

Press release

July 2023

Top European exhibitors with diverse offerings on show at Intertextile Apparel

Flora To
Tel +852 2230 9226
flora.to@hongkong.messefrankfurt.com
www.messefrankfurt.com.hk
www.intertextileapparel.com
ITSA23 PR3 en

Set to meet growing demand for deluxe fabrics and bespoke services due to Chinese consumers' rising purchasing power, a wide range of European-designed apparel fabrics will be on display at this year's Autumn Edition. With the fair taking place from 28 – 30 August 2023 at the National Exhibition and Convention Center (Shanghai), Hall 5.1's SalonEurope, Premium Wool Zone, and Verve for Design are expected to be high-traffic zones. In addition, multiple country and region pavilions and group pavilions have confirmed their participation to grasp the opportunities arising from the fair's numerous buyers. Meanwhile, fairgoers can fulfil further upstream sourcing at the co-located Yarn Expo Autumn in Hall 8.2.

This year's **SalonEurope** will feature quality fabrics and accessories suppliers from countries including Belgium, France, Italy, Switzerland, Türkiye and the UK. One key exhibitor is **AG Cilander, Switzerland**, an innovative producer of high-quality shirting materials. Their collections are comprised of new trends and quality designs, as well as work clothing and basic items for everyday use.

Speaking at the recent Spring Edition, Ms Laora Argu Eil Es, Textile Director, Lesage Paris SAS, said: "Our objective for exhibiting is to learn and understand the Chinese market as it is full of potential. It is important for us to meet as many prospective buyers here as possible, and connect with our agents and introduce our best fabrics to them. Our target visitors are high-end Chinese buyers."

Wool is one of the strong growth sectors of the domestic market. At the Spring 2023 edition, a record-high 32 exhibitors showcased at the **Premium Wool Zone** to cater to Chinese buyers' rising standards and their desire for top European wool fabrics. Repeated exhibitor, Mr Bob McAuley, President of HMS International, parent company of Huddersfield Fine Worsteds, commented on the trend: "There's been a dramatic growth in wealth, and in the high-end clothing industry in China. In men's tailored clothing, business is very much face-to-face and experiential, and it's been important to be able to see our customers again and to showcase our collections."

At the upcoming edition, local brands visiting the Premium Wool Zone will be able to source superior wool fabrics from the continent to create modern and internationally influenced garments. This zone's featured exhibitor is **Linton Tweeds, the UK**, which strives to provide the world's

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

leading clothing brands and fashion designers with the best tweed fabrics. To maintain high standards, all fabrics are designed and woven at the supplier's in-house workshop in Carlisle.

Located in the same hall (5.1), **Verve for Design** will feature creative textile pattern designs from around the world, with designers pioneering trends for the upcoming seasons. Featured exhibitor, **Les Dessines, France**, offers a collection of hand-drawn, colourful patterned fabrics that are made in France with eco-friendly inks. The studio presents its collections for fashion and furniture in Paris, New York and Shanghai.

With domestic and international brands constantly on the lookout for something different, unique elements are important for suppliers to stand out. Founder & CEO of the aforementioned company, Ms Marine Julienne Rose Faure Bergeret, commented: "We specialise in designing hand-drawn patterns for kidswear, ladieswear and backpacks. Our booth has been really crowded throughout the three-day fair, especially with foreign visitors. We have received a lot of orders onsite."

A number of country and region pavilions from Hong Kong, India, Italy (Milano Unica), Japan, Korea, and Taiwan will be featured in the International Zone at Halls 4.1 and 5.1. In addition, group pavilions led by some of the industry's largest firms including ECOCERT, Hyosung, Korean Textile Center, Lenzing, LYCRA, OEKO-TEX and Sorona®, will display a wide range of cutting-edge synthetic fibres and yarns.

Intertextile Shanghai Apparel Fabrics – Autumn Edition will be held concurrently with Yarn Expo Autumn, CHIC, and PH Value. 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. For more details on this fair, please visit: www.intertextileapparel.com.

-end-

Notes to editors:

Further press information & picture material

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

Follow Intertextile Shanghai Apparel Fabrics on social media

www.facebook.com/intertextileapparel

<https://twitter.com/Intertextile>

www.linkedin.com/in/intertextileapparel

www.instagram.com/intertextileapparel

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

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

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