



CHIC YOUNG BLOOD

BEIJING 2013.10.25-27

Performance of Lifestyle for Generation Y

- ✧ New concept as unique platform combining interests of trade visitors and consumers
- ✧ Presentation of brands for urban/street/sport styles
- ✧ Relaxation and inspiration zones, contemporary mix & match of music, catering, decoration, sports and art presentations
- ✧ Experiencing consumers' behaviour through shows and area of test sales
- ✧ B2B area for seminars, workshops, fashion talks referring to the Chinese Youth
- ✧ Fashion happening in Beijing: Same time and venue together with Mercedes - Benz China Fashion Week Beijing
- ✧ Same location at the contemporary ART DISTRICT 751 D-PARK in Beijing

Following intensive researches and profound market analysis, the organizers of CHIC YOUNG BLOOD and their expert panel have decided to sharpen the profile for this young platform. CHIC YOUNG BLOOD is directed to consumers but also trade visitors. Leading Chinese brands in this sector consider it as important to get a direct feedback from their target group. For trade visitors this platform enables them tracking down trends and checking out the development of the generation y's demand. New lifestyle trends give inspiration for their P.o.S. (point of sales).

The importance of such an own platform for this young target group show the latest development in the young Chinese market.

It's origin can be traced back to the post-nineties only. Today, a spirit of optimism for all new trends and tendencies spread among the young population. The post-nineties have created on own identity for their generation with subcultures in music, sports and art. The post-nineties are in many cases financially secure and they can afford to follow new trends in their consumption of ready-to-wear, sports, music, art and electronics.

CHIC YOUNG BLOOD creates a unique platform - for consumers as important test panel but also trade visitors to discover new trends for their business.

CHIC YOUNG BLOOD will be divided into four areas:

SHOW CASES (shows) - BUSINESS CIRCLE (workshops, seminars, talks) - CUSTOMIZED EVENTS (individual events of exhibitors and sponsors) and SHOWROOMS (booths)

All four stations at 751 D-PARK will be connected by entertainment zones which create special communication areas for music, art and catering.

A special topic will be devoted to the digital world. Technological modernization and the boom of innovative information technologies characterize the youth in China. China is the biggest market for mobiles. Internet has become an important part of life for the Chinese youth. According to an analysis of China Internet Network Information Center the biggest group of users is the 18 to 24 year old generation (35 % of 130 million users) and even the below 18 year old youngsters accounts with 16,6% as a strong usership in the internet. Special apps and QR codes will be developed for CHIC YOUNG BLOOD and guideline through the event giving different kind of information. The professional performance of the digital world at CHIC YOUNG BLOOD will be created by Anina Net, CDO & Founder of Anina Net and entrepreneur of 360fashion network.

Among the exhibitors of CHIC YOUNG BLOOD are next to brands like DC Shoes, Lee Cooper and Cheap Monday strong Chinese brands for urban/street/sportswear like Haso, CRZ, Metersbonwe,

PONY, Jasonwood, lalabobo, KRAVITZ, The Thing, LYRIQUE, STAYREAL, TYAKASA, Roaringwild, teenteam, float, Depot3, fiv-s, yusuki.s and others. Prominent guests with cult status in China will attend the show and underline the innovative character of CHIC YOUNG BLOOD.

www.chicyoungblood.com

For more information:

PRESS, VISITORS, EXHIBITORS:

European Representative Office (except France and Italy)

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