

Press release

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Green is the new black: fringe programme to shine a light on sustainable exhibitors at Intertextile Shanghai Apparel Fabrics

Emily Peddle
Tel +852 2238 9970
emily.peddle@hongkong.messefrankfurt.com
www.messefrankfurt.com.hk
www.intertextileapparel.com
ITSA18 PR7 eng

When a large fashion house's carbon consumption levels hit global headlines earlier this year, it was evident that people want to see more action taken to achieve sustainability. Eco-friendly, environmentally-friendly, ethical – these buzzwords are backed up by market demand for greener goods. For more than 70,000 visitors, this month's fringe programme at Intertextile Shanghai Apparel Fabrics – Autumn Edition will be a worthwhile visit, as worldwide industry experts join the conversation of sustainability and other pressing issues at the fair's seminars, panel discussions and trend forums.

As a centre of debate for a wide variety of industry topics, other highlights will include close looks at functional innovations and Autumn / Winter 2019 – 20 fashion trends. Another highlighted topic to be debated in a panel discussion at the fair is the growing appeal of Africa as a production location, and in the future, a lucrative apparel market. Just a few decades ago, China was considered a similar low-cost production location, whereas now it is forecast to be the world's largest apparel and textile market in 2019. This growth makes Shanghai a fascinating place to join experts at the fair as they discuss Africa, predicted to be the next area of major expansion in the apparel market.



The 2018 Spring Edition's fringe programme drew large crowds

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

Industry developments to be debated at four panel discussions

Visitors at the fair should head to hall 5.1, where environmentally and socially responsible approaches will be discussed by industry experts. Four panel discussions will take place:

- **Implementation of Sustainability in Denim Industry:** moderated by the China National Textile and Apparel Council (CNTAC), panellists include Glowtex, Jiangyin Heng Liang Textile, Cotton Council International, Prosperity Textile and INVISTA
- **The Rise of Africa's Textile Industry: The Final Potential Land of Textile Trade and Investment?:** moderated by CNTAC and the China Council for the Promotion of International Trade (CCPIT)
- **Little Label, Big Impact! How to Create Consumer Trust with an Ecolabel:** moderated by TESTEX AG, panellists include ZDHC, DVC Tading Consultancy (Shanghai), Sateri and LOFTEX
- **Functional Lingerie: Trends and New Opportunities:** moderated by the Assistant Professor of Fashion & Textile Design at Hong Kong Polytechnic University, panellists include Carvico Trading (Shanghai) and Santoni (Shanghai) Knitting Machinery

Meanwhile, the fair will present this year's Intertextile Consumer & Lifestyle Trend theme – **FutureCast: The State of the Consumer**. It will feature two video areas in halls 4.1 and 6.1, accompanied by four short talks and a seminar by The Doneger Group. These presentations will take a look at the main sociocultural and innovation developments taking place today and their repercussions on business, design and marketing opportunities. The **Scale up GOTS in China** seminar will feature detailed organic policy updates, business matching opportunities at the fair's first GOTS pavilion, and highlighted brands and retailers, including H&M, Target and BESTSELLER, showcasing organic textile business. A comprehensive programme of 35 more seminars will be held over the fair's three days. Highlights include:

- **Autumn / Winter 2019 – 20 Fashion Trends**, followed by **Japan Fashion Trends via Markets, Environmental Issues and How Japan Fabrics Appeal to Global Brands** by I. S. Planning and K Laboratory
- **All You Need is Wool** by Suedwolle Group
- **Zipper Fashion Trend Release** by Fujian SBS Zipper Science and Technology
- **Analysis and Application of 2020 Spring / Summer Key Colour Trends** by Coloro
- **Fall / Winter 2019 – 20 Fashion Trends** by NellyRodi Paris
- **European Active / Outdoor Market Mega Trends and Overview Summary** by Hyosung

'Shared Future': Intertextile *Directions* present the Autumn / Winter 2019 – 20 Trends

Intertextile Shanghai Apparel Fabrics –
Autumn Edition 2018
Shanghai, China, 27 – 29 September
2018

Developed by renowned trend experts from Tokyo, New York, Milan and Paris, the Intertextile *Directions* Trend Forum will present three trends for Autumn / Winter 2019. Exhibitors' fabrics will illustrate each trend, making

the trend forum a convenient first stop for most buyers at the fair. Detailed tours will be held by the Trend Director of I. S Planning (Japan).

Three key Autumn / Winter 2019 – 20 denim trends can be found within the product display forum in Beyond Denim. What's more, four Fabrics China Trend Forums will illustrate domestic trends in Functional Technologies (hall 1), Sustainable Fashion (hall 7.1), Fashion Focus (hall 8.1) and Accessories (hall 6.2). For visitors interested in more Asia-Pacific trend forecasts, the Japan Pavilion, Korea Pavilion and Taiwan Pavilion will each have dedicated trend areas in hall 5.1.

Intertextile Shanghai Apparel Fabrics – Autumn 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:

Download pictures from this press release

<https://www.hk.messefrankfurt.com/hongkong/en/press/fair-press/textiles-and-textile-technologies/intertextile-shanghai-apparel-fabrics-autumn/press-releases/2018/itsa18-pr7.html#download>

Further press information & picture material

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Information from the international textiles sector and Messe Frankfurt's textiles fairs worldwide can be found at: www.texpertise-network.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 more than 2,400 employees at 30 locations, the company generates annual sales of around €669 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 | www.congressfrankfurt.de | www.festhalle.de

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