

Press

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Press Release

Intertextile Pavilion at the Shenzhen International Trade Fair
for Apparel Fabrics and Accessories
Shenzhen Convention & Exhibition Center
Shenzhen, China, 6 – 8 July 2017

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Positive and well-established South China fashion market sets attractive backdrop for July's Intertextile Pavilion Shenzhen 2017

A pivotal apparel fabrics and accessories marketplace in South China to meet high quality buyers

Key country and region pavilions confirmed to partake

As part of Messe Frankfurt's renowned Intertextile brand, Intertextile Pavilion at the Shenzhen International Trade Fair for Apparel Fabrics and Accessories ("Intertextile Pavilion Shenzhen") has a distinctive focus on the South China market, benefiting from this region's promising market conditions and providing huge opportunities for exhibitors at this year's fair.

Given its solid industrial bases and favourable geographic locations, the South China region is at the heart of China's garment industry, and its one of its two major cities, Shenzhen, has a reputation as the nation's garment and fashion capital. Currently, the city houses over 2,000 garment companies, 30,000 fashion designers and more than 1,000 fashion brands. In 2016, total sales of the Shenzhen garment industry exceed 200 billion RMB (around 29 billion USD), accounting for over 60% of the market share of shopping malls in China's first-tier cities¹. What's more, with reference to Hong Kong Trade Development Council's "China Garment Industry" research, due to the growing spending power of both male and female consumers, these two markets are projected to continue their strong growth. While the consumer market for men's garments is undergoing a growth period with retail sales expected to grow at a compound annual rate of 11.8% between 2015 and 2020, some domestic womenswear brands have started forging into the mid-range to high-end women's garment market segments. The research also stated that most of the enterprises which own women's garment

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¹ Shenzhen Garment Industry Association

brands such as Ellassay, Marisfrog, Yinger and Koradior, are located in South China.

Echoing this pleasing market data are testimonies and insights shared by overseas exhibitors at last year's Intertextile Pavilion Shenzhen. Mr Hiroshi Kawabata, Sales Manager of International Sales Department of Japan's Sunwell Co Ltd, commented: "We see the strong potential in the South China market because this is the hub for ladieswear. Given the large population in China, this market is very stable and the demand will continue to grow." Mr John Lee, Director of the Exhibition Project Division of Korea Pavilion's organiser DGTIA, added: "Shenzhen is a fast-growing city being a Special Economic Zone. More than 2,000 garment factories are located here, which creates enormous demand for apparel fabrics and accessories." Moreover, Taiwan Pavilion's organiser Taiwan Textile Federation (TTF) conducted its own research on the South China fashion market and found, "more than 75% of fashion brands in South China are keen to purchase high-quality overseas products," Ms Petra Peng, representative of TTF explained.

A pivotal apparel fabrics and accessories marketplace in South China to meet high quality buyers

Not only are the favourable market conditions increasing the popularity of Intertextile Pavilion Shenzhen among the global industry, but the fair's ability to attract high quality buyers is also a key factor. In 2016, while the visitor number jumped 15% to 17,019 buyers from 36 countries and regions, easy commuting distances between Hong Kong and other major cities in Southern China ensured numerous international and domestic fashion brand buyers such as Brooks Brothers, Combi, Descente, Diesel, DKNY, Evisu, G2000, I.T, Initial, KINJI, Macy's, Marc O'Polo, Pepe Jeans, Ralph Lauren, Zara, 6IXTY 8IGHT, Bosideng, Canto Motto, Cosmo Lady, EITIE, Goelia, Lilanz, Septwolves and WSM utilised the fair as their key sourcing platform in the region.

Visiting from Hong Kong last year, Diesel's Senior Merchandiser (Knit – R&D) Ms Janice Liu commented: "I think the date of the fair is good for our sourcing because brands like us are always developing new products and consistently sourcing new materials at different time of the year. Therefore, although we also attend the Shanghai fair [Intertextile Shanghai Apparel Fabrics], this fair is still very important for us. We did find some potential overseas and domestic suppliers this time." Hong Kong ladieswear brand KINJI Company Ltd's Fashion Designer Ms Wing Cham also shared: "The fair is very close to Hong Kong and covers a good range of products, so I plan to invite my boss to come with me next time."

Key country and region pavilions confirmed to partake

The 2017 edition of Intertextile Pavilion Shenzhen will be held from 6 – 8 July in halls 6, 7 and 9 of the Shenzhen Convention & Exhibition Center, with some key country and region pavilions set to return to feature an array of high-quality fabrics for ladieswear, casual wear, lingerie & swimwear and suiting, the latest knitting fabrics, as well as accessories, lace & embroidery, and yarns & fibres. These pavilions are:

- Korea Pavilion: organised by Korea Fashion Textile Association (KFTA) and Daegu Gyeongbuk Textile Industry Association (DGIA), will showcase a variety of knitted and man-made fabrics for ladieswear, as well as functional fabrics
- Taiwan Pavilion: organised by Taiwan Textile Federation, will feature the latest collections of lace & embroidery and knitted fabrics
- Fine Japan Zone: formed by leading Japanese companies to highlight Japanese-quality cotton and man-made fabrics for ladieswear as well as casual wear with small order quantity
- Shengze Pavilion: representing the Eastern Silk Market from Suzhou, China, will display an array of man-made and silk-like fabrics for ladieswear

Besides exhibiting and sourcing, fairgoers will also have valuable opportunities to learn next year's trends through the Spring/Summer 2018 Trend Forum in hall 9, and a series of seminars during the first two days of the fair. Together with Intertextile Pavilion Shenzhen 2017, the 17th China International Fashion Brand Fair – Shenzhen (halls 1 & 2) and a fashion show (hall 5) are held concurrently from 6 – 8 July in the same venue.

Intertextile Pavilion Shenzhen is organised by Messe Frankfurt (HK) Ltd; the Sub-Council of Textile Industry, CCPIT; the China Textile Information Centre; and the Shenzhen Garment Industry Association.

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.messefrankfurt.com>.

Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With some 2,400 employees at 30 locations, the company generates annual sales of over €640 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).

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

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