

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

**CHIC Shanghai 2016.03.16-18**

**Global platform for all sectors and industries of the fashion business**

**The facts: 1,200 exhibitors from 20 nations at 100,000 sqm**

CHIC gears up for its spring fashion trade show and confirms again its leading position in Asia. The organizers Beijing Fashion Expo, China World Exhibitions and their sponsors China National Garment Association, China World Trade Center and CCPIT Tex have strategically equipped the platform as the decisive and irreplaceable platform for the fashion business. CHIC takes a leading role in giving a whole overview on the fashion business and matches offer and demand, but sets also a benchmark for one spot at one date.

For any pioneering and serious entrepreneur, 2015 was the year of challenges and opportunities. The core issue for most apparel brands is to add value. When it comes to the commercial terminal, not only internet, but also department stores, shopping malls are passing through changes in terms of style and experience. Cross fashion lifestyle is getting more and more popular, multi brand stores, boutique, specialized stores have come into vogue in China.

From March 16 to 18, CHIC 2016 Spring will integrate all brands and commercial channels to present the overview, insight and perspective of fashion business. CHIC as the mediator in the fashion business assists apparel brands to relocate themselves in this rapid changing market. CHIC Spring will concentrate on the varieties and relevance of commercial channels, e.g. franchising, joining agents, the study of financing mergers and acquisitions, CHIC with over 23 years experience has developed to a platform of multiple functions.

Chen Dapeng, head of CHIC and executive vice-president of China National Garment Association, underlines: “Our path goes in common with progress, new technology and new economic systems. CHIC is the communication platform for sharing, collecting, obtaining and releasing opinions and information on latest developments in the fashion sector. Show-in-show concepts, but also adding always new sectors to CHIC, such as GOFL (Global overview on footwear and leather articles), belong to our focal point and make CHIC attractive.”

### **Lifestyle offers – competent overview**

A surface of over 100,000 sqm shows all facets of fashion in halls 1, 2, 3 and 4 (ground floor) at the National Exhibition and Convention Center in Shanghai, from quick respond to fashion intelligence and fashion technology or to the traditional custom made clothes. Totally 1,200 exhibitors are showing, thereof 500 coming from other nations. The joint pavilions also increased: France with its pavilion PARIS FOR EVER (1,550 sqm.), Germany in its innovative department store layout (900 sqm), Turkey in the area of ‚Heritage‘ with leather and fur brands (1,600 sqm), from Latin America Brazil with shoe brands and Peru with their finest clothes in alpaca.

Ente Moda Italia and ICE-Italian Trade Promotion Agency will present the second edition of ‚LA MODA ITALIANA‘ at CHIC (1,600 sqm). “We are putting a lot of energy into preparing this second edition of La Moda Italiana@CHIC”, says Alberto Scaccioni, CEO of Ente Moda Italia, “our team has built up a collection of brands and companies characterized by the selection and quality of their products in order to offer as complete an overview as possible of the style expressed by Italian fashion. A total of 47 brands will be taking part in this edition confirming the growing interest in the project. With the help of the Chinese organizers we have also managed to obtain an even more strategic position for the Italian area with an elegant and functional layout at the center of the exhibition route and in the heart of the international pavilion”.

A powerful demonstration will also given by Asian pavilions from Japan, Taiwan, Hong Kong. As show-in-show concepts Korea will present PREVIEW in CHINA again and for the first time in March also the London based tradeshow PURE on 300 sqm.

As newcomer the Netherlands show up with their pavilion DUTCH FASHION. In addition, many international brands are individually participating within the area FASHION JOURNEY.

Inspiring lifestyle areas are devoted to special topics: PRESTIGE (menswear), NEW LOOK (womenswear), IMPULSES (innovative designers), HERITAGE (leather and fur, downwear), SECRET STARS (accessories), KID'S PARADISE (childrenswear), URBAN VIEW (casualwear), DENIM WORLD (jeanswear).

CHIC dedicates itself as well to promote smart textiles, issuing new technologies, and any further development in design and creation. The sector SMART TEXTILES will expose intelligent manufacturing enterprises building a bridge between brands and the garment industry and giving ideas on scientific and technological production methods. One of the companies showing is VISA LUTAI who shares 70 % of finishing technology in the high-end market. Next to this, the Intelligent Manufacturing Technology with all information systems like internet contributes to an adjustment of the technological strength for an evolution of the clothing ecosystem.

A fresh new topic is GOFL Global Overview Footwear and Leather. Due to the high demand in shoes and leather articles, a new cooperation with KaiShi Exhibition has been realized. This section will contribute to an excellent enlargement of fashion products at CHIC.

CHIC YOUNG BLOOD is expressing the , Zeitgeist' of Chinas youth. It demonstrates their lifestyle in every respect and reflects fashion styles, design and entertainment. Around 300 brands will be showing. A special activity is covering the 'Korean Star Style Show Zone' with Korean young brands. Some international brands are also presenting their lines such as Ipanema from Brazil or Umm from Italy.

Leading Chinese brands are showing such as Firs, Semir, Hongdou, Artsdon, SEPTWOLVES, Nicole & Nathar, GSON, MON2FRI, Superpants, 100 KM (menswear), Glamorous, Cache Cache, Cocoon, TKFSPASSO, Moonbasa, EAYON (womenswear), YEEHOO, dadida, JMBEAR, MOMOCO, dave & bella, BYCR Kids (kidswear) or Yinshan, First Lady, HERDERS (leather&fur). A fresh wind is ensured

by innovative designers such as MOOD FOR MODE, Janet Zhou, YBM, FIGARO, FANDISHI, Vicky Zhang, Teo Flores, WOW-In and more.

### **Services, Events and Shows**

CHIC devotes a tremendous part of its services to assist exhibitors and visitors. Matchmaking, cross-industry cooperation, trend analyses and more belong to the topics of the collateral organized seminars, workshops and conferences. Partners are among others **Tianmao** with **Dimitry van Toorn**, Dutch expert based in Hongkong, informing on online-business in China. **wgsn** will hold a lecture on fashion trends.

Under the title 'CHIC Shows' Chinese brands and international fashion labels are presenting their latest collection at the Fashion Forum of CHIC.

A get-together with all international exhibitors will be organized and a key speaker will inform on latest development of the Chinese consumer market.

### **Partnership**

The partnership with **C-Star** (trade show in Shanghai organized by EuroShop Duesseldorf) will be continued. The next event from May 18 to 20, 2016 in Shanghai will be presented as well as details to their next retail conference in Shanghai.

Another partnership has been realized already in 2015. The German trade show for leather articles, **ILM** in Offenbach/Germany, presents itself in a booth in the German pavilion.

Concurrently with CHIC runs **Intertextile** at the fairgrounds. This dynamic platform for industry professionals and sourcing professionals gives an overall overview. At the same time it offers excellent synergies to CHIC. It is worldwide unique that the whole fashion chain is showing at one place at the same date.

CHIC offers not only an international journey, but also an experiential journey. CHIC is a conjunction tool to connect the whole fashion chain. And: it is the bridge into a

consumer market with a lot of future potential – with more than 668 million internet users and 594 million mobile users it offers best chances for navigating the niche, exclusive, local and independent.

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

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

Next dates:

CHIC Shanghai (spring edition)	March 16 to 18, 2016
CHIC Shanghai (autumn edition)	October 11 to 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.

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