

news +++ Intertextile Shanghai Apparel Fabrics

National Exhibition and Convention Center (Shanghai), China, 27 – 29 August 2024



Global exhibitors from across textile spectrum gather at upcoming Intertextile Apparel

Shanghai, 2 August 2024. Including everything from organic buttons and floral prints, to temperature-regulating and weather-resistant fibres, the apparel value chain is as diverse as it is extensive. Buyers at trade fairs with thousands of exhibitors can be hard pressed finding the fabrics they need, which is a key reason numerous suppliers at autumn's Intertextile Apparel will gather under the banners of specialised zones and pavilions. Taking place from 27 – 29 August at the National Exhibition and Convention Center (Shanghai), the fair will feature eight product zones, including Accessories Vision, Functional Lab, and Verve for Design. Meanwhile, suppliers in eight country and region pavilions will showcase various innovations and high-quality textiles. Altogether the platform is set to welcome around 4,000 exhibitors from 25 countries and regions.

One major focus for the show, celebrating its 30th anniversary, will be the on-trend products for Autumn / Winter 2025-26, both at the Intertextile *Directions* Trend Forum and at the booths of suppliers from around the world. Featuring a mix of premium products, **SalonEurope** in Hall 5.1 has typically been a zone showcasing the very latest on offer from the European textile industry – which at this edition includes the France and Türkiye Zones. A number of notable industry players will also display their up-to-date collections at several specialised product zones:

- **Accessories Vision (Hall 1.1):** Avery Dennison, FIDLOCK, HSD Zippers, Oriental Button & Fashion Accessories, YCC Global
- **Beyond Denim (Hall 8.1):** Azgard Nine, Cone Denim, Diamond Denim By Sapphire, Kipas Pazarlama, Orta Anadolu
- **Functional Lab (Hall 4.1):** 3M China, Naariah Textile, Nilit, Toray, Toyobo, Unifi Textiles
- **Premium Wool Zone (Hall 5.1):** Abraham Moon & Sons, Albini, Cerruti 1881, Dino Filarte, Scabal, Yünsa
- **Verve for Design (Hall 5.1):** Alex & Kate, Atelier Mineeda, Fairbairn & Wolf Studio, Fioribelli, Longina Phillips Designs, Nix

Exhibitors in the featured product zones hail from various countries and regions across Asia, Europe, the Middle East, and beyond, featuring their varied regional strengths and styles.

High-traffic Japan Pavilion to feature for 21st time

The pavilion is typically a key attraction for buyers at every edition. Organised by the Japan Fashion Week Organization, its exhibitors will showcase, amongst other items, a wide variety of fashion-focused, functional, and sustainable fabrics. Highlighted exhibitors include:

- **CHAMBRAY CO LTD:** the Tokyo-based textile company has produced yarn-dyed shirting fabrics since its establishment in 1984. In addition to its own collections, CHAMBRAY stocks three fabric brands: THE STATES MADE®, which reproduces vintage pieces using American cotton; REFABRISH®, made from recycled polyester; and Orgamix™, 100% GOTS certified organic cotton mélange.
- **KIYOHARA & CO LTD:** an accessories specialist, and one of the companies making its Japan Pavilion debut at this edition. Its product development and merchandising is strongly based on global trends, and its collection on display will include its stopper and cord ends, a flagship product for decades.
- **NIKKE TEXTILE CO LTD:** the manufacturer is one of Japan's largest wool fabric suppliers, with factories in both Japan and China. Featured products include heritage fabrics, wool denim, functional wool, as well as piece-dyed gabardine and serge.
- **SOLOTEX® (Teijin Frontier):** showcasing its signature fibre, yarn, and fabric collection, SOLOTEX® is well-regarded for its material development and quick response. Its easy-to-dye functional fibre's other defining characteristics include softness, shape retention, stretch, cushioning, sustainability, and compatibility with other fibres.

Other country and region pavilions and their organisers include the **Hong Kong Pavilion** (Hong Kong Trade Development Council); **Milano Unica Pavilion**; **India Pavilion** (The Cotton Textiles Export Promotion Council); **Korea Pavilion** (Korea Fashion Textile Association); **Pakistan Pavilion** (Trade Development Authority of Pakistan); and the **Taiwan Pavilion** (Taiwan Textile Federation).

In addition to returning pavilions, the upcoming Intertextile Apparel will see one making its debut – the **Malaysia Pavilion**, organised by the Malaysian Handicraft Development Corporation. Striving to leave an impression on the Chinese market, the pavilion will give a platform to exhibitors showcasing a wide range of batik, tenunan woven textiles, and more.

Meanwhile, the **UK Fashion and Textile Association (UKFT) Display Area** will highlight the craftsmanship and expertise of around 20 premium British mills, manufacturers, and merchants – with products and services on show ranging from luxury wool fabrics and creative prints, to testing and trend forecasting.

Speaking in advance of the fair, Mr Paul Alger MBE, Director of International Business at UKFT, said: "The UK textile industry stands out in the global market, especially in China and Asia, due to our emphasis on quality, innovation and unique British style. Our competitive advantage lies in our ability to merge tradition with contemporary trends, offering products that are not only stylish but also ethically produced. This commitment to excellence and sustainability resonates well with consumers in these markets, helping us build strong, lasting relationships and we are delighted to be showing at Intertextile Shanghai Apparel Fabrics."

To make sourcing more convenient, buyers can find and connect with exhibitors across the fairground through a series of digital tools, including Connect PLUS. The platform allows users to filter search for matching exhibitors; includes AI recommendations; arranging of online or in-person meetings through its messenger function; and links scheduling notifications to WeChat, Facebook, or SMS. Buyers who pre-register for the show will automatically get a Connect PLUS account.

The fair is co-organised by Messe Frankfurt (HK) Ltd; the Sub-Council of Textile Industry, CCPIT; and the China Textile Information Centre. 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 27 – 29 August 2024.

Other upcoming shows:

Intertextile Shanghai Home Textiles – Autumn Edition

14 – 16 August 2024, Shanghai

Vietnam International Trade Fair for Apparel, Textiles and Textile Technologies

26 – 28 February 2025, Ho Chi Minh City

Intertextile Shanghai Apparel Fabrics – Spring Edition

11 – 13 March 2025

Press information and photographic material:

<https://intertextile-shanghai-apparel-fabrics-autumn.hk.messefrankfurt.com/shanghai/en/press.html>

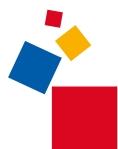
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Newsroom



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 2,300 people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2023 were around € 609 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 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