

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

**CHIC Autumn 2016 Shanghai October 11 – 13, 2016**

**The Fashion Market Place for Fashion Turnover**

**Chinese Retail Market looking for short-term deliveries, more individual collections, booming accessories**

CHIC is the leading fashion trade show in Asia and has been taking place for the past 24 years thus disposing of a longtime experience and a tremendous network in the fashion business. In 2015 the Autumn CHIC was launched, now offering two editions a year with the comprehensive overview on Chinese and international brands. The focus of CHIC spring (March) is fashion for fall/winter and for CHIC autumn it is spring/summer for coming seasons.

The necessity of speeding up in the Chinese retail business requires offering new styles and fashion several times a year. CHIC offers the right date and the right choice of fashion brands from all over the world.

## **More Specializations of Fashion Segments at CHIC Autumn**

The progress is evident: more specializations enable retailers to get the full overview. The areas NEW LOOK (womenswear), PRESTIGE (menswear), KID'S PARADISE (kidswear), SECRET STARS (accessories) or CHIC YOUNG BLOOD will be accompanied by further attractions. IMPULSES, the designer section, will get its own podium and dock with young clubs. With an innovative segment, CHIC is addressing multibrand stores and buyers who want to refresh their product ranges. Chinese trade visitors are looking for individual and different styles. During CHIC spring 2016 it was noted that many retailers are transforming into multibrand stores as consumers wish a larger inspiration of different collections.

A novelty at CHIC in October will be the section of 'school uniforms'. The number of international and private schools around China is increasing and those schools prefer uniforms to underline their characteristics.

The incorporation of shoes, handbags and suitcases in 'SECRET STARS' accentuates the demand of these articles even further.

## **FASHION JOURNEY – the international presentations**

At this point the international participations at CHIC autumn are growing. This also includes the concept of 'Shows in the Show'. Again PREVIEW IN CHINA from Korea will be showing up, also GOFL (Global Original Footwear & Leather Fair) will be included in the program of CHIC. And London based PURE will be taking part in CHIC with its own pavilion presenting international brands like Boatdock's, Jianhui London, La Stampa, Lautem, Ness, Nobrand, Vendula London, and Walking Zone. Moreover for the first time showing at PURE CHIC: BDM Studio, Coridaknit, EchoChic, Eliz Scott, Flori de le, Fly London, Gi By Me, Idea Trendy, IHKIB, Jina Shili, Joomay, Lydie Lende, Medsmade, Moogu Design, Pe De Chumbo, Smart & Joy, Snob, Sweedom London, Voyar la Rue, Xenia Design, and Yetson.

Italy and France present their own pavilions and bring high-end brands such as Carnevale 1951, Complit, Design Italian Shoes, Dolcepunta, Fabiani, Giovanni Fabiani, Sara Kent, Fiore Sasseti, Gallia, Guiducci, Giorgio Grati, Grati Relaxed Luxury, Le Tue Alex, Loriblu, Massimo Santini, Olimpia, Suprema, Valentino Orlandi, Vittorio Spernanzoni, Voile Blanche, Falcotto, W6YZ, Mariano Di Vaio, as well as Bombers, Dehry, Manuelle Guibal and Zyga/Lin'n Laundry. German brands will be showing in a nicely arranged area in the international hall including: Gipsy, Mauritius, von Flaibach, Owa, Modee, and Passion. Under the title of 'Brazilian Footwear' the Brazilian association Abicalcados is bringing 12 brands to China. Among them Amazonas sandals, Kidy, Shoetherapy, Kildare, West Coast, Cravo e Canela, Grendene with Ipanema, Rider, Grendha, Zaxy and Cartago.

## **The Way to the Top**

Another focus is set on 'innovation' and 'startup'. CHIC will be staging designers from 33 fashion colleges. They will get a platform of exchange and experience, meeting buyers and talking to the media. Designers will display their collections and present innovations, even in fabrics.

## **CHIC Services**

CHIC is accompanying its exhibitors with an enlarged service. Besides the international advertising campaign, CHIC is attaching great value to direct mailing. An important tool for CHINA: social media. Over 200,000 experts from the retail business are contacted and connected to exhibitors with individual match-making activities.

**More information at:**

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

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

**Next dates:**

CHIC (autumn) Shanghai                      October, 11-13, 2016

CHIC (spring) Shanghai                      March, 15-17, 2017

**Press contact:**



JANDALI MODE.MEDIEN.MESSEN

EUROPEAN REPRESENTATIVE OFFICE

CHIC SHANGHAI (EXCEPT FRANCE AND ITALY)

CHINA NATIONAL GARMENT ASSOCIATION

FASHION HOUSE 2 . OFFICE A013

DANZIGER STRASSE 111 . 40468 DÜSSELDORF

FON +49-211 3026 4337 FAX 0211-58588566

EMAIL CONTACT [INFO@JANDALI.BIZ](mailto:INFO@JANDALI.BIZ)

[WWW.JANDALI.BIZ](http://WWW.JANDALI.BIZ)