

CHIC 中国国际服装服饰博览会 CHINA INTERNATIONAL FASHION FAIR

CHIC 2016.03.16-18
China International Fashion Fair, Shanghai

Full Power Ahead: new dimensions and superb business opportunities

**Channel Expansion – Crossover Cooperation – International Collaboration –
Capital Connection**

Parallel to the forthcoming CHIC (autumn edition) taking place from October 13 to 15, 2015, the planning for the 24th edition - CHIC (spring) - is in full progress. From March 16 to 18, 2016, CHIC pursues higher goals to enable participants realizing a common evolution. This includes redesign and rearrangement of CHIC's structure and procedures. One topic announced is THE NEW NORMAL reflecting the consumption habits: Chinese consumers are looking for the original and price/performance ratio. In addition, CHIC revealed the demand for 'small – but beautiful' brands. And Chinese consumers are looking for fashion with rich culture – an advantage for many international fashion brands.

CHIC will be offering an even larger platform to give national and international brands the possibility presenting themselves to the professional audience. Intensively from year to year CHIC expands its network and establishes itself as an international fashion mediator.

More than 1,200 exhibitors will be expected from all over the world. Half of the exhibitors are coming from China and representing China's best fashion brands. The other half is coming from Europe such as France, Germany, Italy, Turkey and the Chinese regions Taiwan and Hong Kong as well as from Asian nations such as Japan, South Korea, Taiwan, India, Indonesia, but also America with USA and Brazil or Peru will contribute to an effective access to gather information. Professional visitors are coming mainly from China, but more and more other nations take

advantage of this international fashion overview. CHIC gets prepared to be the economy system platform for cross over cooperation, international collaboration, capital connection and channel expansion.

A clear structure will divide the fair into different sections and segments such as denim world, Urban View, Kid's Paradise, Heritage (Furs&Leather), New Look (Womenswear), Prestige (Menswear and Bespoke), Secret Stars (Fashion Accessories, Shoes, Bags). Integrated into CHIC will be CHIC YOUNG BLOOD for street style. IN SIGNATURE will demonstrate the high potential of Chinese top labels like Peacebird, Bosideng, Shandong Ruyi.

A real 'Fashion Journey' offers the area reserved for international pavilions such as France, Italy, Turkey and more. Germany will be participating with its pavilion under the motto MADE IN GERMANY again. The planning will be realized by Messe Duesseldorf who is designing an attractive area inspired by the layout of a department store.

Evolution of consumption logic

At the commercial terminal, the channel of E-business became a compulsory question for traditional garment brands. Department stores, shopping malls are evolved into stylization and experimental form. The fashion brands concept stores which have trans-border lifestyle are popular; multibrand integrated stores, boutiques are growing in China. CHIC disposes of a retail database of over 200,000 contacts plus newly compiled over 3,000 multibrand store addresses. CHIC's regular direct and social media mailings improve the relationship to the clients and contribute to an excellent exchange on requirements demanded for developing contents in stores.

Another sector in which CHIC is investing, are the urgent needs (B2B, B2C) of internet, mobile internet, cloud computing, big data and other innovative products of information technology. The emerging information technology revolution brings obvious changes to the whole business society; enterprises, customers and consumers.

Change with Changes: Optimizing the economy system

CHIC is a showcase to display the complete picture of national and international brands. It is the quick and effective access to gather information. It is the 'face to face' business – CHIC offers the latest first-hand fashion information for optimal service orientation.

Shows and seminars, workshops and networking activities will be carefully planned by CHIC and also match-makings prior and during CHIC belong to one of the services offered to the international exhibitors.

CHIC (spring) will be held from March 16 to 18, 2016 at the National Exhibition and Convention Center (Shanghai) again. It will associate with China International Trade Fair for Apparel Fabrics and Accessories (INTERTEXTILE) and other industry trade fairs. The space will be up to 300,000 sqm.

Latest news from China

Baidu – Chinese web service company – reported total revenues of US \$ 2.63 bn for Q2 2015, thereof 50 % mobile revenue.

Tmall (b/c platform, belonging to Alibaba Group) announced that they will launch the duty-free shop project together with Shilla Group and King Power who are the largest duty-free groups in South Korea and Thailand. A new shopping model will be launched.

www.chiconline.com.cn

www.jandali.biz

Next dates:

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

For more information

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