



22nd CHIC BEIJING 2014.03.26-29

The largest tradeshow in Asia brings together fashion business people from all over Asia and Overseas

- ***New highlights will enhance the platform with new concentrations such as ,Shirts – the new soloists for menswear’, the Designers’ Circle and the ,Denim World’***
- ***BESPOKE – the tailor made section for menswear will be amplified***
- ***Strategic partnership concluded with important associations such as the China Commercial Real Estate Association***
- ***Innovative Amendments: EASY & MATCH (smaller stand solutions, lifestyle arrangements and match-makings for international exhibitors)***
- ***More than one third of the exhibitors coming from other nations, international joint pavilions will increase***
- ***Germany demonstrates under ,Made in Germany’ Modern Classics and Designers’ Avantgarde***
- ***Turkey shows-up with a giant pavilion in the section ,leather&fur’***
- ***Improved marketing activities such as match-making and direct mails to specially win prospective partners for brands from other nations***
- ***CHIC’s hot topic: the development of multi brand stores in China***
- ***Several seminars, workshops, special events for professional visitors and exhibitors***

CHIC BEIJING surprises each year with new topics at the fairgrounds of the New China International Exhibition Center. The clear structure of the fair will enable professional visitors to get the best and perfect overview on fashion of around 600 Chinese exhibitors and over 400 international exhibitors. The eight halls of the fairgrounds are divided in the segments menswear, womenswear, casualwear, outdoor, kidswear, accessories/shoes. Mr. Chen Dapeng, leader of CHIC and executive Vice President of the China National Garment Association emphasizes: ,CHIC is the annual meeting point for all people involved in fashion in China. CHIC shows not only fashion trends, but above all market trends. The yearly increasing international participations enable Chinese department stores, shopping malls/real estate entrepreneurs, agents, distributors an excellent overview on the diversity of fashion. The two international halls act as fashion window and discovery forum for new fashion and design assortment not only for Chinese, but also Asian visitors.

Innovations at CHIC

With the slogan of 'EASY + MATCH = CHIC' the organizers are underlining that not only big stands from Chinese brands will show the excellency of their styles, but also easy and ready-to-move in stands will be the new topic. A special offer for EASY stand construction is available. MATCH refers to the activities of CHIC in favour of their exhibitors specially coming from other nations. Three levels of information tools will be installed: by technology (app), by organizing events with partners and by personal contacts.

Another important topic brings more lifestyle into the modern halls at the fairgrounds. The discovery of lifestyle will implement new sectors to the segments such as in the menswear hall additive fashion to traditional such as casual, sport, golf, denim shoes or bags.

For the coming CHIC, the fair organizers have concluded a strategic partnership with important associations like the China Commercial Circulation Association of Textile and Apparel (www.smocta.com), the China Commercial Real Estate Association (www.ccrea.com.cn), the China General Chamber of Commerce (www.cgcc.org.cn), and the relatively young association 'System of Expert Consultancy' (www.sec.sec1999.com). All partners together promote CHIC and combine their

forces. This alliance cement ties between CHIC and department stores, shopping malls, agents, online-selling portals and multi brand stores.

China: top spot in A.T. Kearney's biennial ranking of the best markets

China maintained its top spot in A.T. Kearney's biennial ranking of the best markets for apparel retail development in 2012 due to its large market size and strong growth in clothing sales. According to Althea Peng, partner A.T. Kearney: 'In most emerging markets, e-commerce is less than 1 percent of total sales. In China, it is 6 % which is higher than in the United States. ' Several foreign fashion retailers have aggressively expanded in China. Already now the expansion of shopping malls will enormously expand in the 2nd and 3rd tiers cities. China is the strongest growth region in the world. Till 2030 nearly 13 million households will have an income of more than 150.000 US \$. 'Today's Chinese consumers are experienced and are very well aware on quality. European products have special appeal for Chinese consumers.

Specialities at CHIC

In addition to China's market leaders like Bosideng, Youngor, Semir, Shanshan and the new Chinese designers' elite will be showing in the large corridors in front of the hall. They demonstrate their high creative potential and the development to own ideas. Most of the designers have studied at national and international renowned fashion schools. Badwin, owner and designer of Just For Tee says: , After having finished my studies in London, I am now happy working in Beijing. CHIC BEIJING is for me the excellent forum to perform and to meet business partners'.

A new sector within the menswear section will be devoted to SHIRTS. Shirts play an own role in menswear and have never been so diversified as today. The biggest brands from China will give prove of their excellency in casual, business and avant-garde styles. Chinese brands showing at CHIC SHIRT SOLOISTS are among others Toro Milano, Let Us Fly, Esquel.

The Denim World will underline the significance of this sector which does not only enjoy an important role for China's young generation. More leisure time conducts to a more casual dress code. The biggest Chinese manufacturers will be among the exhibitors such as Lanyan, Tianyan Denim, V-Pull.

BESPOKE continues its successful way at CHIC. The area will be enlarged and present more brands. John from RED COLLAR with clients all over the world: 'CHIC is the meeting point not only for our Chinese clients, but also for many international buyers. We made contacts with buyers from South Korea, Japan and Germany.' Each exhibitor in this area gives an impressive overview on their range of programme in an enhanced interior design.

The World of Fashion

The two international halls can be titled as 'world of fashion'. Fashion from Italy, France, Germany, Hong Kong, Japan, South Korea, UK/Scotland and for first time Austria and Canada will present their brands in joint pavilions. Turkey decides to install their exhibitors directly in the segments, e. g. a big pavilion in leather & fur. Austria highlights best hand-made fashion 'Made in Austria'. The originality of Austrian fashion will be emphasized by a typical shoe-slapping dancer who will catch a lot of attention during CHIC.

Germany counts over 22 exhibitors. For the first time the designers' elite of Germany will be showing under MADE IN GERMANY such as Anja Gockel, Annette Görtz and Beate Heymann, Moon Berlin (Christian Bruns) or Lola Paltinger. Europe's oldest shoe manufacturer, Peter Kaiser from Germany, founded in 1838, will be initiating the China business with their Chinese partner at CHIC. More German fashion brands will undertake the initial step to China with CHIC as springboard and those already active in China will use the fair as optimal tool to cultivate the market: Anthony Crown, Brühl, Bültel, Christ, Creation Bauer, Damo Fashion, Diefenthal, Eugen Klein, Fraas, Isabell Fashion, Kunert, My Gretchen, Oswald Bags, Picard. The sector kidswear will be presented among others by e. g. Therese Accessoires known for finest hand-made bags and other accessories for babies and kidswear. RICOSTA will be participating for the second time and showing their excellent and in Germany produced kids' shoes.

Best brands worldwide seek CHIC as bridge into the Chinese market such as Matthew Williamsen/UK, Calvin Klein/USA, Christian Lacroix/F, Rosemunde/DK, Fuego/F, Daniele Fiesoli/I, Paolo Casalini/I, Hepburn/UK, Rousseau à Paris/F, Grace in LA/USA, AVVA finest menswear from Turkey.

Turkey 'leather & fur' conquers China market

After the successful first participation of Turkish brands at CHIC, ITKIB will be organizing a joint pavilion MADE IN TURKEY with well known Turkish specialists in leatherwear & furs in the relevant sector at CHIC. A prestigious stand construction will highlight the brands. AVVA, a well known brand for high-end menswear, will be showing within the menswear section. After market studies in China, ITKIB realizes the importance of the Chinese consumer market. The successful start of Turkish brands in 2013 is motivating to go on.

Multi brand stores in China

CHIC organizers consider it as a target to develop more multi brand stores in China. Multi-branding is an effective retail strategy. Together with their partners the China Commercial Circulation Association of Textile and Apparel, the China Commercial Real Estate Association and the System of Expert Consultancy, CHIC will assist to develop this retail strategy throughout China. Chains like Ho Hon Brothers Holding Ltd. want to bring affordable fashion brands into the China market. Galeries Lafayette's Beijing store is a 50-50 joint venture between Galeries Lafayette and Hong Kong-based I.T Limited. The partners plan to open 15 department stores in China the next several years. Even smaller boutiques at busy shopping roads are appearing and thus contributing to multi fashion trends instead of mono fashion trends.

Shows, seminars, awards and social events during CHIC

During the four days of CHIC BEIJING 2014.03.26-29 several activities will taking place. Effective measures are the VIP agents' luncheon and an Agent Training Session. But also the Match-Making Seminar will be improved and realized like a kind of exchange between manufacturers and retail business. One of the highlight will be the Award for China's best wholesaler.

Fashion shows are always an essential part of CHIC's programme. A special hall will be devoted to shows. Stylish introduction of German fashion: Anja Gockel will be presented as highlight in a show.

CHIC – the largest fashion trade show in Asia

The China International Clothing and Accessories Fair in Beijing

Next Date: March 26-29, 2014

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