



# CHIC

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

## Premiere of CHIC SHENZHEN from July 15th to 17th, 2020

- New exhibition project in southern China: **CHIC SHENZHEN** from July 15th to 17th, 2020
- 2,000 exhibitors on a total of 100,000 sqm are expected at **CHIC SHENZHEN**, Intertextile Shenzhen Apparel Fabrics and Shenzhen Yarn Expo
- With the pilot project, **CHIC SHENZHEN** is focusing on the national fashion companies and regional fashion retailers in the southern Chinese provinces

The epidemic situation in China is turning positive again, the Shanghai stock exchange is showing an upward trend that is making a positive impact on companies.

**CHIC, China International Fashion Fair**, is expanding into southern China. From July 15th to 17th, 2020, the premiere of **CHIC SHENZHEN** is planned at the Shenzhen World Exhibition and Convention Center.

Chen Dapeng, President of CHIC, China International Fashion Fair and China National Garment Association: "**CHIC SHENZHEN** has been planned for a long time and can be implemented in view of the now positive development in China. Here, the focus is on the national fashion manufacturers and the densely populated, flourishing southern Chinese

retail landscape. **CHIC SHANGHAI** will continue to have an international focus. "

Together with Intertextile Shenzhen Apparel Fabrics and the Shenzhen Yarn Expo, **CHIC SHENZHEN** will offer a platform called "Greater Bay Area International Textile and Apparel Expo" for the national fashion industry and fashion trade in southern China. The three trade fairs will be presented on 100,000 square meters, 30,000 square meters are reserved for **CHIC SHENZHEN**. A total of 2,000 exhibitors are expected. The exhibition center, built on the site of the former airport of the city, currently covers 400,000 square meters for exhibition halls, after completion of construction 500,000 square meters.

The trade fair location in Shenzhen is located in the province of Guangdong (canton), which has over 114 million inhabitants. The Shenzhen Special Economic Zone, also known as China's "boomtown", has approximately 15 million inhabitants today. The south of China is a conurbation of the Chinese fashion industry and trade, numerous clothing clusters (menswear, womenswear, childrenswear, denim, casualwear, wedding dresses) are here and based in the neighboring provinces, e.g. Fujian. These two provinces, together with Jiangsu and Zhejiang, are responsible for 75% of the total textile production in China.

With **CHIC SHENZHEN**, the organizers of **CHIC** are offering the regional fashion industry an additional podium and, in the tried-and-tested combination of the individual trade fair platforms, customers have the option of "one-stop shopping" in southern China.

The decision of the catch-up date for the March event of **CHIC SHANGHAI** is still pending and depends on the further development of the epidemic situation in China.

**CHIC SHENZHEN** is organized by China National Garment Association, the Sub-Council of Textile Industry of CCPIT, and China World Trade Center.

Further information:

<http://en.chiconline.com.cn/>  
[www.jandali.biz](http://www.jandali.biz)  
[www.instagram.com/chic\\_shanghai/](http://www.instagram.com/chic_shanghai/)

Press contact:

The logo for JANDALI is rendered in a dotted, pixelated font. The letters are composed of small grey dots, giving it a digital or retro aesthetic. The word 'JANDALI' is written in all caps.

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