



**CHIC YOUNG BLOOD – Lifestyle Event of Generation Y**  
**Beijing from October 25 – 27, 2013**

- ▶ Trends & fashion with commercial opportunities
- ▶ 100 fashion brands with focus on street/urban/jeanswear
- ▶ Infotainment and exchange about the young fashion market in China
- ▶ Close cooperation with shopping malls and department stores
- ▶ Hip: location in the middle of Beijing's art district D-751 at new tank

China's young consumers in particular are developing their own identity as leading buyers in Chinese society. Three groups of people are categorized as young consumers in China: those aged 10 – 19 (adolescents), those aged 20 – 29 (emerging adults) and those aged 30 – 39 (full adults). Each group has grown up under different circumstances in China's recent past thus creating own trends in consumption. **CHIC YOUNG BLOOD** is positioned as platform between international fashion brands and points of sales in China.

**CHIC YOUNG BLOOD** will take place from October 25 to 27, 2013 at the trendy art district of Beijing, 751 D.PARK and will be based in the post-modern gasometer, The New Tank. Over 100 fashion brands are showing their collections. CHIC YOUNG BLOOD is organized by China National Garment Association, China World Trade Center, The Sub-council of Textile Industry, CCPIT and will be held together with Mercedes-Benz China Fashion

Week at 751 D.PARK. Both organizers are cooperating from shows to press activities.

### **FASHION & LIFESTYLE**

Fashion brands, fashion products and fashion people will lead this event where fashion brands from all over the world will be showing such as EVISU from Japan, STAYREAL founded by A Shin from Mayday and his high school classmate – No2good, SUBCREW from Hong Kong.

Other fashion brands like Robe Di Kappa whose style is fashion sports coming from Italy, the fashion casual shoe brand – American HOZ, Triya, UMA, Sinesia Korol, Cecilia Prado, Brigitte by Brazilian Designers' under the roof of the Brazilian designers' association ABEST, and furtheron DEPOT 3, 004, F5S, Lifecycle, JAMY-WEE, Vmajor, M.CIN or the German labels Nat-2, P-1 or Ofess. **CHIC YOUNG BLOOD** unifies the Eastern and Western fashion culture mix.

**CHIC YOUNG BLOOD** shows also young talents and up-coming brands. For example the '2014 Advanced Denim . Design Contest of Single Product', which is organized by CHIC YOUNG BLOOD and the Lenzing Group, will provide more exhibition space for brands and designers. During **CHIC YOUNG BLOOD**, artworks will appear in the booths of competition brands, the audience on-site or other internet audience will vote together for 'the Advanced Denim'.

More lifestyle will be offered by the famous and trendsetting make-up team JIMMY MAKE UP for fashion shows.

### **NEW COOPERATIONS**

The boom of the Chinese consumer market is reason enough for many brands to attend **CHIC YOUNG BLOOD**. But in the discovering process, fashion brands usually meet expanding trouble. How to

get the right channel resource, financial support and partners becomes the most important topic for those growing brands. **CHIC YOUNG BLOOD** acts as mediator for casual/street/sport/denim, accessories and young talents to pave the docking business resources and meet retailers, fashion buyers, fashion colleges teachers and students and other professionals. For promoting fashion brands to enter the market, **CHIC YOUNG BLOOD** launched the 'Conference on Multi-brand Stores' by inviting more brand shops, shopping malls and other new business channels to communicate with brands face to face. During **CHIC YOUNG BLOOD**, there are not only multi-brand stores like SEVEN DAYS, MIXTRA, catalog, I.T. or BNC, but also business bigwigs such as Wand Plaza, Wangfujing Department Store, Yansha Group, Scitech Plaza, TMALL and jingdong. More popular fashion business channels such as TAIKOOLI, Joy City, Guo Rui City, K 11 Beijing, Capitaland MALL, Sanlitun 3.3, LINKCHIC.COM, nuandao.com, 1626.com will participate in **CHIC YOUNG BLOOD** and provide more opportunities for the brands.

On the other hand, people's consumption habits are always changing with the market structure adjustment. More and more brands are positively changed under the impact of expanding E-Business. With the organizations of the China Commercial Real Estate Association, domestic well-known fashion department stores and shopping malls will present at **CHIC YOUNG BLOOD** and discuss the variety of cooperation forms in the form of a 'Fashion Meeting@751'.

After **CHIC YOUNG BLOOD**, the fair management will also organize for fashion brands a visit to NC Style Show room, Sanlitun 3.3 and other partners- Further B2B events will support the exhibiting brands.

**CHIC YOUNG BLOOD – the young professional platform in the Chinese market**

**[www.chicyoungblood.com](http://www.chicyoungblood.com)**

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