



CHIC BEIJING 2014.03.26-29

Intensive Business Activities marked the largest trade show in Asia

Breaking News: CHIC moves in 2015 to Shanghai

The 22nd edition of CHIC Beijing registered a very good mood at the national and international exhibitors' booths and national pavilions like France, Italy, Germany, Austria, or Turkey. More than 90.000 professional visitors attended the annual trade show. Even if the number of visitors slightly decreased, exhibitors from all over the world confirmed a much higher quality of visitors than the year before. This development refers to the activities of CHIC prior to the fair such as co-operations with leading Chinese associations in the business for real estate and shopping mall/department stores. But also CHIC's endeavours to encourage more shop owners for multi-brand stores contributed to these positive results. Many of the international exhibitors have written orders in the classic European manner. Leading department stores are looking for more diversification in fashion and uniqueness in their fashion ranges. The new regulation which restricts the luxury sectors pays off for better apparel brands showing high quality at affordable prices.

Visitors' structure

More than 90.000 visitors attended CHIC. An exact breakdown on the structure will be delivered early May. CHIC with its 22 years of experience and a qualified database of 250.000 professionals with personal names (shopping malls, department stores, agents, importers, distributors agents) has carried out many special activities

prior to CHIC. Even if the number decreased by less than 10 %, it was evident that the quality of visitors highly improved – a fact which has been pointed out by many exhibitors. Match-makings with emails informing about profiles of international exhibitors, arrangements of special shows for presenting individual international brands to selected VIP buyers and the Fashion Forum with symposiums, seminars, workshops for professional visitors including lectures about successful European and American multi brand stores at the conference facilities attracted numerous professional buyers.

China is facing a huge market change in the retail and e-commerce business. Exhibitors noted the new developments. Birgit Leben, export manager from German designer Annette Goertz mentioned: ‚It is our first time here. We have now another idea about the Chinese market. We did not expect to write orders, but obviously Chinese buyers liked our high-fashion collection and we have written some interesting orders. Also Nathalie Chaize from France pointed out: CHIC gave proof of a new type of commerce arising in China. We received multi brand stores and boutiques at our booth who liked our French style.’ Roger Jones from Jones & Jones/UK said: ‚It is our first participation which leads to new contacts in the e-commerce sector where we want to concentrate our activities in China.

China offers unique market possibilities and international exhibitors underlined the importance of experience gained at the show for the market entry. Pia Diefenthal from Diefenthal Hats & Accessories (German pavilion): ‚We are here for the third time – now we feel much more stable in the market.’

Chinese department store managers recognize that it is essential to create an own profile. Buyers from Anhui CBD department store, Henan Yinzuo Shopping Park and Balletown Mall China Limited stressed that CHIC gives them the latest news of the sector on an international level. Mr. Wu Li, General Manager, Anhui CBD department store explains: We are looking for new business models. Chinese consumers expect high quality also in 2nd and 3rd tier cities. International brands contribute to more diversity and variety in the range of products. We joined the matchmaking fashion shows which enabled us to find a new selection for our stores. The international pavilions gave us the opportunity to watch new labels. Chinese consumers are

ambitious to see new impressions in our stores and with novelties we can attract them.'

Exhibitors' Structure

Six of the halls at CHIC have been reserved for Chinese brands. Two halls presented the international participations. Most of the exhibitors in the international pavilions were very satisfied with their participation and made numerous contacts to be followed up after the show.

More than 1,000 exhibitors presented during CHIC, thereof around 400 from outside China. Chinese brands at CHIC – nearly all are well established in own stores – are demonstrating their lifestyle concept. One of them is Shandong Ruyi who showed its brand portfolio including the Belgium menswear brand Scabal. The company exposed its C.I and image by a special store design at the fair like a multi brand store displaying its own brands. Mr. Zhang Zhenguo from Shandong Ruyi: CHIC 2014 and its promotional effect were perfect. Many representatives from department stores and shopping malls visited our booth. The face-to-face business enabled us here to discuss future activities, news in our company and development of our collections. The very popular Chinese fashion group PEACEBIRD used CHIC to present the new style of their collection ,Material Girl' resulting from a cooperation with ICONIX and Madonna. Limin Ou, CEO of the Ningbo Peacebird Group: ,Each participation at CHIC gives us the opportunity to find new and prospective clients. It is the overall trade show in China where we meet our business partners.' PEACEBIRD celebrated the launch of its new logo with a spectacular event taking place at a large private apartment in the 23rd floor giving a wonderful view over the Beijing Olympic Stadium. The international journalists were more than impressed and met at this party the new modern China with very fashion conscious guests from the retail business, press and IT-people.

IDMIB, the Turkish leather and leatherwear association, presented their leatherwear brands in the Chinese hall E 3 devoted to fur & leather. Impressing was the integrated exposition of the Turkish designer Hatice Goekce who has created leather

sculptures referring to antique Anatolia. Lemi Tolunay, the chairman of both the Istanbul Leather and Leather Product Exporters' Association (IDMIB) and Turkish Leather Brands (TLB) expressed: 'We have made so many contacts and even orders have been written. CHIC gives us the opportunity to meet shopping malls, department stores, boutiques and also agents. We shall continue next year - and with great pleasure in Shanghai.' (More to Shanghai see below.)

Thomas Rasch, managing director of German Fashion Association: 'It is now our third time at CHIC. The mood at our pavilion was very positive and it seems that the exhibitors will return to the new CHIC in Shanghai. As well our German designers like Anja Gockel, Annette Goertz, Beate Heymann or MOON Berlin have been happy with their participation.'

Gérard Roudine who organized the French pavilion 'PARIS FOREVER' expressed his complete satisfaction with the participation of French brands this year and also recognized that the quality of visitors has been enormously improved. More multi brand stores have been registered and also many boutiques came to the stand. 'You feel that the distribution in China has been structured. There are more and more perspectives for a brand which is specialized in product groups like ours e.g. in coats. We noted a big demand.' admits Anne Marguerite Lener, marketing director of Lener/France.

Antonio Laspina, director of ICE Beijing Italian Trade Commission, can be proud of the Italian participation which is yearly growing. He commented this year's CHIC: 'CHIC 2014 confirmed itself as the most important event in China for high quality fashion. For the Italian companies it's a further occasion to increase the visibility and contacts in the Chinese market.'

The Austrian pavilion symbolized in a smart and stylish design Austrian fashion lifestyle. Interesting contacts have been made and the thoughtful details attracted visitors for first contacts. Discussions with partners ranged from e-commerce platforms to corporate fashion for holiday resorts in 'Dirndel' style as initial steps into the market. All exhibitors are optimistic for a next participation in Shanghai. Marion Tschernutter from WKO (Austrian Economic Chamber of Commerce) who organized

the pavilion is realistic on the results, but considers a continuous participation as important in order to become visible in the market.

Special attention received the areas of BESPOKE (tailored menswear), DENIM and SHIRT. The young Chinese designers showing at the designers' corridor were happy to write small, but promising orders with boutique owners.

A kind of service station offered the corridor between hall W 1 – W 4. From e-commerce presentations to 3D printers and even consulting companies found here a new platform to present themselves to the trade visitors.

Events, seminars, fashion shows

A special topic of the events, seminars and workshops was O2O. Different tools and models have been presented by international speakers. 'Successful European multi brand stores' was another subject offering case studies. The international exhibitors' get-together was held at the restaurant Flamme at the Indigo Shopping Mall. A Chinese consultant explained the complexity of the Chinese retail market. Different fashion shows with Chinese brands took place at the Fashion Forum. The German designer Anja Gockel was introduced at the CHIC International Designers' Show.

CHIC SHANGHAI 2015.03.18-20

Breaking news announced at the third day of CHIC was the move to Shanghai. From 2015 on CHIC will take place in Shanghai annually. Shanghai has been chosen as venue because it is without any doubt China's fashion metropolis. The vivid and fashion conscious scene in Shanghai is another reason as well as perfect logistics and a newly built fair ground. The new fair ground will be opened end of this year and covers 400,000 sqm. Due to its unique architecture it can perfectly combine different exhibitions – taking place independently in one of the four wings, each covering 100,000 sqm. A car supplier trade show in December will open the fairgrounds.

Parallel to CHIC will take place INTERTEXTILE, each fair covering 100.000 sqm.

The new Shanghai fairgrounds are near the city airport Hongqiao and can be reached within 20 minutes from downtown. Perfect logistics facilitate matters for fair organizations.

The extraordinary plus for CHIC SHANGHAI: There is no organizer change, the complete experienced team with its excellent network in the fashion business will devote all forces to CHIC SHANGHAI. The experience of over 22 years of professional fashion fair management addressed to CHIC SHANGHAI will be an important factor.

The venue change of CHIC will be taken as opportunity to introduce a complete new hall layout. The halls will be divided into lifestyle worlds instead simply menswear, womenswear, accessories, body/beachwear, kidswear. A strong emphasize will be given to accessories as they are the 'IT' articles in the Chinese fashion lifestyle.

The international pavilions will be presented as country pavilions like before.

Shanghai now reigns as Asia's fashion capital, beating out Hong Kong and Tokyo according to the latest research by Global Language Monitor, a United States based trend researcher. Shanghai has become a hot destination for multinational brands seeking to tackle a population with an increasing disposable income. Besides luxury shoppers in Shanghai continue to splurge on fancy items. Shanghai is hailed as the 'Shopping Paradise' and 'Oriental Paris'. Shopping areas in the city are clearly divided into 'Four Streets and Four Cities'. Nanjing Road (including East Nanjing Road and West Nanjing Road), one of the four streets, enjoys the reputation of No. 1 Commercial Street in China. Besides the four streets some other roads are worthy of a visit. Shanghai as fashion capital never stands still and offers a high turnover of bars, cafés and restaurants, and seasonal shifts, there's always something new.

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