



CHIC YOUNG BLOOD, October 26 to 28, 2012

FINAL PRESS RELEASE

CHIC YOUNG BLOOD: young generation energy powered the trade fair

- ✧ The second edition proved to be the desired platform for the lifestyle of the youth
- ✧ More than 22.000 visitors attended the booths of 110 brands and designers
- ✧ Infotainment captured the attention of all visitors
- ✧ Prominent guests: American-Chinese street wear trendsetter Jeff Staple and fashionista Nicole Chen
- ✧ Perfect parallelism: Mercedes-Benz China Fashion Week also at the art district 751 D-PARK BEIJING
- ✧ For 2013: exchange and cooperation with Berlin Skateboard Event BRIGHT

,Before I came to CHIC YOUNG BLOOD I knew it would be a fashion event for young people. I did not expect such a colour ful, exciting and really cool event! The youngsters support this platform so much with their different styles, it is amazing!

Jeff Staple, street wear designer, artist, journalist, New York

Today's fashion trend will be tomorrow's classic, to capture youngsters' attention like CHIC YOUNG BLOOD, it must be tailored to the lifestyle and habits of the next generation. CHIC YOUNG BLOOD presented those elements of trendy clothing, street dance,

electrical music, x-sport. After the success of its first edition in September 2011, more hip brands from China which enjoy an importation position in this market and also from other nations showed at CHIC YOUNG BLOOD. The 22.000 visitors were enthusiastic about this trade fair which leads into a new direction and gives orientation for the retail trade.



The event was opened by a performance of a Gangnam style dance. During the fair, the multi unit's special section ,Relay Fashion Talk' attracted a large audience. Multi-talent Jeff Staple and senior member of the fashion industry Nicole Chen provided news about the fashion scene. The new mobile phone technology based on QR code was provided by the 360 FASHION NETWORK and showed how fashion in a completely digital world runs. The Copenhagen Fur Accessories Design Contest raised money with their charity sale donated to the China Foundation for Poverty Alleviation. DJ Trinidad fired up the audience with music performances.



CHIC YOUNG BLOOD was held together - same time, same location - with Mercedes-Benz China Fashion Week. Two different style fashion platforms met and inspired an international and diversified visual feast.

Cooperation with BRIGHT in 2013

Next steps are ahead: for 2013 a new cooperation and exchange between BRIGHT BERLIN and CHIC YOUNG BLOOD will take place. Marco Aslim, CEO BRIGHT said: ,China's young generation starts

actively with skateboarding and it is amazing to see that the world's biggest skate park is located in Shanghai. For 2013 we see great chances of cooperating and mutually stimulate each other.' Flora Wang from CHIC YOUNG BLOOD: ,The cooperation is a global interaction which will contribute to a development, inspiration and strengthening of each other in a very international way.'

Exhibitors' Statements

New companies like Lee Cooper, CH'IN, Havaianas, MCJH&TWJ, DEPOT3, VU, 004, sneaky mob, Bless, YUZUKI.S and Lat S-ndag landed at CHIC YOUNG BLOOD.

Jue Sun, Vice President LEE COOPER

LEE COOPER is always standing on the forefront of the fashion trend since its initial foundation. We joined CYB to make our consumers aware about this young fashion fair. The theme matched the fair, the atmosphere was casual and let the audience feel that CHIC YOUNG BLOOD leads the fashion.

Ou Limin, CEO, NINGBO PEACEBIRD

CHIC YOUNG BLOOD goes into the right direction. It anticipates the style of the younger consumer group and goes parallel to the market development of this segment.

Wan Yi, General Manager, DEPOT3

CYB was as good as I expected. Through this platform I could talk to different people and increase the brand awareness. Many shopping mall and press people visited our booth. CYB should expand its size being prepared for the future.

Visitors' Statements

Director Zhou, XIDAN Shopping Mall

I was very curious to see CYB. The decoration was so inspiring and gave a lot of ideas.

Danven Xu, Sr. Marketing Director SEVEN DAYS

CYB enables me to discover new designers. It was astonishing to see China's original designers' development and the huge commercial opportunities.

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