

Press

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Press Release

Intertextile Shanghai Apparel Fabrics – Spring Edition 2018
China International Trade Fair for Apparel Fabrics and Accessories
National Exhibition and Convention Center (Shanghai)
Shanghai, China, 14 – 16 March 2018

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Innovation and new-season styles added to heritage brands' collections in Intertextile Shanghai's Premium Wool Zone

Growing affluence in China drives demand for premium wool fabrics

Buyers looking for premium wool fabrics will be spoilt for choice at next month's Intertextile Shanghai Apparel Fabrics. The epicentre for those with this product on their sourcing checklist is the Premium Wool Zone, with mills from the UK, Italy, France, Peru and elsewhere located here, while the Italy Pavilion also includes a number of quality wool suppliers. Rounding out the sourcing options, and adding further quality and price variety, are the 180-plus domestic wool suppliers in hall 6.1.

Some of the notable overseas brands participating this edition include Abraham Moon & Sons, Aris Industrial, Dechamps, Dormeuil, Dugdale Bros & Co, Ferla, Fratelli Piacenza, Holland & Sherry, Huddersfield Fine Worsteds, Lanificio F.lli Cerruti DAL 1881 and Scabal. The Spring Edition of the industry's most comprehensive sourcing platform for the spring / summer season, Intertextile Shanghai Apparel Fabrics, will feature some 3,300 exhibitors from around 20 countries covering all apparel fabrics and accessories product groups.



The Premium Wool Zone is the fair's epicentre of high-end wool fabrics

Messe Frankfurt (HK) Ltd
35/F, China Resources Building
26 Harbour Rd, Wanchai, Hong Kong

Growing affluence in China drives demand for premium wool fabrics

While a true global marketplace for the industry's order writers with buyers from around 100 countries expected at Intertextile Shanghai next month, much of the demand for high-end wool at the fair comes from Chinese buyers thanks to growing affluence in the country. This is evidenced by the fact that Australian wool prices are at record highs this season, with China accounting for over 70% of Australian wool exports¹. What's more, whereas 15 to 20 years ago most wool imported by China was re-exported, nowadays around 60% is used to produce garments for the domestic market.

Intertextile's number one position in China ensures that high-end domestic buyers are in abundance. "The buyer professionalism here is surprisingly high," Mr Bob McAuley, Huddersfield Fine Worsteds' President, explained last October. "We're looking specifically for tailors and menswear specialty stores, and these type of buyers are definitely present." Speaking about domestic market trends, he continued: "Retailers are not able to put all fashion in stores, so the made-to-measure market is growing, especially in China. I'm surprised each edition how many new high-end Chinese brands we meet at this fair. There's more menswear specialty stores opening here, whereas in the US, for example, the move is more towards going direct-to-consumer and online."

Innovation and new-season styles added to heritage brands' collections



Holland & Sherry's Argento collection boasts a silver ion technology finish

Precious metals such as gold and silver are known to have been worked into garments as long as 3,000 years ago, when they were hammered into extremely thin sheets then cut into ribbons. Modern technology has made this process much more straightforward, as well as opening up new opportunities. One of these is combining wool and silver, which

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¹ <http://www.yarnsandfibers.com/news/textile-news/australian-wool-price-high-due-growing-chinese-demand>

Holland & Sherry will exhibit at Intertextile Shanghai. Their Argento collection of Super 200's wool fabrics applies a state of the art silver ion technology finish to superfine 13.5µ merino wool. This combination provides effective antibacterial protection, counteracting bacterial odour formation and keeping the fabrics hygienic and fresh. And because the conductive properties of silver prevent the build-up of static charge, the fabrics also benefit from anti-static properties.

While most collections in the Premium Wool Zone emphasise the brands' heritage and tradition, like Holland & Sherry, some will be introducing new or updated collections. Dugdale Bros & Co refreshed its Royal Classic superfine Australian merino wool collection last year for the first time since 1987, adding around 30 patterns drawn directly from its original archive. Abraham Moon & Sons will showcase new fabrics at the fair for spring / summer '19 designed by Creative Director Martin Aveyard, which take in categories of classic, casual and contemporary, with a unique use of worsted, linen and cashmere combinations.

In addition to Intertextile Shanghai Apparel Fabrics, four other textile fairs also take place at the National Exhibition and Convention Center: Yarn Expo Spring, Intertextile Shanghai Home Textiles – Spring Edition, fashion garment fair CHIC and knitting fair PH Value.

Intertextile Shanghai Apparel Fabrics – Spring Edition 2018 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: www.texpertise-network.com.

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Notes to editors:

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http://www.hk.messefrankfurt.com/hongkong/en/media/textiles-technologies/intertextile_shanghai_apparel_fabrics_spring/press-releases/ITSAS18-PR3.html

Further press information & picture material

http://www.hk.messefrankfurt.com/hongkong/en/media/textiles-technologies/intertextile_shanghai_apparel_fabrics_spring/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 2,500* employees at some 30 locations, the company generates annual sales of around €661* 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,

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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).

*preliminary numbers 2017

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