

**intertextile**  
SHANGHAI apparel fabrics

11 – 13.3.2025  
National Exhibition and  
Convention Center  
(Shanghai), China

Join the apparel  
textile flagship

[www.intertextileapparel.com](http://www.intertextileapparel.com)

Join with 3,000 other exhibitors at Intertextile Shanghai Apparel Fabrics – Spring Edition to discover new business opportunities at the apparel textile flagship in March 2025!

## What makes Intertextile the apparel textile flagship?

### A BUSINESS-FOCUSED EVENT

Buyers visit the fair with the intention to build relationships and place orders.

### A HOME FOR EVERY PRODUCT

The full spectrum of apparel fabrics & accessories has a home at Intertextile Apparel, with special product zones to attract your target buyers.

### A STEP TOWARDS FASHION'S SUSTAINABLE AND DIGITAL EVOLUTION

Featuring various digital and eco-friendly innovations that serve industry advancement, this edition will platform Economy Hub, the new zone for all things sustainability.

### BUYERS FOR EVERY PRODUCT

Nearly 90,000 trade buyers attended the 2024 edition, with thousands sourcing from each product category.

### CHINESE AND INTERNATIONAL BUSINESS

Buyers from 116 countries & regions attended in 2024, from local garment manufacturers to global fashion brands and everyone in between.

### FULL APPAREL TEXTILE VALUE CHAIN

With the fair held concurrently with Yarn Expo, Intertextile Shanghai Home Textiles, CHIC China Fashion Fair and PH Value, you have unrivalled opportunities to build upstream & downstream connections.

## What else can you expect from exhibiting at Intertextile Apparel?



**NETWORK** with 3,000+ other global exhibitors.

Discover the latest **FASHION TRENDS, SUSTAINABLE OFFERINGS, DIGITAL INNOVATIONS** and **MARKET INFORMATION**.



Increase your **BRAND AWARENESS** by sharing your expertise in the fair's fringe programme.

**PROFESSIONAL SERVICE** and **ORGANISATION** from Messe Frankfurt's 30+ years' experience in China and our global Texpertise Network, making your exhibition experience seamless.







### 2024 edition key facts:



Nearly **90,000** visitors from **116** countries and regions

International visitor numbers rose by **99%**



**87%** return rate on Days 2 and 3 signified considerable sourcing intent

## Visitor demographics: strong showing from across the apparel spectrum

### Major buyer categories



Garment manufacturers



Department stores



Trading companies



Retailers / chain stores



Import & export corporations



Trade organisations / textile institutions



Wholesalers



Press



Agents



Home textile and interior design

### Top 10 visiting countries and regions

- |              |            |
|--------------|------------|
| 1. China     | 6. Japan   |
| 2. Korea     | 7. Taiwan  |
| 3. Hong Kong | 8. Türkiye |
| 4. India     | 9. Brazil  |
| 5. Russia    | 10. USA    |

### Key brand buyers

#### Domestic brands



...and many more.

#### International brands



...and many more.


# Showcase your innovations alongside other key global players

## Exhibitor origin

Argentina	Germany	Korea	Switzerland
Australia	Hong Kong	Netherlands	Taiwan
China	India	Pakistan	Türkiye
Denmark	Indonesia	Peru	UK
Ethiopia	Italy	Singapore	USA
France	Japan	Spain	Vietnam

## 2024 edition key facts:

  Previous edition welcomed over **3,000** exhibitors from **24** countries and regions

International exhibitor numbers rose by **22.9%** 



New exhibiting countries included Ethiopia, Indonesia, Peru, Singapore, and Spain

## Various pavilions gathered exhibitors to their banners





## Featured product zones: hotspots for global and domestic buyers



Accessories Vision



Beyond Denim



Digital Printing Zone



Economy Hub \*new\*



Functional Lab



Premium Wool Zone



SalonEurope



Verve for Design



Intertextile Apparel is aligning with Messe Frankfurt's Textpertise Economy concept, the combination of 'Economy' and 'Ecology', aiming to advance the topic of sustainability in the textile and fashion industry and to relate it closely to the demands of economic and social change. As such, the show's All About Sustainability zone has now become Economy Hub.

Intertextile's new Economy features:

**Economy Hub:** new zone for sustainable exhibitors, including eco-fabrics suppliers and standards and certifications providers

**Economy Finder:** Independent and transparent tool to help exhibitors improve sustainable practices and communicate eco credentials

**Economy Talks:** umbrella category for the show's eco-related seminars, forums, and product presentations





## Exhibitors' testimonials

"The first day of the fair, we had many important customers placing orders. It seems we are back to the fairs of 2016 – 2018, where it was really profitable. It's a good sign for the Chinese luxury market – in the last year, domestic menswear brands have improved, and for womenswear, we are doing very well with online brands, many of which came to our booth."

**Mr Andrea Rossi, Sales Manager, Lanificio Luigi Colombo S.p.A (Italy Pavilion)**

"Intertextile Apparel is the platform for the domestic launch of our innovative textile coating HeiQ Skincare, a 100% bio-textile technology. We still need large, comprehensive platforms such as this to help us reach our diverse target sectors, including garments, fabrics, accessories, home textiles, industrial textiles, and more."

**Ms Jeanie Hu, Marketing Director Greater China, HeiQ (China) Material Tech Co Ltd, Switzerland (Functional Lab)**

## Visitors' feedback

"Sourcing in China makes sense logistically, it's best to maximise our margins, with many opportunities that we have yet to explore. At this fair, I've seen many useful fabrics for the brand, that will inspire the design team, with realistic commercial applications. It's great to see a different culture's take on a motif, new technology, or new innovation."

**Ms Rebecca Sales, Senior Fabric Design & Development Manager, Jonathan Simkai Inc, USA**

"The fringe events and trend zones can help us better summarise the current trends, and select corresponding exhibitors, making purchasing more efficient. This show is not only about the display of goods, but also reflecting the whole industry's present and future, and applying conceptual ideas to production, which is very exciting and rewarding."

**Mr Dai Zhichun, CEO, Anhui Sinsell Textile Co., Ltd, China**







## Intertextile Hub: online driver of in-person connections



### Connect PLUS

- Connect with overseas buyers before, during and after the fair
- Schedule onsite / online meetings
- Instant messaging for real-time connection

### Interactive sourcing platform

- Instant enquiries: QR codes on Trend Forum fabrics direct buyers to exhibitors' platform pages
- Facilitate further communication



### Mobile APP

- Proactively reach out to domestic buyers
- Upload product details for showcase in photos or videos
- Buyers' requests are clearly shown for more efficient matchmaking

## Onsite business matching

Over 200 onsite meetings were arranged with VIP buyers at the 2024 edition, including buyers from Australia, Bangladesh, Hong Kong, Italy, Korea, the Netherlands, Sweden, the US, Vietnam, and more.

## Delegations

Over 100 representatives of buyer delegations visited the fair, hailing from:

Hong Kong	Russia
Malaysia	Vietnam
Philippines	





# Fringe programme: opportunities and insights along the entire value chain

## 2024 edition key facts:



**26** seminars, **6** themed forums and **3** product presentations were held.



Nearly **2,700** participants attended.



Under the theme **TURBULENCE**, the Intertextile *Directions* Trend Forum featured nearly **600** on-trend fabric samples from **65** exhibitors.

## Four presentation segments:

**Design & Trends**

**Market Information & Business Strategies**

**Technology & Solutions**

**Economy Talks**



## Intertextile Shanghai Apparel Fabrics – Spring Edition 2025

**Date:** 11 – 13 March 2025  
**Opening hours:** 09:00 – 18:00  
**Venue:** National Exhibition and Convention Center (Shanghai)  
**Admission:** Free admission. Trade visitors only.  
Persons under 18 will not be admitted.

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For more details, please visit  
[www.intertextileapparel.com](http://www.intertextileapparel.com)

### Concurrent shows

**intertextile**  
SHANGHAI home textiles

**yarnexpo**



**intertextile**  
SHANGHAI apparel fabrics

part of

**TEXPERTISE**  
the textile business network

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