

news +++ Intertextile Shanghai Apparel Fabrics

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



Intertextile Apparel opens next week with strengthened focus on performance, sustainability, and innovation

Shanghai, 20 August 2026. Opening 25 August at the National Exhibition and Convention Center (Shanghai), Intertextile Shanghai Apparel Fabrics – Autumn Edition 2026 prepares to welcome thousands of global industry players for three days of sourcing, networking, and trend forecasting. Spanning 240,000 sqm, this edition will feature over 3,500 exhibitors from 30 countries and regions, providing a comprehensive platform for fairgoers to explore new products, market directions, and business opportunities across the entire apparel textile value chain – with high-potential segments noticeably magnified.

“As global supply chains continue to evolve, the apparel textile industry is seeking solutions that combine creativity, functionality, sustainability, and efficiency,” said **Ms Wilmet Shea, General Manager of Messe Frankfurt (HK) Ltd.** “Organised around four key pillars – Fashion Forward, Performance Textiles, Sustainability, and Textile Future – this edition better connects buyers with trend-led, high-performance, circular, and digitally enabled solutions, enabling them to properly respond to market shifts and capture new opportunities from a comprehensive range of suppliers.”

International participation remains a core strength of the fair, highlighted by country and region pavilions from **Hong Kong, India, Italy (Italian Trade Agency/Milano Unica), Japan, Korea, Malaysia, Taiwan, and Türkiye**, alongside the **France Zone**. New exhibiting countries including Côte d'Ivoire, Egypt, Malaysia, Nigeria, Norway, Sweden and Thailand will further expand buyers' access to both emerging and established sourcing destinations.

Featured first-time international exhibitors include **Duraflex USA (1.1-E73)**, offering plastic buckles and functional accessories; the **Egyptian Cotton Association (5.1-C22)**, showcasing premium cotton materials; **Kaneka (4.1-H127)** from Japan, showcasing Kanecaron® modacrylic fibre that offers softness, durability, and sustainable alternatives to eco-fur, alongside Protex® modacrylic fibre, engineered for flame-resistant standards; and **Starich Recycling Technology (5.1-B05)** from Nigeria, specialising in advanced plastic recycling.

Upgraded Functional Lab puts performance textiles in focus

As a major highlight under **Performance Textiles**, the upgraded **Functional Lab** responds to growing demand for materials that combine functional comfort with sustainability. Centred around **The CUBE**, a display area for high-performance textiles and accessories, the zone will spotlight functional innovations across thermal regulation, comfort, sustainability, moisture management, and protection. Featured exhibitors include:

- **Burlington (USA) (4.1-J114):** as a leading provider of technical synthetic fabric solutions, the company delivers durable barrier textiles for medical and cleanroom

environments. In addition, it offers innovative cotton-free denim fabrics that combine fashion appeal with advanced functionality.

- **EMS-GRILTECH (Switzerland) (4.1-J116)**: globally recognised as a market leader in fibres for the paper-machine industry, the company will present high-performance synthetic fibres for advanced textile applications.
- **LOXY AS (Norway) (4.1-K121)**: shaped by Nordic conditions, the company's portfolio includes LOXY® REX reflective tape, LOXY® SEAL seam sealing tape, and LOXY® bonding films, all engineered to deliver waterproofing, visibility, and durability.
- **Prutex (China) (4.1-E112)**: collaborating with INVISTA, Nesta will spotlight its PRUTAC® high-performance nylon 66 made with INVISTA Nylon 6,6 polymer, designed for superior durability and skin-friendly comfort in premium activewear and next-to-skin garments.

Performance sourcing is further strengthened across eight dedicated group pavilions. Among them, downstream suppliers at the pavilion for **The LYCRA Company (4.1-E56)** will highlight innovations such as COOLMAX CloakFX™ fibre, the new LYCRA® FiT400™ fibre, and the Renewable LYCRA® fibre, supporting comfort, durability, and bio-derived stretch applications.

Trend, sustainability, and digital solutions round out the fair's key pillars

The fair's other key pillars will also be represented through focused showcases. Under **Fashion Forward**, the scent-infused **Intertextile Directions Trend Forum** will bring the A/W 2027-28 theme A QUEST FOR ESSENCE to life, featuring fabric and accessories samples from zones such as Beyond Denim, Functional Lab, and Premium Wool Zone. **Accessories Vision** will also present fashion-focused, advanced exhibitors such as Notape International (1.1-E53) and Bostik (1.1-B93).

Within the **Sustainability** pillar, buyers can visit the dedicated **Econogy Hub** and use the Econogy Finder to identify verified sustainable suppliers. Econogy Talk and the Econogy Tour will further support knowledge exchange and guided discovery of alternatives to petroleum-based products.

Meanwhile, **Textile Future** will be represented by the **Innovation & Digital Solutions Zone**, presenting digital product development tools, AI-powered solutions, and supply chain optimisation technologies. Following its successful debut at the Spring Edition, the forward-looking **Pet Boutique** will make its first Autumn Edition appearance, expanding into functional lifestyle applications with stylish and comfortable apparel solutions for pets.

Complementing the product showcases on the show floor, the fair's fringe programme will offer visitors access to trend forecasting, technical knowledge, sustainability discussions, and industry dialogue across the value chain. Highlights include:

- **Intertextile Directions Trends Autumn / Winter 2027-28**: through a creative and inspiring display of on-trend fabrics and accessories, MUSEATIVE's seminar will unveil the three key themes of A QUEST FOR ESSENCE and how they reflect a conscious and positive mindset. In addition to presenting on stage, Mr Kai Chow, Creative Director of MUSEATIVE, will provide deeper insights through the Trend Forum Tours.

- **Climate-adaptive Textiles for a Changing Future:** centred on one of this edition's functional fabrics themes, this session will feature industry experts from BetterTex, LYCRA, and Nice Dyeing, who will explore the latest climate-adaptive fibre and fabric developments. This event is co-organised by the Hong Kong Research Institute of Textiles and Apparel (HKRITA).
- **Transitioning to Sustainable Preferred Production Systems:** co-organised by Textile Exchange, the session will use its principles of preferred production systems as a framework and introduction. Experts from UNIFI, Birla Cellulose, Circ Inc, SynMetabio Technology (Hangzhou), and Fujian Cyclone Technology will come together to highlight and discuss sustainability initiatives within China and across the wider industry.
- **From Source to End: Rebuilding the Global Trust Chain of China's Textile Industry:** in partnership with a&s, this panel discussion brings together four world-renowned institutions including Donghua University, Coats Digital, Haelixa, and OEKO-TEX® to present a complete "trust chain" construction pathway – across DNA physical traceability, AI efficiency standards, digital compliance certification, and more.

Buyer delegations and business matching to facilitate international exchange

To enhance business efficiency, this edition's business matching programme will connect exhibitors with a curated group of around 50 VIP buyers, selected from the fair's wider VIP buyer base and representing 14 countries and regions, including Australia, Brazil, India, Korea, Spain, the UAE, the UK, and the US. Around 330 pre-scheduled business matching meetings will be arranged according to buyers' sourcing requirements and exhibitors' product offerings.

In addition, nine international buyer delegations comprising approximately 180 delegates from Bangladesh, Italy, Kyrgyzstan, Malaysia, Thailand, Türkiye, Vietnam, and more, will attend guided delegation tours and dedicated matching sessions. To facilitate more opportunities for exhibitors, business matching with domestic buyers will also take place, and the **Connect PLUS** online platform will support engagement before, during, and after the show.

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 will be 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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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 –

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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

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