹ As compared with the previous Autumn Edition in 2025.

Gervais Nagnontcha Coulibaly, Head of Communication, Media and Digital, Investment Promotion Centre of Côte d'Ivoire (CEPICI), noted: "We came here to promote the cotton and textile sector in Côte d'Ivoire. We already have a primary industry in these sectors, but we are looking for investors to help complete the cotton value chain in the country. At this fair, we have seen many investors and exhibitors, and realised that people are interested in cotton from West Africa."

Trade buyers also highlighted the fair's value as a sourcing platform, citing new materials, supplier connections, market insight, and targeted business matching.

"This is my fourth or fifth time visiting the fair. Compared with other industry exhibitions, Intertextile Apparel covers a more complete industrial chain, from raw materials to cutting-edge textile technologies. It allows us to accurately capture the latest industry directions and future market trends."

Ms Alisa Teeprinyakul, Managing Director, Somprasongstudio 1989, Thailand

"Our brand covers casual men's and women's apparel with a sportswear influence, and at the fair I found relevant knit, sportswear, and outerwear fabrics. More suppliers at the show are now equipped for foreign trade and hold certifications required for the French market, which saves us a great deal of extra effort."

Ms Pik Ki Tsoi, Fabric Development Lead, Celio Sourcing Ltd, France

"My main objectives at this show are to source new suppliers, and discover innovations and fresh design ideas to drive our product development, while maintaining strong relationships with our existing partners. I have already found some new trimmings and print patterns that could support our upcoming products."

Ms Sherri Kiernikowski, Director, Wanderlux Sleepwear, Australia

Fringe programme added topical insights for fairgoers

Mirroring the industry-driven themes across the show floor, the fringe programme offered additional context for sourcing decisions, covering subjects such as trends, sustainability, functional innovation, digital transformation, and supply chain development. Speakers also used the platform to share technical expertise and market perspectives.

"This time, we did something really special to the Trend Forum. Rather than planning the themes around stories and trends, we focused more on emotions and feelings – how people feel, how they live, and what they like to explore. The first-time collaboration with Notes Shanghai fits perfectly with this season, allowing visitors to experience the overall feeling of the Trend Forum and understand the story we are trying to tell."

Mr Kai Chow, Curator of Intertextile *Directions* Trend Forum and Creative Director, MUSEATIVE

"Intertextile Apparel is a highly influential industry platform for our company, and its concurrent seminar programme gave us a valuable opportunity to share our corporate philosophy and technical expertise in recycled polyester. The fair's fringe events create an efficient platform for dialogue across the supply chain, helping companies exchange insights and connect with potential partners."

Ms Luka Yuan, Deputy President – Sales & Marketing Dept, Unifi Textiles (Suzhou)

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 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 25 – 27 August 2026.

Other upcoming shows:

Vietnam International Trade Fair for Apparel, Textiles and Textile Technologies

24 – 26 February 2027, Ho Chi Minh City

Intertextile Shanghai Apparel Fabrics – Spring Edition

10 – 12 March 2027, Shanghai

Press information and photographic material:

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

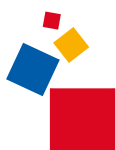
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Your contact:

Phoebe Chau

Phone: +852 2238 9941

phoebe.chau@hongkong.messefrankfurt.com

Messe Frankfurt (HK) Ltd

35/F, China Resources Building

26 Harbour Road, Wanchai, Hong Kong

www.messefrankfurt.com.hk

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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 2,700 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.

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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).

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