



## CHIC-YOUNG BLOOD 2013

**The Professional Get-Together of Young Style brands**

**at 751 D-PARK in Beijing from October 25 to 27, 2013**

*CHIC-YOUNG BLOOD acts as trendsetter! Around 100 brands show their innovative fashion styles. CHIC-YOUNG BLOOD will be operating on different channels:*

→ Online - Offline

→ at 751 D-PARK in the heart of Beijing's art district

→ partnership with Mercedes Benz China Fashion Week - same time and same district

→ Young Style Booths and Young Generation

→ Discussions/Talks/Seminars

CHIC-YOUNG BLOOD presents a new style of trade fair inspiring as a fresh, explosive platform. CHIC YOUNG BLOOD is organized by a special young team recruited by the experienced CHIC-team who brings in their knowledge of over 21 years trade show organizations on an international level. A very promising event will be the 3<sup>rd</sup> edition which takes place at the same time and same district of Mercedes Benz China Fashion Week. Both organizers are joining their power and offering great inspiration of fashion, style and new moods.

CHIC-YOUNG BLOOD is the first platform serving the whole chain of fashion. Each participant will be aware of the five senses: hearing, seeing, tasting, smelling and feeling as source of inspiration. The different parts of the exhibition are divided into show time, exhibition space and auditorium for highlighting the new lifestyles of the generation Y in China. The exhibition area is structured in different lifestyle worlds: Area A Young Fashion (with big market share), Area B Street Young (fashion brands of street style and accessory brands) and Area C Young Inspiration (new design talents).

### **Exhibiting Brands**

The area at the famous art district 751 D-PARK for CHIC-YOUNG BLOOD covers around 7.000 sqm. Exiting eye-catcher will be the 'big tank' and the outside area with the post-industrial feeling. An international atmosphere radiates the exhibition area with brands such as German brand K&T who will bring nat-2 and P1 footwear or the US brand Mishka founded by Mikhail Bortnik and Greg Ivera in Brooklyn who are both musicians but designers for cheeky, smart T-Shirts. Brands like Dickies (US) or Cheap Monday (Sweden) will distribute gifts to the visitors. The international mix of participants contributes to an exciting trend forecast in the young scene. Brands such as Supremebeing(UK), Havaianas (BR), Dude (IT), Pajar (CAN), Royal Elastics (AUS), HOZ (US) will create an international trendsetting platform and inspire Chinese professional visitors.

### **Performances**

The trend video portal Youku shows up at CHIC-YOUNG BLOOD. It will trace the source of Chinese pop culture, tracking the new trend, share ideas with trends of big stars. It demonstrates also the unique pop culture in China which is different in Beijing, Shanghai, Guangzhou or Chengdu.

## **MILK, CHIC YOUNG BLOOD's strategic partner of street fashion media**

Staying in the frontline of trends, MILK is one of the leading magazines in China's young fashion sector. With a circulation of 450,000 copies for each issue, the magazine is distributed nationwide and available in most of China's big cities, such as Beijing, Shanghai, Guangzhou, etc. MILK is the strategic street fashion media of CHIC-YOUNG BLOOD 2013. The magazine will work with the organizer to promote big brands of CYB and create a stronger awareness of these brands. In addition, MILK will also work with the organizer to publish the street fashion report of CHIC YOUNG BLOOD, sharing with young people the young fashion culture, big brands, distribution channels and consumption behaviours, etc.

## **Strong Partners from Trade**

### **Bao Yuan International - the largest shopping center in South of Beijing will join CYB**

Bao Yuan International as the largest shopping center in South of Beijing will join the visit of trend buyers at CHIC-YOUNG BLOOD. They are soon opening with an area of 160.000 sum and see great chances in adapting an area to the demand of young fashion consumers.

### **3.3 Shopping Center at Sanlitun will join CHIC-YOUNG BLOOD**

Popular with many young people, the 3.3 Shopping Center offers great support to original brands and creative industry, advocating crossover concept of fashion + design + life. During CHIC-YOUNG BLOOD, it is expected that more street fashion brands and designer brands will enter the 3.3 Shopping Center.

### **Pop Event: 'little Y' in Berlin**

Representing CHIC-YOUNG BLOOD, the 'little Y' takes its cue from travels around the fashion cities in the world and brings back the latest young fashion information such as the city culture, typical trendy stores, trendsetters, exhibitions, fashion events, etc. to China so that more domestic trade and

young consumers can get the updates of the world's street fashion. Such information will be included in the fashion report of CHIC-YOUNG BLOOD being distributed to visitors on trade show site.

**For more information:**

**PRESS, VISITORS, EXHIBITORS:**

**European Representative Office (except France and Italy)**

**CHIC, CHIC YOUNG BLOOD, CHINA NATIONAL GARMENT ASSOCIATION**

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