



CHIC BEIJING 2014.03.26-29

The largest trade show in Asia serves as a platform for discovery and cross-relations

- *International brands meet professional visitors from all over China, South-East Asian nations, but also from America, Australia and Europe*
- *National pavilions from Overseas are increasing*
- *Exciting mix of fashion presented at the clearly structured fairground with new fascinating areas like BESPOKE, E-CHIC, LIGHT DRESS and Designers' Collections*
- *Improved customer-specific services enhancing customer satisfaction and service quality*
- *Infotainment and shows*

China remains the strongest growth market in Asia. It is estimated that till 2030 over 13 million households will have an average income of US \$ 150.000. According to A.T.Kearney three trends have shaped China's apparel market: the rise of e-commerce, a boom in fast fashion and the evolution of the high-end market. Uniqlo opened in 2012 65 stores (total 145), H&M opened 52 stores in 2012 and Zara opened 37 stores same year. Gap has plans to open 35 stores in 2013. CHIC is considered the bridge into the consumer market in China.

The 22nd edition of **CHIC BEIJING 2013.03.26-29**, taking annually place, is as meeting platform the response to the challenge of the Chinese market. The combination of the traditional business and new operating model is shaped to reply to people's consumption and lifestyle demands requiring more diversified, personalized and interactive offers. CHIC is the fashion window and absorbs continuously new information and resources, expanding the trade show with new values. Latest

technology like the demonstration of a 3D printing machine or within the area of E-**CHIC** devoting its topics to the rapidly expanding fashion online business will find an unique place at CHIC BEIJING 2014. The continuation of **BESPOKE** introduced in 2013 meets the demand of perfect fitting menswear and will show an even bigger concentration of companies specialized in this sector.

A new topic will be the concept of **LIGHT DRESS** reflecting the changing lifestyle influencing the clothing culture in modern societies. A higher living standard develops a more active social life. Chinese consumers are fashion conscious and look for a more diversified offer thus becoming more sophisticated for being dressed up for social dinners. At the same time they are looking for light comfortable casual clothes for their leisure time activities. CHIC will face these changes with new concentrations.

National Pavilions at CHIC

Nearly since the beginning of CHIC, the fashion nations Italy and France presented selected brands in their national pavilions. Other nations followed and since 2011 also Germany shows successful brands under the slogan ‚MADE IN GERMANY‘. More nations like Turkey will join CHIC 2014 with a special selection of leatherwear also their internationally acting brands. The Canadian Fur Association, the Copenhagen Fur, as well as the UK Fashion & Textile Association decided to attend next CHIC.

‚MADE IN GERMANY‘ will be supported by the German Ministry of Economics. The organization of this pavilion will be realized again by Messe Duesseldorf, one of the worldwide leading international trade show organizers. The pavilion will present well-known brands, but also designers like Anja Gockel, one of Germany’s top designer, will join CHIC. The area will show different kind of fashion styles from womenswear to menswear via accessories, bags, shoes as well as an interesting product range of the kid’s sector.

Structure of halls

The fairgrounds New China International Exhibition Center covers around 100.000 sq.m. All eight halls are clearly structured and present lifestyle worlds of the segments womenswear, menswear, childrenswear, casual wear, accessories,

body/beach. Two halls are devoted to international participations which all show unique presentations and selected brands of their nations.

Another topic is the area of fast fashion with a number of brands like MJ Style, Cache Cache (France), Minette, or Coopool.

The strength of CHIC is also the success of the Chinese fashion industry. At CHIC they present their collection by impressive performances. These Chinese brands achieved a high awareness in the Chinese market. YOUNGOR, YISHION, EMINU, YEEHOO, JOSESONG, TAMSOON but also the Korean high class brand NAN SHAN will use the values of the fair as marketing and information tool.

CHIC connects

At the Business Forum and further seminars and workshops CHIC 2014 will introduce new topics. International experts of the fashion sector will inform about latest developments.

CHIC SHOWS will be changed as well and pay more attention to visual aspects and not concentrate on the commercial part. One of the special presented designers will be Anja Gockel from Germany.

CHIC BEIJING is organized by Beijing Fashion Expo Co. Ltd. and China World Trade Center Co. Ltd. Sponsors are China National Garment Association, The Sub-council of Textile Industry, CCPIT and China World Trade Center Co. Ltd.

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fashion trade show experience since over 22 years!

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