



## **CHIC Shanghai 2015.10.13-15**

### **The New China International Fashion Fair in Autumn**

#### **The Chinese Business Platform to enter the Chinese consumer market**

CHIC Autumn will take place for the first time in October. Around 600 exhibitors are expected to attend CHIC Autumn from the 13th to the 15th of October. As in March, CHIC will take place at the modern National Exhibition and Convention Center (Shanghai) opened last year.

The CHIC autumn event has been created due to the current consumption and market change. CHIC opens the way to the Chinese consumer market for smaller high end brands, but less volume. Matchmaking, networking and further activities to connect international brands with the Chinese retail market underline the position of CHIC as mediator in the fashion business.

CHIC will cover 75,000 sqm which is comparatively small to the March event. The autumn edition reflects the fashion rhythm and gets ready as a platform to focus the merchandise and not the enormous image booths of Chinese booth as in March. It refers to the order season of international brands presenting their spring/summer collections. The new date in October will focus spring/summer collections in all

categories: womenswear, menswear, kidswear, shoes/bags/accessories, swim/bodywear.

Worldwide unique will be the exposition of the whole chain of the fashion sector: from distribution to buying till sourcing. Parallel to CHIC INTERTEXTILE will take place at the same fairground 200,000 sqm.

### **The structure of the CHIC Autumn**

CHIC will cover hall 1, 2 and 3. The segments will be concentrated such as Leather/Fur & Downwear, Kid's World, Original Design, Women's Wear, Men's Wear, Footwear and Fashion Accessories, Global Trend and Denim.

As started in March, the concept of "Show in Show" will be continued. The London PURE organizer will after their first start in October 2014 be integrated in CHIC as PUREshanghai. Around 50 exhibitors will be presenting in this area. Thereof around 6 brands from UK such as Henry Todd, Raaah, Dabra, Ness, Virgos, Pearls & Portraits, but also brands from Poland, Thailand, Greece, Turkey, Trinidad & Tobago, Spain, Croatia, USA and Australia will be joining PUREshanghai in October.

PREVIEW in China- the South Korean trade show -will be participating as longtime exhibiting group at CHIC in October.

The Brazilian shoe association ABICALCADOS will also organize a pavilion at this coming CHIC Autumn. Constant exhibitors nearly since the beginning of CHIC 23 years ago, France with brands like Léo & Ugo, Johntex, Zyga, Urbahia Paris and Italy with brands such as Paola Graglia, Giovanni Fabiani will be participating with national pavilions.

Still pending are further individual exhibitors from different nations including Germany. Germany will not have a governmental supported pavilion MADE IN GERMANY, but already scheduled for March and October 2016.

## **CHIC SHOWS and EVENTS**

Beyond conventional fashion shows, CHIC SHOWS is more like a business release event for outstanding brands to media, buyers and professional visitors. Two different kind of shows are being offered to exhibitors at very reasonable costs including all arrangements for a show from choreographer to models, to invitation management etc. CHIC SHOWS is offering several daily show slots.

In addition, CHIC will organize seminars and workshops including get-togethers for exhibitors and retail trade. CHIC is focusing the seminars to topics such as new technologies, new consumption demands. Each day a special topic will be devoted to a seminar. Not to be missed for international brands should be the seminar: E-Business as the New Battlefield.

### **Economic Datas of China**

China belongs to the top consumer markets in the world. Even if the growth rates are no more that high, it is still top with 7 % as just announced for the second quarter 2015. Even the German economy minister Sigmar Gabriel said that it has to be considered that the Chinese want to reduce the unchecked growth in order to develop a sustainable growth. Another measure is that China is boosting the domestic consumption. A promising step in this direction is the reduction of importation taxes also for fashion products. The interest in European products in China is very high; it is hardly surprising that department stores, multi brand stores, e-commerce platforms are looking for individual fashion. Their slogan to attract consumers: 'be different with different styles'.

CHIC as the leading trade show in Asia offers the unique platform to meet the prospective business partners in the retail trade.

[www.CHIC-online.com.cn](http://www.CHIC-online.com.cn)

[www.jandali.biz](http://www.jandali.biz)

The next dates:

CHIC Shanghai (autumn)	October 13 to 15, 2015
CHIC Shanghai (spring)	March 16 to 18, 2016

## **CHIC SPONSORS AND ORGANIZERS**

The sponsors of CHIC are China National Garment Association, China World Trade Center Co., Ltd, The sub-council of Textile Industry, CCPIT and organizers are Beijing Fashion-Expo Co. Ltd. and China World International Exhibition Co. Ltd.

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