

news +++ Intertextile Shanghai Apparel Fabrics

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

**intertextile**  
SHANGHAI apparel fabrics

## Intertextile Apparel returns this August with new focus on pet textiles and climate-adaptive innovation

**Shanghai, 14 May 2026. Intertextile Shanghai Apparel Fabrics – Autumn Edition will return from 25 – 27 August 2026 at the National Exhibition and Convention Center (Shanghai), set to reinforce its position as a leading global sourcing platform for the ever-changing apparel textile industry. Building on the success of the 2025 edition, where more than 3,700 exhibitors from 26 countries and regions welcomed over 100,000 buyers from 123 countries and regions, the upcoming fair will place special emphasis on high-growth segments – including advanced functionality, sustainability solutions, and digital transformation.**

“In today’s evolving market landscape, buyers are looking for more than materials – they are looking for direction, innovation, and long-term partners,” said Ms Wilmet Shea, General Manager of Messe Frankfurt (HK) Ltd. “Intertextile Apparel continues to evolve alongside the industry, expanding its showcase to address functional performance, sustainability priorities, and emerging product categories, catering to a wide range of buyer preferences – from the traditional to the unconventional.”

Responding to these priorities, the 2026 edition is guided by four overarching themes reflecting the industry’s most compelling opportunities. **Fashion Forward** inspires creative direction through curated fabric displays and the Intertextile *Directions* Trend Forum, offering buyers and designers early insight into upcoming seasonal trends. **Performance Textiles** highlights advanced functional fabrics engineered for sportswear, outdoor, and lifestyle applications, addressing growing demand for comfort, durability, and technical enhancement. Under **Sustainability**, exhibitors present eco-conscious materials, solutions, and innovations aligned with international standards, centred around the **Econogy Hub**’s variety of sustainable textiles and certifications. Meanwhile, **Textile Future** spotlights smart textiles, AI-driven design tools, and next-gen manufacturing technologies shaping the digital transformation of the apparel supply chain.

### **Pet Boutique makes its autumn debut**

Among this year’s notable highlights is the Autumn Edition debut of the **Pet Boutique**. First introduced at this year’s Spring Edition, the dedicated showcase will expand to leverage demand at the larger autumn platform. Globally, the pet textile market is forecast to compound yearly by 5.6% up to 2031, with Asia-Pacific set for the highest growth<sup>1</sup>.

By bringing together relevant suppliers into a clearly defined showcase, the Pet Boutique enables buyers to efficiently explore fabrics and materials suitable for pet clothing, accessories, and related applications – an increasingly attractive segment within the broader apparel ecosystem. “Applying natural textile materials in the pet sector is still an emerging avenue. The primary role of this display area is to help the industry understand these materials and master their application methods,” said **Mr Fred Wang, BD Manager**

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<sup>1</sup> “Pet Clothing Market Report: Trends, Forecast and Competitive Analysis to 2031”, January 2026, Research and Markets, <https://bit.ly/3Qp4ZgE> (retrieved May 2026)

**for Functional Wear at Lenzing**, who participated in the Spring Edition. “We aim to leverage Intertextile Apparel’s strong influence to attract more pet sector players through the Pet Boutique, while in the related Pet Forum I was honoured to discuss the applications of our natural fibres in the sector.”

### **Functional Lab expands with climate-adaptive textiles and more**

The enhanced **Functional Lab** will continue to offer an integrated booth, display area, and seminar model designed to foster deeper exchange between exhibitors and sourcing professionals. At the centre of the zone, **The CUBE** is a high-visibility display area showcasing standout functional fabrics and accessories. New to this edition, The CUBE will introduce a **Product Presentation Series**, providing brands with a structured opportunity to present their latest innovations directly to an engaged audience.

Beyond its expanded presentation format, this edition’s Functional Lab will extend its spotlight to fast-emerging markets, including climate-adaptive textiles and silver-age applications, among others. Innovations in temperature and humidity regulation are driving the development of fabrics that support comfort across diverse environmental conditions, while the response to ageing demographics ushers in textiles that prioritise comfort, ease of care, lightweight performance, and everyday practicality. Together, these focus areas illustrate how functional textiles are expanding beyond traditional performance categories, opening new avenues for product development and cross-sector collaboration.

Reflecting on her experience at the last Autumn Edition, **Ms Zoe Zhang, Engineer at the Hong Kong Research Institute of Textiles and Apparel (HKRITA)**, commented: “At the forum (Weaving the Future: Advancing Functional Textiles with Innovative Technologies), we joined forces with partners including Lenzing and Highsun to exchange our latest insights on functional textiles. The conversations continued well beyond the show floor – with several domestic manufacturers reaching out to us to explore collaboration on nanomaterial applications. Intertextile Apparel is a springboard for meaningful dialogue and cross-disciplinary innovation in the intelligent and sustainable development of functional textiles.”

To enhance sourcing efficiency across the entire apparel value chain, the fair will also feature a broad offering at its other specialised zones:

- **Accessories Vision:** bringing together the full spectrum of trims, zippers, and finishing components essential to garment creation.
- **Beyond Denim:** exploring fabrics at the cutting-edge of denim innovation, sustainable finishing processes, and evolving fashion applications.
- **Essential Suits & Shirts:** a dedicated zone responding to the rising global demand for accessible, ready-to-wear suiting and shirting fabrics.
- **Innovation & Digital Solutions Zone:** presenting AI-driven tools, digital production systems, and advanced manufacturing technologies.
- **Premium Wool Zone:** highlighting the performance and versatility of wool, especially for its applications in top-quality suiting.
- **SalonEurope:** offering a curated window into the finest, high-end European fabric collections, from fashion to function.
- **Verve for Design:** dedicated to creative studios, trend-led patterns, and original textile design.

Aligned with the four pillars of Intertextile Apparel, these zones combine to create a comprehensive sourcing environment spanning trend-led inspiration, functional innovation, sustainability, and digital transformation.

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](http://www.intertextileapparel.com).

Intertextile Shanghai Apparel Fabrics – Autumn Edition will be held from 25 – 27 August 2026.

**Other upcoming shows:**

**Intertextile Shenzhen Apparel Fabrics / Yarn Expo Shenzhen**

9 – 11 June 2026, Shenzhen (Futian)

**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-autumn.hk.messefrankfurt.com/shanghai/en/press.html>

**Social media:**

[www.facebook.com/intertextileapparel](http://www.facebook.com/intertextileapparel)

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## About the Textpertise Network

The banner features a dark background with a world map. The word "TEXPERTISE" is prominently displayed in white. Below it, the text "Your world's number one for textile fairs" is written in a large, white, sans-serif font. On the left side, there are two circular statistics: "15 Countries" and "60+ Trade fairs". On the right side, there is a white button with the text ">> Click here". At the bottom, there is a navigation bar with four colored segments: red for "Apparel Fabrics & Fashion", green for "Interior & Contract Textiles", blue for "Technical Textiles & Textile Processing", and grey for "Textile Care".

Textpertise 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 around € 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. 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](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).

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

\*Preliminary figures 2025