



CHIC BEIJING 2013.03.26-29

The most significant platform for entering the Chinese market

- *Around 100.000 visitors attended the fair including numerous trade experts from other Asian states such as Indonesia, Japan, Malaysia, Singapore and SouthKorea*
- *International fashion brands indicated CHIC as the most important platform for entering the Chinese market*
- *Germany presented 28 fashion brands in the joint pavilion organized by Messe Düsseldorf, whilst Tom Tailor participated independently with an own stand construction presenting brand philosophy*
- *Chinese brands demonstrated a significant upgrade –with a successful start for the Chinese companies specialized in custom-made menswear*
- *Young design from China make an impact in the special section PURE Design at CHIC*
- *Denim Area – first preparation for 2014 that will be declared as Denim Year by CHIC*
- *Several services for providing flanking measures for Chinese market entry of international brands*
- *The digital era for fashion trade was demonstrated at CHIC*
- *China – the nation with the largest number of shopping malls – momentarily alone in the luxury segment there are 3,000 malls, with a rapid increase of 300 malls per anum*

1,000 brands from China as well as from Europe, North America and other Asian states presented their collections on the fairground that contains a surface of 100,000 sqm. The international participants expanded tremendously in size this year. Italy alone was dispersed amongst three pavilions and both, France and Germany were showing ambitious participation. New comers to CHIC this year where the Scottish



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mainly show casting luxury knitwear brands, and the Turkish, largely concentrated on leatherwear, who were exhibiting in a joint pavilion.

The extrapolation of the fair resumed a total of 100,000 visitors for all four days of the fair. Visitors mainly arrived from somewhere in China. The professional experts were recruited from department stores, shopping malls, multi-brand stores and agencies. A larger number of trade visitors from Indonesia, Japan, Malaysia, Singapore and South Korea were also present this year. Furthermore, buyers from Europe, in particular Russians, North & South America and South Africa were also registered at CHIC.

Roughly 60 per cent of the visitors consisted of experts from shopping malls, department stores, agents and various forms of trade.

International Brands at CHIC

The international fashion brands expressed their full satisfaction with the results at the fair. The exhibiting companies were well aware that CHIC is not a forum for placing order, but rather for initiating orders. Having continuity and a thorough follow-up was of prime importance for all participants at the fair.

Gerard Roudine, who organized the French pavilion, even confirmed the placement of orders on-site for the French accessory brands. For the first time companies including Barrie Knitwear, ERIBÉ, Highlander, Hilary Grant, Johnstons of Elgin and further 15 fashion brands, introduced their brands under the initiative of the Scottish Development International. Italy with its three pavilions was again leader in number of exhibitors present at CHIC. ICE Istituto Nazionale Per Il Commercio Estero brought 80 fashion brands to the fair. Mare D'Amare offered a spectacular presentation in an individual pavilion for their body/beachwear brands from Italy such as Christies, Pin Up Stars, Berlini, Intimamoda, Domani, amongst others. Turkey gave proof of their competence in leatherwear and all exhibitors confirmed CHIC as an excellent business forum. Furthermore, individual participants such as Tom Tailor in the hall for casual wear and the nearby UK brand Lee Cooper presented their



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brands with a lifestyle attitude. Further individual participation such as the Danish label Edith & Ella were found in the overseas Hall in the section of Style & Signatures. The joint participants showed a mix of fashion segments ranging from womenswear, menswear, kidswear across to Body / beachwear and accessories. Kai Moewes, Sales Director of the German children's shoe manufacturer Ricosta, exhibited in the German pavilion, commented the following regarding his experience at CHIC: 'I came to CHIC without any expectations. From the start until the very end of the fair I was fully occupied with permanent discussions with prospective partners or clients. Now it is time to conduct an outstanding follow-up and to show above all continuity in the market.' Furthermore, Elvira Nass, head of exportation of Luisa Cerano and Hauber stresses: 'After last year's participation we got excellently prepared for this year's fair. We already have 50 P.O.S. confirmed in China and during this year's involvement we were able to further develop our presence in the market. We shall continue and will be participating next year again.' Marc Cain, one of the already experienced in the Chinese market was also able to allocate a space for next year's Fair.

Chinese Brands showing significant upgrading

International exhibitors and numerous prospective exhibitors visiting the fair expressed their full respect towards style, level and quality of the Chinese brands. Outstanding as always did BOSIDENG manage to attract the visitors of the fair on its over 1,200 sqm space. First marketing activities of BOSIDENG started in Europe, 2012 and YOUNGOR in the menswear hall surprised with a fully inspiring performance. The halls with Chinese brands for womenswear, menswear, kidswear, casual wear and areas for body/beachwear and accessories impressed with a competent and clear structure.

The section BESPOKE (custom-made menswear) with Chinese manufacturers at the fair received a lot of attention. The words that came to mind for this were quality, craftsmanship, and commitment. Sovereign was the performance of Judger's Tailor Boutique at CHIC with its professionalism of custom-made that even included shoes, leaving European visitors perplexed. The exclusive fabrics are evidently from Europe; these include the cashmere qualities from E.Thomas, Vitale Barberis Canonico and



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Drago Lanificio in Biella. Further exhibitors within this section also impressed with their high standard and level such as RCMTM (Red Collar Made to Measure) who supplied the Chinese sport delegation for the Olympia and the Asian Games. This company has 3,000 employees specialised in custom-made menswear, with a production capacity of 400,000 suits and an additional 1,000,000 shirts per year. Momentarily they are producing for 300 clients that are spread over 100 nations and, of course, going by certifications such as ISO 9001 is the norm.

PURE Design with young talents from China

,The way up' could be the title subscribed to the young designers from China who exhibited in the area of PURE Design at the fair. One of the protagonists here was Woolmark with ,The Wool Lab', where the winner of the renowned International Woolmark Prize in 2008 was the Chinese designer Qiu Hao and also this year a Chinese designer managed to make it to the top seven. Zen influences in design showed the young Jo Qiao Ding. The designers Lilian Wen, who lightly and easily played with pure silhouettes and layering, as well as the designer of Just for Tee, both presented breath taking creations.

2014 – The Year of Denim at CHIC

As a way of introducing the declaration of the Denim Year by Chic for the following year, the ,Let's Denim Jeans Zone' was installed as a taster in the hall for casualwear. Here Junan presented some of its brands, which is one of the most important jeanswear zones in China. The German editor-in-chief of Sportswear International, Sabine Kuehnl, was also one of the speakers at the Denim Talks. Here they discussed the European and Chinese behaviour with respect to trends in jeanswear, where it resulted that denim is becoming significantly more important in the Chinese consumer market. Whilst Europeans prefer vintage jeans or “used looks”, the Chinese consumer favours “proper” jeans and coloured versions. The Chinese participants confirmed that there is still a great potential in the market, including the development of jeanswear.



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Fashion Shows, Seminars and Match-Making Workshops

Seminars, forums, workshops, speeches on 'how to enter the market' took place throughout the entire fair. As special service for foreign exhibitors match-making seminars and lectures have also been held, with Professor Helmut Merkel as one of the experts of the Chinese market and Jing Yin from JAM elaborating the structures of the markets and consumption patterns in the Chinese market. Well known experts from Europe like Peter Ackroyd represented the interests of Savile Row in London and Patrick Grant appeared to strengthen the section of BESPOKE.

Fashion shows stimulated 'live on stage' and informed about latest trends and tendencies. Individual and also joint fashion shows like the overseas one provided ideal overview.

The Digital Era has already started

In the South entrance hall a large exhibition demonstrated latest digital developments. The system presented the alternative to the conventional changing rooms, with the option of digital fitting in 3 D where the body is simply scanned. Trend walls interpreted fashion themes that via QR code apps (QR Quick Response) could be enlarged with further trend information. Another topic was the 3 D AR (Augmented Reality) presenting fashion styles in the 3 D. Fashion & Mobile Technology was staged by Anina Net, CEO and founder of 360 Fashion Network.

China – the nation with most shopping malls

In present day there are 3,000 shopping malls that exist in the Chinese luxury segment and these are approximately growing by 300 per year. Mr. Dapeng Chen, executive Vice President of China National Garment Association and head of CHIC, stated that: 'The majority in China is not looking for luxury fashion brands, but rather for fashion that is affordable for the middle class. European fashion appeals to consumers in China and the MAC (middle class and affluent consumer) in China lies by an astonishing figure of 200 million people.' Mr. Dapeng Chen confirmed that at



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the moment this is only a minute number of multi brand stores in China but that this will increase for the reason that these stores demonstrate variety and also manage to save money which is of high importance as not every brand can afford its own store in China.

PVQ are opening the Baoyuan International Shopping Centre in July 2013, which will be covering 160,000 sqm and will only be an 11 km distance from The Forbidden City. Tina Zhao, General Manager from PVQ, is happy to enlarge her product range with European brands. Additionally the shopping centre will be equipped with an e-shop concept and will consequently offer an online sales platform which at present day is so to say the norm for the Chinese trade.

CHIC is THE platform into the Chinese market and the opportunity for fashion brands to succeed below the luxury segment. Through CHIC one is able to profit of the vast fashion consciousness that is present in Chinese. The possibilities to enter in the Chinese market are still good, but these have to be adopted in time in order for new comers to compete successfully in the pool of international brands in China for which CHIC is an excellent platform to enter into this market.

Next Date of CHIC BEIJING

2014: March 26 to 29

www.chiconline.com.cn

Official representative for Europe (except France and Italy)

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