

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

## **Highly promising start of first edition CHIC Autumn**

**CHIC Autumn from October 13 to 15, 2015**

- **CHIC consolidates its leading position also for the debut of the second edition a year**
- **Over 57,000 professional visitors coming mainly from China**
- **700 brands from 23 nations covering over 55,000 sqm**
- **Joint presence of international pavilions underlined CHIC as mediator in the Chinese fashion business**
- **Sustained expansion of featuring 'smart textiles'**
- **Special seminars and workshops underlined CHIC as mediator in the Chinese fashion business**
- **Successful synergies with INTERTEXTILE and further textile fairs**

Dynamic, exciting, explosive: Shanghai again proved to be the fashion center in Asia and attracted business people from all Chinese regions and from other nations. CHIC underpinned its leading position also for the debut of the second edition a year. Even if this edition is smaller than its traditional issue CHIC Spring, the flow of visitors was good and Marisa Pizziolo, marketing and operation manager, Ente Moda Italia, outlined that the quality of visitors was very good. The organizers confirmed the total number of visitors with 57,042 – a smaller number compared to March, but for an initial trade show high and can be attributed to the fact that CHIC's organizing team disposes of a deep know how and extensive network in the industry and trade. (to note: an exact break-down will be delivered after evaluation by mid of November).

### **Structure of CHIC and exhibitors' statements**

CHIC covered the groundfloors of the halls 1 – 3 with a surface of 55,000 sqm. 700 exhibitors from 23 nations exhibited and showed new collections spring/summer

2016, but also fast fashion winter 2015/16. A strong topic was focused on the 'intelligent age' featuring intelligent fashion, fashion technology and intelligent services highlighting the highest level of the apparel industry. With around 250 exhibitors from abroad, CHIC gave an overall idea on international fashion. Italy, France, Japan, Korea and Brazil presented their styles in national pavilions. Ready-to-wear including leather/fur constitutes the main part of fashion styles, but it is remarkable that a strong attention was paid by visitors to accessories (shoes, bags, scarves, hats/caps, fashion jewelry). Roberta Ramos, project manager and Ruisa Korndorfer-Scheffel, trade promotion unit's analyst, both from the Brazilian shoe association ABICALCADOS, underlined that they have tried many platforms within the recent years in China for promoting Brazilian brands. This time, they selected CHIC Autumn with an own pavilion and judged it as the most successful one. "We have met more quality clients this time and even first time exhibitors wrote orders." For the first time also Haflinger from Germany attended CHIC. Gerd Otto, managing director, expressed his satisfaction: "We do see a big potential for our product in the Chinese market and have made good contacts. We will definitely continue on working on our market entry and join the German Pavilion in March 2016." As show in the show PUREshanghai participated for the first time at CHIC and PREVIEW in China/South Korea since over 10 years. Both organizers see a tremendous opportunity by joining CHIC as the leading fashion trade show in Asia.

### **Official statement by CHIC leader Chen Dapeng**

Clearly and frankly, Mr. Chen Dapeng, executive vice president China National Garment Association stated: "CHIC Autumn was a very good start with excellent results at its premiere in October. We consider it as important to hold this trade show twice a year upon the demand of the international fashion business as well as due to the changes of the fashion business structures here. It is necessary to present the new collection each season. We are happy that we registered 57,042 visitors at CHIC. China has devised the formula "under the new normal" and CHIC has established itself as being the window of fashion under this title. We are presenting up-market collections which are affordable by the growing middle class being fashion-conscious but at the same time also price sensitive. CHIC will consequently pursue its position as mediator in the fashion business and confirmed its position as the fashion hub in China."

But also trade visitors expressed their satisfaction with this CHIC debut in October. Ms. Yao Zhihui, General Manager of Modern Mingshi International Trade Company said: "As a buyer, I am here to look for brands which are suitable and interesting for us. I am also ready to sign cooperation contracts onsite. We have multi brand stores and are surprised to gather so many outstanding garment brands." And Mr. Jiang Honghong, Vice General Manager of Mellen (China), was very satisfied: "We come to CHIC with two wishes: first to carry out some market investigation and second for searching for good international brands. Our company is considering to sell fashion brands combined with shoes." And Ji Xiaochen, stressed: "I am very impressed by the overall feeling of CHIC. The presence of so many international pavilions is really valuable."

### **At CHIC fashion industry enters intelligent age**

A series of high-tech products showed in the intelligent fashion experience area the future of fashion. Quishon demonstrated the 3 D application in fashion. Baison presented solutions for the whole value chain and many seminars and workshops were dedicated to this topic. Within the section Smart Fashion the latest innovations were presented, e. g. a red hat with a sensor who can tell the emotions of the person wearing it: being happy, tired, angry, concentrated ... or a black belt as a charger to insert the iPhone to the plug on the belt, or a shining bag giving you light inside your bag and many more progressive fashion products.

### **Next edition:**

**CHIC Spring from March 16 to 18, 2016**

**In halls 1.1, 2.1., 3.1., 4.1., 4.2 covering 125,000 sqm**

Attachment: statements exhibitors and visitors CHIC Autumn, 2015

More information [www.chiconline.com.cn](http://www.chiconline.com.cn)

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