

# intertextile

SHANGHAI apparel fabrics

China International Trade Fair for Apparel Fabrics  
and Accessories – Autumn Edition

25 – 27.8.2026

National Exhibition and  
Convention Center (Shanghai), China

## Join the apparel textile flagship

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

# Discover limitless opportunities at Intertextile Apparel in 2026

**Intertextile Shanghai Apparel Fabrics – Autumn Edition** offers a unique blend of market access and industry influence. Discover the unparalleled value and strategic mission that make the 2026 edition the must-attend trade fair for your company.

## Why exhibit?

### **Asia's premier platform and global networking hub:**

the region's leading apparel textile fair offers extensive access to Asia's dynamic market, and to international buyer delegations from across Asia and Europe. Benefit from the chance to meet new and existing partners hungry for business, extending your reach across the textile world.

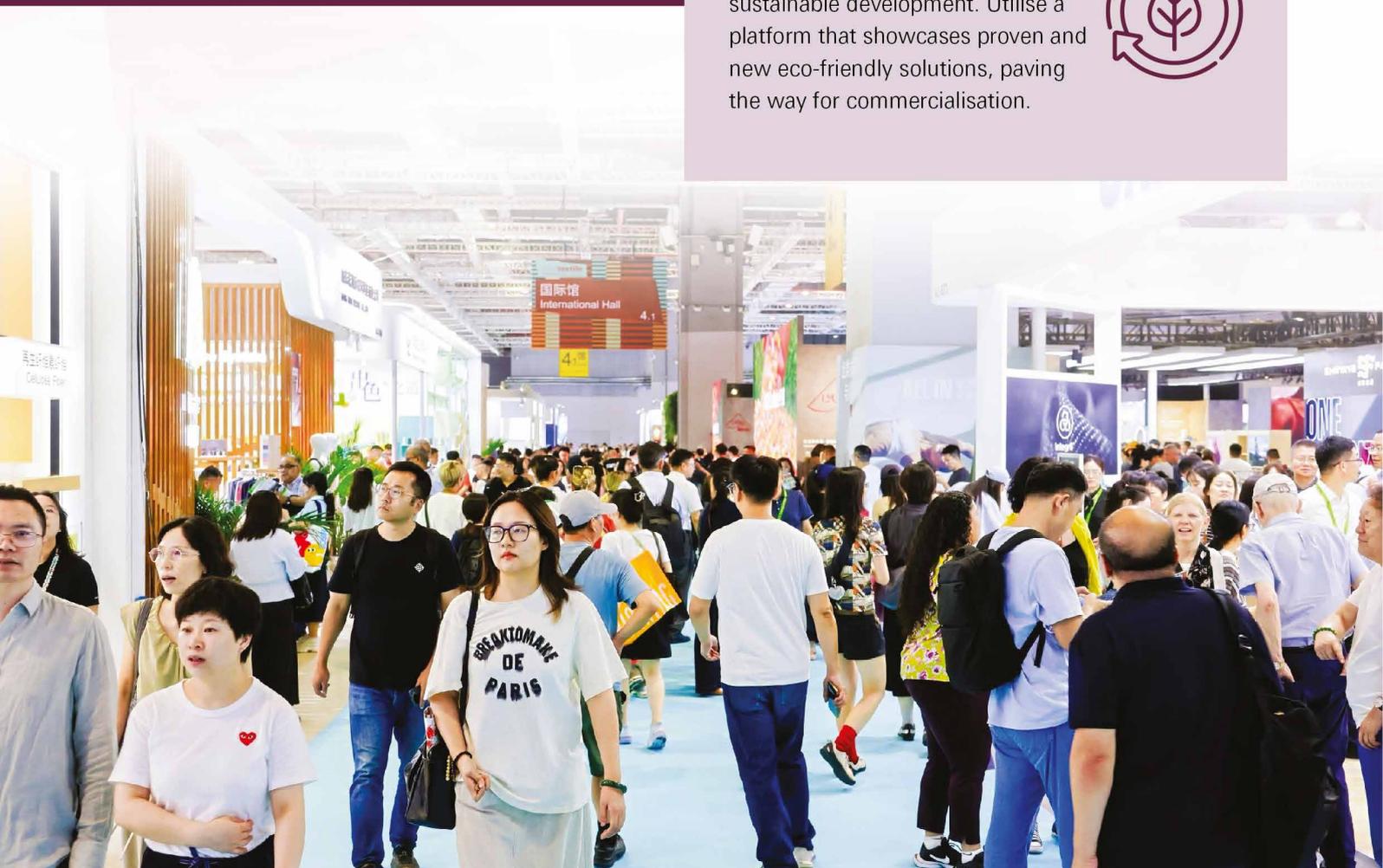
**Knowledge hub:** stay ahead of the curve with the latest market news, trends, and industry information. Navigate new international regulations and gain insights into the most up-to-date industry knowledge.

## Our mission

**Empowering growth:** giving industry players the opportunity to embrace change, foster innovation, and achieve continuous growth.



**Sustainable development:** be a part of our commitment to sustainable development. Utilise a platform that showcases proven and new eco-friendly solutions, paving the way for commercialisation.



# 2025 show review

## Key exhibitor figures:



Over **3,700** exhibitors  
from **26** countries/regions.

**9 country / region pavilions and zones:** France, Hong Kong, India, Italy (Milano Unica), Japan, Korea, Pakistan, Taiwan, and Türkiye.

**8 group pavilions organised by:** ECOCERT, Hyosung Group, Korea Textile Center, Lenzing Satellite, LYCRA, OEKO-TEX, PRUTEX, and Sorona.

**9 featured product zones:** Accessories Vision, Beyond Denim, Economy Hub, Essential Suits & Shirts, Functional Lab, Innovation & Digital Solutions Zone, Premium Wool Zone, SalonEurope and Verve for Design.

New exhibiting countries: Canada, Ireland, Portugal, and Spain

The fair featured its **first-ever Türkiye Pavilion.**

## Buyer demographics:



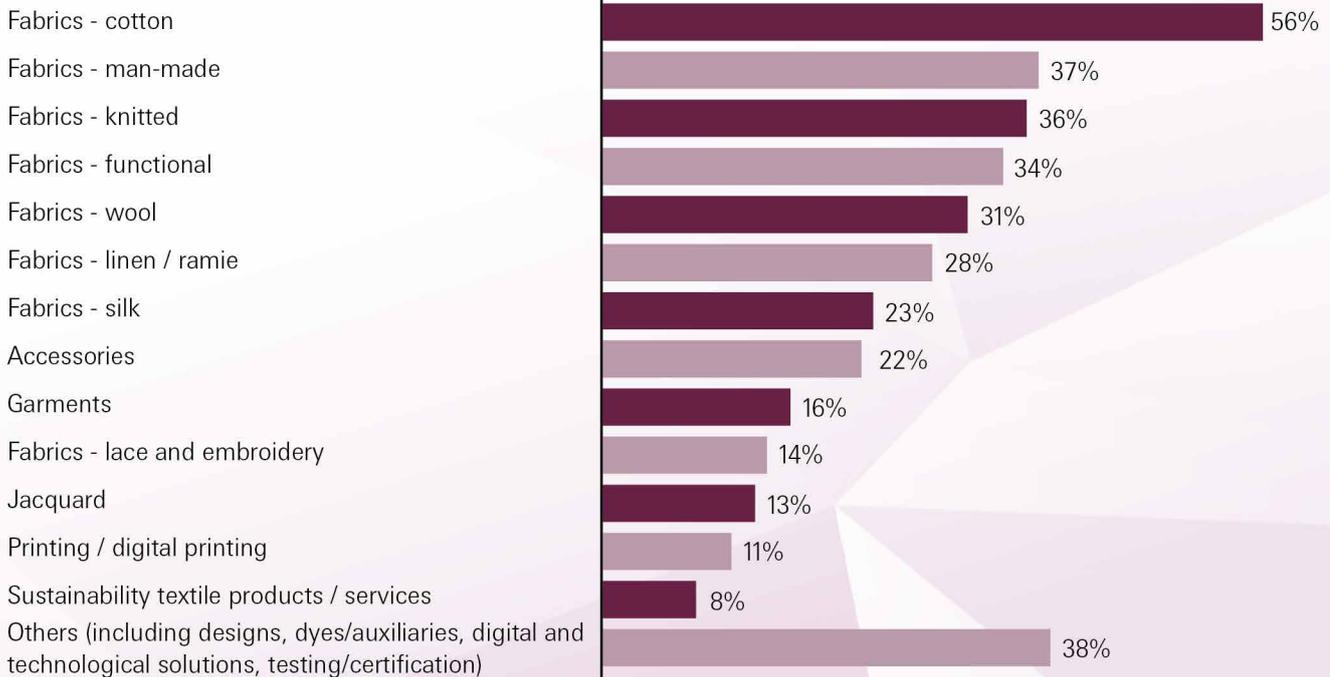
Over **100,000** visitors  
from **123** countries/regions.

### Top 10 visitor countries/regions\*

- Bangladesh
- Brazil
- Hong Kong
- India
- Japan
- Korea
- Pakistan
- Taiwan
- Türkiye
- Vietnam

\*In alphabetical order, excluding Mainland China

## Which buyers crossed paths with exhibitors?



## Business matching programme

VIP buyers from 14 countries/regions took part in 350 business matching meetings.

The fair's digital business tool – Connect PLUS – allowed exhibitors to engage with potential buyers pre-, during- and post-show, ensuring prolonged benefits and maximised business opportunities.



# Explore the four pillars of Intertextile Apparel

Fashion forward

Performance  
textiles

Sustainability

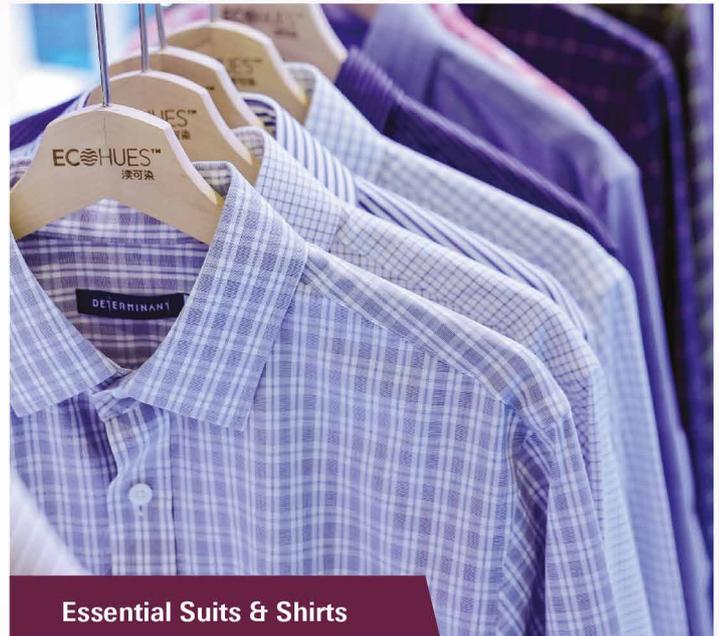
Textile future

## Fashion forward: the heart of apparel innovation

This major theme showcases the cornerstone of apparel creation, encompassing a diverse range of products across our key feature zones:



Accessories Vision



Essential Suits & Shirts



Premium Wool Zone



Verve for Design



Beyond Denim

# Performance textiles: where performance meets style



**Functional Lab:** the previous edition featured 118 Functional Lab exhibitors. Book a booth in the zone itself, and position your brand as a leader in functional textiles. Showcase your groundbreaking materials, revolutionary technologies, and cutting-edge design concepts to a highly engaged audience of industry professionals.

**The CUBE:** elevate your brand presence and capture attention in this dynamic display area for functional fabrics and accessories.

FUNCTIONAL LAB



## Exhibition

Present your innovations and connect with targeted buyers in the rapidly growing functional fashion market, through Intertextile's Functional Lab, the specialised zone is an integrated **exhibition-display-seminar** showcase, and a must-visit platform for sportswear, activewear, swimwear, and lingerie brands.

Display

Seminar

**Seminar series:** solidify your position as a leading voice in this sub-sector. Benefit from our platform to present your latest innovations, connect with key decision-makers, and shape the future of sportswear and functional fashion.



## Group pavilions: maximising your impact

Amplify your presence and connect with a targeted audience by establishing or participating in our focused group pavilions. Group pavilions in 2025 included:

nesta.



COVATION BIO.

## Buyer's comment

"For our stage costumes and dancewear, we must balance striking design with the performer's freedom of movement. Intertextile Apparel features premium exhibitors spanning almost the entire value chain, and we attend every year to source functional fabrics, jacquard and embroidered textiles. The Trend Forum unveils eye-catching new fabric innovations, and its shift this year from classic to dramatic styles has proved highly instructive."

**Mr Wang Zhe, Fabric Manager, WEISSMAN, USA**



## Sustainability: championing sustainable solutions

Navigate the evolving sustainability landscape with Intertextile Apparel! As part of Messe Frankfurt's Texpertise Economy initiative, the Economy Hub, established in 2024, provides a powerful platform to showcase your eco-conscious innovations and drive responsible growth.

In its second appearance, the Economy Hub increased in scale by **over 60%**, with its strong sustainability theme and open booth design complementing its dedicated seminar and display areas. Features include:

- Economy Finder
- Economy Tour
- Economy Hub
- ecoBoutique and Economy Hub Display Area
- Economy Talks

### Exhibitor's feedback

"The Economy Hub strongly aligns with our positioning and has connected us with our target customers, providing a clear, effective sourcing guide for brands and manufacturers seeking bio-based, biodegradable, recycled, and other innovative eco-friendly materials. Sustainable material innovation has become a major trend across multiple sectors, and this fair has provided us with deep insights and strengthened our resolve to drive high-quality development."

**Ms Youyang Song, CEO, PEELSPHERE, Germany**

## Textile future: shaping the future of apparel

In response to the rising demand for technology and industry transformation, this dynamic theme covers a specially curated segment for exhibiting and knowledge sharing:

- Innovation & Technology Solutions Zone
- Innovation and Technology Transformation seminar series





## Fringe programme highlights

The business doesn't end at the booths! Enhance your exhibition experience by speaking at our supplementary fringe programme, designed to provide even deeper insights and connections to eager buyers.

- **Intertextile *Directions* Trend Forum:** showcase fashionable products for Autumn/Winter 2027-28, guided by forecasts from world-renowned experts from the Intertextile *Directions* Trend Committee.
- **Themed display areas to increase your visibility:**
  - **The CUBE:** functional textiles with a focus on innovation and performance.
  - **Bespoke Performance:** premium materials and cutting-edge techniques in textile performance.
  - **ecoBoutique & Economy Display Area:** sustainable solutions and eco-conscious materials.
- **Seminars, forums, and panel discussions:** engage with industry leaders and gain valuable knowledge through our diverse programme offerings. Delve into the key themes Design and Trends, Market Information & Business Strategies, Technology & Solutions, and Economy Talks with numerous insightful sessions conducted across various stages.



**Limited time slots available!** Position your brand as a thought leader and connect directly with a broad audience. Secure a speaking slot now, and maximise your impact with our comprehensive marketing support and simultaneous interpretation in Chinese and English.

## Fair facts

- Date:** 25 – 27 August 2026
- Venue:** National Exhibition and Convention Center (Shanghai)
- Opening hours:** 09:00 – 18:00
- Admission:** Free admission. Trade visitors only. Persons under 18 will not be admitted.
- Organisers:** Messe Frankfurt (HK) Ltd  
The Sub-Council of Textile Industry, CCPIT  
China Textile Information Center (CTIC)

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For more details, please visit

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

## Your path to success starts here

Amplify your brand message and connect with a wider audience – Intertextile Apparel offers exhibitors **extensive media coverage** through its global network, across online and offline platforms.

**Ready to extend your reach beyond the show floor?** Apply for your booth early and maximise the potential for media coverage at Intertextile Shanghai Apparel Fabrics – Autumn Edition 2026!