

Press release

25 August 2023

Intertextile Apparel opens next Monday with nearly 4,000 exhibitors on show

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The world's most influential apparel fabrics and accessories trade event, Intertextile Shanghai Apparel Fabrics, will open its Autumn Edition on Monday, 28 August. With expectations high, nearly 4,000 international and domestic exhibitors from 27 countries and regions including Argentina, Belgium, China, Denmark, France, Germany, Italy, Singapore, Thailand, The Netherlands, the UK, and the US, just to name a few, will gather at the National Exhibition and Convention Center (Shanghai) for a productive three days of business. High quality fabrics and accessories will be on display in the 240,000 sqm hall space, with 9 thematic halls designated to meet various sourcing needs. Buyers can also visit Yarn Expo Autumn which is held concurrently, while over 40 seminars and forums will be conducted to enrich participants' experiences.

Ms Wilmet Shea, General Manager of Messe Frankfurt (HK) Ltd, is optimistic about the fair: "With its key strength coming from its diversity and internationality reach, Intertextile Shanghai is the leading marketplace for global industry players to enhance their business prospects, and discover fashion trends and innovations. Building on the success of the previous Spring Edition, we are ready to offer the most comprehensive platform worldwide, catering to visitors across all critical sourcing criteria, ranging from sustainable and speciality fabrics, to international and top-tier functional materials."

Visitors to the fair can expect a stellar line-up of brands and exhibitors. Numerous country and region pavilions, group pavilions and product zones will be featured, all designed to help exhibitors meet their target buyers:

- Featured product zones include Accessories Vision, All About Sustainability, Beyond Demin, Functional Lab, Premium Wool Zone, SalonEurope and Verve for Design
- Country / region pavilions include Hong Kong China, India, Italy (Milano Unica), Japan, Korea and Taiwan China
- Group Pavilions include ECOCERT, Hyosung, Lenzing, LYCRA, Korea Textile Centre, Oeko-Tex and Sorona

Each year, the fair attracts buyer delegations from around the world and this year is no exception. Seven associations have arranged their members to source for the next season:

- The Malaysia Knitting Manufacturers Association
- The Malaysian Textile Manufacturers Association

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

- The Myanmar Garment Manufacturers Association
- The Russian Association of Fashion Industry
- The Thailand Textile Institute
- The Association of Garments, Textiles, Embroidery and Knitting
- The Vietnam Textile & Apparel Association

Reflecting the impact of technology and innovation in the business world, this year's fair is presenting the world's first-to-market artificial intelligence system – AiDA (AI-based Interactive Design Assistant for Fashion). AiDA has the ability to create unique designs based on the inspiration and personal style of designers. Fashion drawings of exhibitors' iconic fabrics will be designed by AiDA and displayed at the Intertextile *Directions* Trend Forum, providing a new source of purchasing inspiration for buyers.

In addition to this, more than 40 seminars are scheduled throughout the three-day fair to provide fairgoers with a holistic sourcing and information gathering experience. The fringe programme will be categorised into four key themes that shape the future of the apparel and textile trade industry: Design and Trends, Market information and Business Strategies, Technology and Solutions and Sustainability Issues.

Intertextile Shanghai Apparel Fabrics – Autumn Edition 2023 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 from 28 – 30 August at the National Exhibition and Convention Center (Shanghai). For more details on this fair, please visit: www.intertextileapparel.com.

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Notes to editors:

Upcoming shows

Intertextile Shenzhen Apparel Fabrics / Yarn Expo Shenzhen

6 – 8 November 2023, Shenzhen

Intertextile Shanghai Apparel Fabrics – Spring Edition / Yarn Expo Spring

6 – 8 March 2024, Shanghai

Further press information & picture material

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

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Intertextile Shanghai Apparel Fabrics –
Autumn Edition 2023
Shanghai, China, 28 – 30 August 2023

Newsroom

Intertextile Shanghai Apparel Fabrics is part of Texpertise, the textile business network. The network of Messe Frankfurt unites current topics, trends, and events around the textile business and connects more than 500,000 people from all over the world.

With more than 50 international textile trade fairs in 11 countries, Messe Frankfurt is the global market leader for textile trade fairs. Texpertise covers the entire textile value chain: research, development, yarns, fabrics, apparel, fashion, contract manufacturing, home and household textiles, technical textiles, processing and cleaning technologies.

In collaboration with the United Nations Office for Partnerships, supported by the Conscious Fashion and Lifestyle Network, the Texpertise Network informs and mobilises the textile sector to implement solutions for social, economic and environmental change.

Our aim is to create awareness for the Sustainable Development Goals at all our textile trade fairs worldwide – from Frankfurt, to New York, Atlanta, Shanghai and Paris.

For more information from the international textile sector and Messe Frankfurt's global textile events, visit:

<http://www.texpertise-network.com>

<https://www.linkedin.com/company/texpertise-network/>

Background information on Messe Frankfurt

The Messe Frankfurt Group is one of the world's leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of some 2,160 people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2022 were around €454 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