



CHIC-YOUNG BLOOD BEIJING

Professional Visitors and Exhibitors confirm: a lively and entertaining format

- Over 20,000 visitors, thereof 50 % trade visitors
- Young spirit thrilled the exposition ground
- T-Shirts, sneakers, sportswear - the new definition of urban wear
- Infotainment concentrating on young Chinese consumers and their demands

The area of art district 751 D-PARK was dominated by the fashion scene. Together with Mercedes-Benz China Fashion Week thousands of fashionistas and profashionals were strolling along the streets.

CHIC-YOUNG BLOOD Beijing (October 25 to 27) took place in the post-modern gasometer which became a kind of 'think tank' for the youth and inspired the 100 exhibitors, the visitors and the trend-gurus. The broad range of discussions and talks contributed to the analysis of the generation Y and gave input to the question "How to develop new concepts for the retail trade?" The trendy magazine MILK with its editor-in-chief Mr. Chen Zizheng discussed this topic under the title IT MATTERS. A clear statement was that the generation Y decides on their own what to wear and prefers

individuality. An interesting part offered The HUB who installed a concept store with different European brands.

Over 20,000 visitors, thereof important department stores and multi brand stores such as K 11 Beijing, Glory Mall, Wangfujing Department Store, Lufthansa Shopping Mall and multi brand stores such as SEVENDAYS, WATERSTORE and LANE CRAWFORD visited the booths of young fashion brands. Royal Elastics from Australia was very satisfied and announced a fashion show at next **CHIC-YOUNG BLOOD** in 2014. Exciting judge was made by the media who appreciated the fair as a version of the French trade show 'WHO'S NEXT'. An important part offered also the Brazilian designers who were very happy with their presentation and the numerous contacts they made. The German brand K+T with its brand nat-2 confirmed already the participation in **CHIC-YOUNG BLOOD** next time. "Not to be missed and I have made so many contacts here, I will be back in 2014", said Sebastian Thies, owner and designer of K+T.

The start was amazing on the 25th with people queuing up to get access to the gasometer. The design of the fair was exactly geared towards young fashion. The perfect mix of music, fashion and infotainment was inspiring and the professionals such as NO2GOOD and Sam Lee got clear ideas on how to create the point of sales for attracting the youth. The cooperation with Mercedes-Benz China Fashion Week went excellent and the concentrated power of professionals enriched both events. While Mercedes-Benz China Fashion Week started in the later afternoon, so for the daytime journalists enjoyed the young fashion scene at **CHIC-YOUNG BLOOD**.

A special program at the end of **CHIC-YOUNG BLOOD** was initiated for the international exhibitors who had the chance to see and talk to important department stores such as NC.STYLE and Sanlitun 3.3 Mansion and also to visit a showroom and space of NC.STYLE offering different international brands.

CHIC-YOUNG BLOOD has made an important step to become a must-to-go event which is devoted to the youth. The organizers will enlarge their program for the next time already and concentrate on further developments of multi brand stores and on the evaluation of cultural patterns and customs of the youth. **CHIC-YOUNG BLOOD** is a platform for international exchange as it brings together fashion

people from all over the world like this time from China, Brazil, Australia, USA, UK, Germany.

Next CHIC-YOUNG BLOOD will be held in October 2014 in Beijing!

Press contact

JANDALI MODE.MEDIEN.MESSEN

EUROPEAN REPRESENTATIVE OFFICE

CHIC, CHIC YOUNG BLOOD BEIJING (EXCEPT FRANCE AND ITALY)

CHINA NATIONAL GARMENT ASSOCIATION

FASHION HOUSE 1. OFFICE 319

DANZIGER STRASSE 101 . 40468 DÜSSELDORF

FON +49-211 3026 4337 FAX 0211-58588566

EMAIL CONTACT INFO@JANDALI.BIZ

WWW.JANDALI.BIZ