

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

CHIC 2017 AUTUMN – Shanghai, October 11–13, 2017

The awakening of the future

CHIC as most important platform reflects the future of the Chinese fashion business

- More than 65,700 visitors from all over China and abroad
- Excellent performances of Chinese and international brands underline quality and accentuate debut luxury collections
- Corporate Social Responsibility gets increasingly significant

“We are never subject to conventions and never stick to past achievements.”

Chen Dapeng, Head of CHIC and Executive Vice President of CNGA

A total of 65,722 professional visitors attended CHIC 2017 Autumn. Special focus has been put on new and innovative collections. More than before retailers are looking for higher qualities and debut luxury collections. In addition China’s intensive endeavours for a clean planet play an important role in the fashion business. A ‘Green Thread’ ran through the entire CHIC Autumn 2017.

CHIC has been driven by Corporate Social Responsibility. The China Fashion Forum devoted this edition’s contents to the topic. Path breaking impetus gave the speech of Mr. Sun Ruizhe, President of China National Textile and Apparel Council, in which he underlined the importance of sustainability in today’s economy. “It is a must” as he put it.

The prosperous market economy in China was noticeable at the fair. The initiative ‘One Belt, One Road’ also supports the fashion business on the stage of the global fashion industry. More than ever exhibitors presented technological, ecological and contemporary novelties at the fair.

815 fashion brands presenting new fashion styles

783 exhibitors from 16 countries and regions presented 815 fashion brands at CHIC. Most of the exhibitors came from China, but many other nations from Europe, such as Denmark, France, Great Britain, Greece, Italy, Poland, Sweden, from Asia, such as India, Pakistan, South Korea, Hong Kong, Japan and from America, including the USA and Brazil, also benefited from this fashion business platform. Clear-cut segments were structured into 9 sectors: URBAN VIEW, NEW LOOK, KIDS PARADISE, FASHION JOURNEY, HERITAGE, IMPULSES, SECRET STARS, SUPERIOR FACTORY, THE UNIT. Integrated as shows-in-show: CHIC YOUNG BLOOD, Shanghai Bag Expo and PREVIEW CHINA from South Korea.

The fashion novelties

Smart custom manufacturing models, smart fashion commodities and smart synergetic innovations have been presented. A highlight was the Shaoxing pavilion giving an emphasis to smart casualwear. Among the exhibitors were 13 formalwear enterprises, next to ‚bespoke‘ exact measuring manufacturers presenting their collections. Bespoke menswear was one of the leading topics at CHIC Autumn with CEZON, ASPOP, TAIZHOU GOLDJITAI GARMENT, LONG-SAILING and JINYUANYANG being specialists in this field. The popularity of bespoke services is a direct reflection of the market’s need for individuality and customization. Even jeanswear brand IN CELL introduced its bespoke services at CHIC.

Within the KIDS PARADISE, the school uniform brands ETON KIDD and YUANLOU showed innovations such as garments with anti-bacteria, waterproof, anti-fouling and anti-allergic effects. YUANLOU also presented its wearable position function that allows locating the child. Besides its booth ETON KIDD held a seminar on the importance of social responsibility in the field of school uniforms, realized by the use of environmental as well as health friendly materials. The UK is one of their main export countries. HLL TECHNOLOGY provides materials and home textiles with anti-mosquito effects for children and pregnant women that keep 90% of mosquitos away.

At the UNIT sector participated among others TENGFEI Technology that combines wearable technologies with fashion. Their “Body Plus First Guardian” bra includes a

chip card that monitors the woman's heartbeat while doing sports. They also presented their 3D print technology which makes seamless production possible. Another highlight of the fair was 'fast fashion/fast response'. At Shanghai Bag Expo special attention was given to brands such as CARLTON, the UK specialist for bags. The bag collection of CALVIN KLEIN was very well received, too. And LOVCAT, the It Bag of many celebrities, attracted a lot of visitors' attention.

An immense up-grade was observable at the fair, especially many exhibitors at the womenswear section offered entry-luxury styles such as CARLA LOPEZ, AMANDA NAVAI, ONCITE. Among the exhibitors at the womenswear area URBAN VIEW was also LYSHOWS, a professional market from Shenzhen that presented 27 brands at CHIC, including knitwear, new Chinese traditional wear and further fashionable products. REDSHOW brought its urban wear parka collection as well as its designer collection which were both very well received by the visitors and counted lots of orders; as did the haute couture brand LIU SHI WORKSHOP.

Elegant womenswear, menswear, shoes and fashion accessories have been presented at the Italian Pavilion as well as the French pavilion "Paris Forever" in the international area FASHION JOURNEY. The Korean participation, PREVIEW IN CHINA, focused on designer brands this time and received a lot of attention. Individual exhibitors from Canada, Denmark, Greece showed their latest collections of cashmere womenswear, hats and jewellery.

With individuality being a significant consumer trend accessories are a growing market need which is met with the SECRET STARS area. Mostly national exhibitors such as the luxury entrance level hat company HASUPTAM show the latest fashion accessories trends, but also foreign exhibitors such as KAZA from Japan and ZIIO from Italy cater to the new, more detailed and fashionable taste of Chinese customers.

Young designer streetwear has been presented at CHIC YOUNG BLOOD, among the exhibitors AMAZONAS from Brazil convincing with young-style flip flops. The young womenswear collection SOUP, a Korean brand with around 300 shops in Korea and twelve in China, appealed to the visitors, too.

Special attention received the young, up-coming designers at IMPULSES, among them the aesthetic collection of Hua Mu Shen combining young styles with elements of Chinese traditional culture or the gothic style collection of Shi Jie. The Polish brand Mara Gibbucci had its launch in China at IMPULSES and convinced the visitors with its linen dresses.

The environmental emphasis at CHIC - ,Sustainability Zone'

The Sustainability Zone in hall 2, premiering at CHIC and organized by the China National Textile and Apparel Council, has been attended by numerous visitors. Next to fashion manufacturers presenting their latest innovation on environmental friendly production methods and social responsibility initiatives it hosted the China Fashion Forum which focused on Corporate Social Responsibility. China commits itself to the philosophy of environmental protection and social responsibility. Environmental-friendly initiatives have been launched by many companies, such as FRUIT DYE from Foshan City, Guangdong Province, dyeing textiles 100% without chemical additives, or the development of a coffee carbon fibre produced from coffee residues by SHANGHAI DIFFERENT CHEMICAL FIBRE belonging to Shangtex Group Shanghai.

This topic will be continued at the upcoming event in March e.g. with the introduction of the area CHIC GREEN presenting eco-friendly fashion.

Service engine CHIC

The activities in precise trade match-up services have been further strengthened, e.g. with the new service tool "CHIC app" which was introduced for the first time at this year's CHIC edition. The "CHIC app" provides visitors with guidelines for their visit. Exhibitors profit from the possibility to directly contact visitors once they have entered the fair grounds. The "CHIC app" is only applicable during the fair and at the fairground. All data will be deleted afterwards. Visitors can easily acquire their badges and improve their visiting experience.

The VIP visitors lounge welcomed visitor groups from online platforms like JD.com, amazon.cn, Tmall, netease; multi brand shops and showrooms like Dong Liang, tucheng, THE MIX PLACE, Fashion Stone, Water Stone Market, agencies like

Beijing Junsi Yi Zhuopin. All of them showed great interest in international collections.

CHIC with its experience of over 25 years has developed a superior platform with comprehensive resources concerning business and trade discussions, channel development, resource integration, international cooperation, market tests, cross-border collaboration, capital connection etc.

The next edition of CHIC Shanghai March will take place from March 14 to 16, 2018. Its focus will be directed at the upgrading and evolution of creative, design-oriented fashion, at the same time increasing intelligent service and support to meet all needs of the new retailing modes.

Next dates: March 2018, 14-16
 October 2018

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

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