



CHIC Shanghai and EuroShop with C-Star are cooperating!

The Focus: Services for the Stationary Fashion Retail Business

Both trade shows – CHIC Shanghai and EuroShop – sight on solutions and trends for the retail business. The cooperation is focussed on the fashion retail business in China. EuroShop is the worldwide largest event for trade investments and therefore a must for everybody who wants to furnish or modernize a store. CHIC is the worldwide largest fashion trade show in Asia and the second biggest fashion fair in the world.

EuroShop - being held in a cycle of three years by Messe Duesseldorf and sponsored by the EHI Retail Institute - will celebrate the launch of C-star, China's International Trade Fair for Solutions and Trends all about Retail in 2015 on Chinese soil. Prior to the trade fair, taking place from May 13 to 15, 2015 in Shanghai, C-Star will be presenting itself with an image booth at CHIC Shanghai from March 18 to 20, 2015.

China, the world second largest consumer market after the USA, records a continuous growth of shopping malls. Especially the development of 2nd and 3rd tier cities are contributing to this boom. However, the stationary retail business is facing enormous challenges. The e-commerce sector develops to the biggest competitor from year to year. The stock turnover not only stagnates but declines. This results in a new demand for a creative change of the point of sales and their concepts. Experience shopping characterizes the new type of stimulating areas, animating scenarios, imaginative lifestyle worlds and of the presentation of unique product ranges. All these requirements will need an attractive design.

The cooperation will use the synergies of both fairs and interfaces between both shows. The Chinese fashion retail trade participants who meet at CHIC will find at C-Star exactly what they need to present their brand creatively and to attract the customer's attention. These measures include hard and software solutions for the perfectly constructed store as well as individual omni-channel solutions.

C-Star will launch its premiere at CHIC Shanghai and the C-Star Lounge will enhance the fair with an excellent inspirational presentation. Under the topic "Innovation at the Point of Sales" CHIC, as service partner for the fashion business, devotes one part of the fair to the part "Fashion Future Link" presenting new distribution possibilities, including omni-channel, for the trade as well as fashion brands.

A further joint project will be the FASHION RETAIL FUTURE AWARD powered by CHIC and EuroShop. A competent jury composed of international experts and Chinese associations will select the best fashion retail store in China. The winner will be announced at CHIC in March 2015 and visualized at a special area at C-Star.

CHIC counts more than 100,000 trade visitors every year, thus the most important deciders of the fashion business at the fair who are increasingly searching for innovative trade solutions. But the big retail brands showing at CHIC – some of them run 6.000 own stores in China – are permanently searching for novelties, too, to create their points of sale attractively.

www.chiconline.com

www.euroshop.com

www.c-star-expo.com

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