

Press release

August 2019

## Intertextile Apparel's overseas exhibitors discuss potential and strategies in China

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ITSA19 PR6 en

The attraction for overseas brands to meet Chinese trade buyers is clear – with a huge domestic population, and a rising level of high income households who associate European brands with quality, the potential for lucrative partnerships in China is high. Meanwhile, rising high-end Chinese designers seek fabrics with high-quality materials and designs, which can be found from international suppliers. The International Halls will be in halls 4.1 and 5.1 of the National Exhibition & Convention Center (Shanghai) from 25 – 27 September, at the 25<sup>th</sup> anniversary of Intertextile Shanghai Apparel Fabrics – Autumn Edition.



According to McKinsey's 2019 China Luxury Report, 10.2 million of China's luxury consumers were born during the 1980s, and account for more than half of the country's total luxury spending. At the peak of their career and earnings, this generation of Chinese consumers spend to show off their success, and to demonstrate individualism within their populous urban landscape. Products that stand out from the market for design and quality therefore provide the ideal status symbol.

At Intertextile, SalonEurope will gather a comprehensive range of over 140 exhibitors from Austria, Belgium, France, Germany, Italy, the Netherlands, Spain, Switzerland, Turkey, the UK and more, while focused product zones include Premium Wool Zone and Verve for

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Design.

“This is a good platform to demonstrate the quality of our premium lace. There are now many higher income consumers in China and they love traditional, European haute couture. Now, there are Chinese designers who want to create a Chinese brand with the same quality of materials and design as these European brands,” said Mr Julien Bracq, General Manager and Commercial Director of Jean Bracq from France, who exhibited within SalonEurope at the 2019 Spring Edition.

Mr Michael Bonzom, Creative Director China of NellyRodi Agency from France, offered advice to overseas brands after delivering a trend seminar at the 2019 Spring Edition. “Accept the Chinese consumer’s mind-set. Adapt to the local calendar, the digital market and distribution channels. Observe key Chinese designers as well, to keep abreast of local trends as they are very important in the market nowadays. Stay close to young Chinese talent, as they are the future of the industry. Reactivity is also key; everything moves much faster here, so brands must be flexible to adapt quickly.”

### **Premium Wool Zone: a focused sourcing atmosphere**

The Premium Wool Zone is in the heart of SalonEurope, featuring some of the world’s finest wool suppliers from Europe, as well as other countries and regions. At the 2019 Autumn Edition, the zone will feature over 20 suppliers from France, Italy, Hong Kong, Peru and the UK. As demand for luxury wool continues to grow in China and worldwide, thanks to its long-lasting quality, and fine appearance and feel, future prospects look good for this Intertextile product zone.

With a line-up of premium exhibitors, globally renowned for their heritage and fine quality, highlights of the Premium Wool Zone include:

- **Abraham Moon & Sons (UK):** pure wool fabrics, including lambswool, worsted and Shetland wool.
- **Dino Filarte (Italy):** superfine merino wool, with a long fibre length and high strength.
- **Dormeuil (France):** featuring their Amadeus fabric, woven from 200 Australian wool, Mongolian cashmere and Chinese silk.
- **Harrisons of Edinburgh (UK):** wool fabrics with high performance, durability and drape, ideal for tailoring.
- **Taylor & Lodge (UK):** highly regarded for worsted manufacturing, using fine Australian merino wool. They supply to high-end brands such as Givenchy, Gucci, Louis Vuitton and Yves Saint Laurent.

Mr Robert Wong, Managing Director of Loa Hai Shing (Scabal) from Hong Kong, commented on the success of the Premium Wool Zone at the 2019 Spring Edition. “Buyers from a comprehensive range of countries come to visit Intertextile. I see the demand for premium tailoring as an uptrend. The younger generation these days are highly educated and have higher incomes – not just in China, but all over the world, and they do care about presenting themselves well. They want higher quality fabrics that last well.”

As well as benefiting from the growth of China's luxury menswear industry, premium wool can also meet demands from global high-end activewear and outdoor brands, who see high potential in wool – in particular merino – for its natural performance properties, which include temperature regulation, moisture-wicking and resilience, as well as biodegradability.

### **New design studios at Verve for Design**

Original prints can be found from over 25 design studios, in the Verve for Design product zone. Ms Jane Han Zhang, Creative Director of long-time exhibitors Fairbairn & Wolf Studio from the UK, explained, "The demand for original prints in China is huge because the market is always looking for something different. A lot of design studios exclusively exhibit at Intertextile. This is a big event on the calendar for lots of our customers."

At the 25<sup>th</sup> anniversary of Intertextile's Autumn Edition, six new design studios will join the vibrant Verve for Design:

- **Found Design Studio (UK)**
- **Fusion (Denmark)**
- **Les Dessines (France)**
- **Owens and Kim (UK)**
- **Soge Studio (USA)**
- **Tek Desen (Turkey)**

The fair will be held concurrently with Yarn Expo Autumn, CHIC and PH Value from 25 – 27 September, at the National Exhibition and Convention Center (Shanghai). The International Halls will be in halls 4.1 and 5.1.

Intertextile Shanghai Apparel Fabrics – Autumn Edition 2019 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](http://www.intertextileapparel.com). Information from the international textiles sector and Messe Frankfurt's textile fairs worldwide can be found at: [www.texpertise-network.com](http://www.texpertise-network.com).

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Notes to editors:

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<https://intertextile-shanghai-apparel-fabrics-autumn.hk.messefrankfurt.com/shanghai/en/press/press-releases/2019/ITSA19-PR6.html#download>

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Intertextile Shanghai Apparel Fabrics –  
Autumn Edition 2019  
Shanghai, China  
25 – 27 September 2019

#### **Newsroom**

Information from the international textiles sector and Messe Frankfurt's

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