

Press release

19 September 2019

Intertextile Apparel to celebrate 25 years of business with global industry players

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ITSA19 PR9 en

Doors will open next week for Intertextile Shanghai Apparel Fabrics, with over 4,400 high-quality exhibitors from 33 countries & regions preparing to meet tens of thousands of potential trade buyers. Keeping its roots in internationality, the fair will feature 11 country & region pavilions and zones to showcase the best of global talent, while VIP buyer delegations have been organised from India, Malaysia, the Philippines, Russia, Singapore, Thailand and Vietnam, to promote more business exchanges on a global scale. The fair will be open from 25 – 27 September at the National Exhibition and Convention Center (Shanghai).



“As one of the flagship fairs of Messe Frankfurt’s global Texpertise Network, we believe that Intertextile maintains its status as a strong business platform thanks to its internationality,” said Mr Olaf Schmidt, Vice President of Textiles & Textile Technologies at Messe Frankfurt. “The fashion industry thrives on a global exchange of ideas and innovation. After 25 years, we’re proud to have cultivated a diverse range of suppliers, offering all kinds of apparel textile products, which in turn continuously welcomes visitors from all over the world.”

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

At a glance: the 2019 Autumn Edition

- Over 4,400 exhibitors from 33 countries & regions.

- SalonEurope (hall 5.1): over 140 exhibitors from Austria, Belgium, France, Germany, Italy, the Netherlands, Spain, Switzerland, Turkey, the UK and more, as well as the Premium Wool Zone and Verve for Design.
- Asian country & region pavilions and zones: hall 4.1 will house India, Taiwan and Pakistan, while hall 5.1 will feature Hong Kong, Japan, Korea, Thailand and Turkey.
- Chinese exhibitors grouped by product end-use (in halls 4.2, 5.2, 6.1, 6.2, 7.1, 7.2 and 8.1).
- Group pavilions: from Button & Garment Accessories Industry Chamber, DuPont, EcoCert, Hyosung, Korea Textile Centre (KTC), Korea Textile Trade Association (KTTA), Lenzing, The LYCRA Company and OEKO-TEX.
- Fringe programme: trend forums, seminars, panel discussions and product presentations
- Concurrent shows: Yarn Expo Autumn, CHIC and PH Value.

International product zones

- **Accessories Vision (hall 6.2):** a wide range of accessories & products for finishing, with new environmentally-friendly solutions also available. Over 650 overseas and domestic exhibitors will join this zone, with newcomers from Cambodia and South Africa.
- **All About Sustainability (hall 5.1):** eco-friendly suppliers and testing services will share a space close by to Forum Space, the sustainability-focused area for fringe programme events, including Shanghai's first FASHIONSUSTAIN conference.
- **Beyond Denim (hall 7.2):** over 140 overseas and domestic exhibitors will showcase their denim products and technology, with an A/W 2020-21 display zone featuring in this area.
- **Digital Printing Zone (hall 4.1):** a major trend in the fashion industry, this zone will offer the latest technology and innovation. A Digital Printing Micro Factory will host onsite demonstrations.
- **Functional Lab (hall 4.1):** a one-stop shop for innovation, this zone is home to the Taiwan Pavilion, Hyosung Pavilion and The LYCRA Company Pavilion, and plenty of functional fabrics for activewear, outdoors wear, intimate wear and protective clothing.
- **Premium Wool Zone (hall 5.1):** premium craftsmanship meets modern suiting in this zone, where over 20 suppliers will showcase luxury wool, from countries and regions including France, Italy, Hong Kong, Peru and the UK.
- **Verve for Design (hall 5.1):** 25 design studios, including six

newcomers, offer a vibrant market for eye-catching original prints.

Fringe programme: three days of insight

Insight, ideas and innovations will be shared by industry experts. Across halls 4.1 and 5.1, the three-day fringe programme of events will cover four major topics:

- Design & trends @ Textile Dialogue
- Tech & innovation @ Talking Point
- Sustainability @ Forum Space
- Licensing opportunities @ Industry Collaboration

[Find fringe programme details here.](#)

[Preview Intertextile *Directions* AW 20-21 trends here.](#)

Flexible sourcing options

To meet sourcing demand for fashion between seasons, as well as smaller orders from new designers and companies, exhibitors at Intertextile offer a range of ordering options. These include small MOQs, as well as product-in-stock services, allowing visitors to place orders onsite and receive them quickly. Exhibitors offering such services will be clearly indicated onsite. Prospective visitors can also browse the e-catalogue, which is now available, for a full list of suppliers that can be filtered and shortlisted by the individual.

[Explore the Intertextile e-catalogue here.](#)

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).

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. Information from the international textiles sector and Messe Frankfurt's textile fairs worldwide can be found at: www.texpertise-network.com.

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Notes to editors:

Download press materials

<https://intertextile-shanghai-apparel-fabrics-autumn.hk.messefrankfurt.com/shanghai/en/press/press-releases/2019/ITSA19-PR9.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 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 2,500 employees at 30 locations, the company generates annual sales of around €718 million. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout 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. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered 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