

CHIC 中国国际服装服饰博览会

CHINA INTERNATIONAL FASHION FAIR

CHIC Spring 2016.03.16-18:

Facing the challenges of tomorrow's fashion business

- **106,800 sqm at the new National Exhibition and Convention Center (NECC)**
- **1,200 brands from all over the world**
- **with impressing national pavilions such as France, Germany, Italy, Turkey, Brazil, Peru, Hong Kong, Taiwan, Japan**
- **new partnership with KaiShi Exhibition (shoe platform)**
- **match-making: experiential retailers and innovative brands**
- **in focus: omnichannel hubs through multiple channels of fulfilment**
- **face-to-face-business and product stages with panoramic insight of brands, crossover resources**
- **CHIC Fashion Business Forum: facilitating the fashion trade**

,The New Normal' is the new discipline in Chinese consumption habits. With this statement, CHINA emphasizes the importance of the middle class growing incredibly each year. China's middle class grew bigger than that of the United States in the middle of 2015, according to an annual report by researchers at Credit Suisse Group. China also has second-most household wealth after the United States with US\$ 22.8 trillion (Caixin/10.21.2015). Another phenomenon is the urban development. Over 700 million Chinese are living in cities. Over 160 cities record more than 1 million inhabitants. Even if the luxury sector reports a drop, the middle class belongs to the free-spending consumers. An impressive evidence: the in 1993 introduced 'single's day' recorded 100 million shoppers this November (www.theguardian.com). They came from all parts of China, from all provinces, cities and even country towns contributed to the immense turn-over of this single day. According to Jack Ma, Alibaba's chairman and founder: "This festival is a thermometer for the Chinese

economy.” The Chinese middle class is fashion conscious and develops to ,connoisseurs’ in selecting their individual style, but not at any price.

CHIC has earned its valuable experience from its first edition in Shanghai in March 2015. A careful and detailed planning will focus on an overall construction of brand categories. The ground floor of halls 1, 2, 3 and 4 will be occupied and cover an area of totally 106,800 sqm.

Structure of CHIC

Category-specialized sections, featured sections and show-in-shows are clearly structured. Visitors will get a complete overview on fashion styles and brands from all over the world.

The lifestyle areas are featuring segments such as: IMPULSES (innovative designers), PRESTIGE (Menswear), NEW LOOK (womenswear), HERITAGE (high-end leather and fur, down wear), SECRET STARS (accessories, footwear, headwear, bags), KID’S PARADISE (childrenswear). Casualwear will be presented in URBAN VIEW and DENIM WORLD. CHIC YOUNG BLOOD will receive an own performance within CHIC. CHIC YOUNG BLOOD will be hosting streetwear styles and highlight attitudes of the young Chinese generation. Around 300 trendsetters in the sector of urbanwear will be showing, around 60 % are coming from other nations.

Among leading Chinese brands are Shanshan, Hodo, Artsdon, Dayang, DC, Ownonly or casualwear such as KiloMeters, Semir, Yishion, Gson, Nine Way, Mon2Fri, Superpants, 100km and the womenswear brands Lagogo, cache cache, Miniso, Moonbasa.

The Chinese Shoe Association is joining CHIC

A new cooperation has been realized with KaiShi Exhibition who is connected with the Chinese Shoe Association due to their long-time cooperation in organizing trade shows for Chinese shoes and bags in national and international trade shows.

Since long, retailers in China are diversifying their range of products. Lifestyle determines the point of sales. Shoes, bags and leather articles as It-products belong, of course, to their purchasing list.

Undoubtedly, CHIC is the platform which attracts professionals from whole China and from all segments such as department stores, shopping malls, boutiques, e-commerce platforms, distributors, importers and agents.

MADE IN GERMANY: panoramic presentation of all fashion lifestyle categories

FASHION JOURNEY allows a world-wide fashion trip in one hall covering more than 25,000 sqm. ‚MADE IN GERMANY‘ will be participating in CHIC for its fourth time representing a mixture of brands in various categories. Organizer of the German Pavilion is Messe Duesseldorf. An attractive and stylish layout animates the pavilion and reflects the style of a classy department store. Whilst brands like exquisite leather/fur brands Christ and Mauritius, stylish womenswear and menswear collections from Chafor and womenswear from Modee, valuable hand-made gloves and scarves from Roeckl, also seductive finest nightwear from Rösch and Feraud, underwear from Naturana or intelligent legwear from ITEM m6 will underline innovative competence. The range will be topped by lifestyle accessory brands such as bags from Gretchen and OWA, shoes from Living Kitzbühel and Haflinger, scarves/shawls from Fraas, hand-made leather belts from Lindenmann, and abro will come with shoes, bags and belts. But also kidswear will be shown by fancy knitted caps from Maximo. Utilitarian style with novel ideas: umbrellas from Knirps and travel baggage from Stratic. The traditional but modern family business VAUDE shows as well its backpack and travel baggage collection. The Offenbach trade show for bags and leather items ILM will present their show at CHIC within the German pavilion. Totally 21 brands will be showing in the German Pavilion. The German brand camel active will have a separate debut and performance within the lifestyle area URBAN VIEW organized by their Chinese partner.

FASHION WORLDWIDE

Totally around 20 nations will be participating at CHIC and represent around 450 exhibitors. France and Italy are showing their fashionable brands such as Jonathan Cukierman, Giovanni, Romy & Ray or Bleuforet. France will be supported by the French Women's Wear Federation; they belong to the long time exhibiting nations. Italy will title its pavilion 'La Moda Italiana@Chic', organized by EMI and ICE. EMI Ente Moda Italia, one of the most important players promoting Italian fashion, is creating a proposal featuring brands and companies that are characterized by the selection and quality. It shows a complete panorama of the Italian style expressed by their collections presented in a dynamic way, also thanks to the catwalk shows inside the Italian pavilion. ITA Italian Trade Agency will be organizing important image and promotional activities in China to support Italian fashion.

Turkey will appeal visitors in the area HERITAGE in hall 1. The organizing association IDMIB (Turkish leatherwear exporters' association) will present in its attractive pavilion the latest leather wear collections from Turkey. A separate shoes' pavilion under its umbrella is planned for the first time. A special highlight at the Turkish Pavilion will be the decoration zone accentuating the creativity from Turkey.

For the first time there will be governmental support offered by the Netherlands Enterprise Agency (Rijksdienst voor Ondernemend Nederland, RVO) under the organization of the Netherlands Chamber of Commerce (Kamer van Koophandel) and the General Consulate of the Netherlands in Shanghai.

BRAZILIAN FOOTWEAR will be independently joining CHIC spring consecutively its participation in October. The Chinese market is a special target for Brazilian shoe producers, they started with intensive marketing activities in this market since several years. Their sophisticated shoes are a cynosure at CHIC, but also very well demanded are their comfort shoes enjoying a great reputation in China already.

Another Latin-American nation will show up: Peru is presenting its finest knitwear made of Alpaca and also Pima cotton.

Excellent performances are also offering national pavilions such as Hong Kong, Taiwan and Japan.

The show-in-shows will be continued with PREVIEW IN CHINA from South Korea, who will present trendy brands and also with PUREshanghai giving an overview of British, Scottish and Irish brands, together with fashion and accessories from other nations.

Marketing strategies of CHIC

CHIC upgraded its service providing system, pragmatic and efficient associated events. Their database consisting of over 200,000 personal addresses will be the basis of their strategic marketing planning which is as well informing on exhibitors' news.

Special events will focus on new developments in the fashion business and will venture a prognosis and views to innovations in the economic system. China is considered as one of the most dynamic markets worldwide and Chinese consumers belong to the quickest ones adapting new channels. The basic shopping and distribution needs will become more service-orientated and digital media in all forms constitute an essential and vital tool to expand business strategies. Topics of CHIC's Fashion Forum will be devoted to experiential retailers who will use their physical stores to perfect the consumer experience. The new-era retailer will use multiple channels to attract consumers. Thus, CHIC is also devoting part of the fair as an array of new technology and prepare retailers for their next steps in the business.

CHIC consider itself as the mediator for crossover resources. Starting with bringing Chinese retail brands in touch with international brands to enlarge their product portfolio, CHIC guides as well multi brand stores to widen their range of products by conquering new international brands and establishing lifestyle areas. CHIC has developed its platform to a communication platform for evolution and economic systems for the Chinese fashion business.

Fashion Stage & Media

Fashion shows will be highlights at CHIC. At the Fashion Forum numerous shows will be held. Nearly 700 journalists will join CHIC and CHIC TV will be daily broadcasted. WeChat and Weibo concentrate the interactions of exhibitors and visitors.

CHIC connects: a new cooperation with WeChat informs regularly on CHIC events in 'friend circles'. It is similar to Twitter and will not be missed by millions of people.

Parallel to CHIC the INTERTEXTILE, trade fair for apparel fabric and accessories, will take place at the NECC.

www.chiconline.com.cn

www.jandali.biz

CHIC spring March 16 – 18, 2016

CHIC autumn October 11-13, 2016

For more information:

Press contact:

The logo for JANDALI is rendered in a dotted, pixelated font style. The letters are composed of small grey dots arranged to form the shape of each character.

JANDALI MODE.MEDIEN.MESSEN
EUROPEAN REPRESENTATIVE OFFICE
CHIC SHANGHAI (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