

Press

September 2017

Press Release

Intertextile Shanghai Apparel Fabrics – Autumn Edition 2017
China International Trade Fair for Apparel Fabrics and Accessories
National Exhibition and Convention Center (Shanghai)
Shanghai, China, 11 – 13 October 2017

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Future of Athleisure and Sustainable Fast Fashion to be debated at next month's Intertextile Shanghai

Trend, technology and sustainability seminars cover the latest industry developments

Eight trend forums illustrate Autumn / Winter 2018-19 trends in different markets

As the industry's most influential event, Intertextile Shanghai Apparel Fabrics not only provides the widest product sourcing platform but also a stage for the industry to debate the most pressing issues, as well as find products, technologies and solutions to address these. This edition, the panel discussions in particular cover some of the most interesting topics currently facing the industry.



Standing-room only at a panel discussion last edition

Athleisure is now a widely accepted term in the apparel industry's dictionary, but what does the future hold for this trend now it is no longer just a buzzword? On one side, there are those such as market research firm the NPD Group who believe it is not just a passing fad, but a fundamental shift in the way people dress. On the other side are those

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who believe that wearing athletic clothes and shoes in formal contexts will become less common in the coming seasons, including Mr Stephen Tierney from WSA magazine and sportstextiles.com who will moderate the Athleisure panel discussion. "The fact is, people like dressing up. We are beginning to see some signs that the practice of wearing athletic shoes for all occasions may be dwindling because the numbers are down for Foot Locker and others, and Stella Group is one that says sales of more formal fashion shoes are increasing again." Joining the panel will be a number of speakers, including Nilit, to discuss the topic 'Athleisure – is it more than a buzzword in the fashion industry? Understanding the impact of athleisure and how to respond'.

Another event sure to draw the crowds is the **Sustainable Fast Fashion** panel discussion. While Fast Fashion implies unsustainable, low-cost, low-quality clothing that has been rapidly produced to replicate catwalk trends, can it transform into a sustainable option? This vital issue currently facing the industry will be debated in the Sustainable Fast Fashion panel, which is moderated by Redress, and includes panellists Sustainable Apparel Coalition and DuPont who will share their insights on which aspects of the supply chain can be fine-tuned to make fast fashion sustainable.

More confirmed panel discussion topics to date include:

- **Sustainable Denim: A Holistic Approach:** moderated by Archroma, and panellists include Advance Denim and Lenzing
- **Global Organic Textile Trends & Certification:** moderated by Beijing ECOCERT Certification, and panellists include Global Organic Textile Standard (GOTS), Rare China, Chifeng Dongrong, and Shaoxing Ecou
- **Linen: Innovation for Autumn & Winter:** moderated by European Flax & Hemp Confederation (CELC), and panellists include CELC Textile & Sustainability, Northern Linen and TUNGA
- **Innovative Technology in Fashion Industry,** moderated by American & Efird, and panellists include Unifi, CSI, Toread and Beijing Engineering Research Center of Digital Apparel Industry
- **Trends and New Opportunities in Bangladesh Textile Industry:** moderated by Amin & Jahan Corporation Ltd and Bangladesh Textile Today, and panellists include H&M, Marks & Spencer, The Institution of Engineers (IEB) and Promoda Apparels

Industry experts to reveal insights and advice in trend, technologies and sustainable seminars

Besides panel discussions, fairgoers can also learn the upcoming trends and the industry's latest developments through the comprehensive seminar programme. Confirmed topics and speakers to date include:

- **Fall Winter 2018-2019 Trends,** by the NellyRodi™ Agency
- **Textile Softness Analyzer,** by emtec Electronic
- **OEKO-TEX® product portfolio 2017,** by Hohenstein
- **Introduction of Global Recycled Standard New Version 4.0 & Recycled Claim Standard New Version 2.0,** by Control Union

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Studying next seasons' trends is one of the first and most important steps for buyers to identify the right products to source. Visitors to Intertextile Shanghai are fortunate enough to have eight trend forums to browse, which will demonstrate the A/W 2018-19 domestic and international trends in different market sectors. Some of the highlighted forums are:

- Intertextile *Directions* Trend Forum (hall 6.2): curated by NellyRodi, it will present the next international trends under three themes: Origins, Hygge and Subversive. With NellyRodi curating the forum this year, its Asia Creative Director Michaël Bonzom will lead three trend introduction tours on the first two days of the fair to further elaborate the upcoming trends.
- Five Fabrics China Trend Forums: including Fashion Focus Trend Forum (hall 8.1), Accessories Trend Forum (West Hall), Menswear Trend Forum (hall 7.1), Womenswear Trend Forum (hall 8.2) and Casualwear Trend Forum (hall 4.1), these will reveal the domestic trends under four themes: Re-Youth, Re-Primitive, Re-Master and Re-Future.

Beside the trend forums, the Beyond Denim display area in hall 7.2, designed by New York's Doneger Creative Services, will showcase the newest range of denim products, trends and technology under three themes: Azure, New Age and Cultural.

In addition to Intertextile Shanghai Apparel Fabrics, three other textile fairs take place at the National Exhibition and Convention Center during the same period: Yarn Expo Autumn (hall 5.1), CHIC (halls 2 & 3) and PH Value (hall 3).

Intertextile Shanghai Apparel Fabrics – Autumn Edition 2017 is co-organised by Messe Frankfurt (HK) Ltd; the Sub-Council of Textile Industry, CCPIT; and the China Textile Information Centre. For more details on this fair, please visit: www.intertextileapparel.com. To find out more about all Messe Frankfurt textile fairs worldwide, please visit: <http://texpertise-network.messefrankfurt.com>.

Further details on the Intertextile *Directions* Trend Forum, including the A/W18-19 trend guide and *Directions* Trend Committee members' profiles can be found here: <http://intertextile-shanghai-apparel-fabrics-autumn.hk.messefrankfurt.com/shanghai/en/visitors/events/trend.html>

A selection of photos from the Trend Guide are available to be published which can be downloaded here: <https://www.dropbox.com/sh/zvxanprf6mp7rxw/AADxofkYvtmClvk9y9bC Gg8xa?dl=0>

Further press information & picture material

http://www.hk.messefrankfurt.com/hongkong/en/media/textiles-technologies/intertextile_shanghai_apparel_fabrics_autumn/news.html

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Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,300 employees at some 30 locations, the company generates annual sales of around €647 million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A 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. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

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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