

**CHIC
2015**

CHIC SHANGHAI 2015.03.18-20

- *CHIC prepares its new start in Shanghai at the brand-new National Exhibition and Convention Center (NECC)*
- *Meticulous planning and a strategical clean exhibition philosophy, upgraded service systems, practical activities and superior exhibition partners*
- *Lifestyle worlds are dominating the new structure of CHIC surprising with totally new inspirational sections*
- *CHIC YOUNG BLOOD - an independent trade show integrated as 'Show in the Show'*
- *Shanghai – the fashion metropolis in Asia influencing with new trends and tendencies in architecture, shopping malls and boutiques*

At the end of this year the brand-new exhibition center NECC will be opened in Shanghai. CHIC gets already prepared to create a divine guidance on a surface of over 100,000 sqm, covering one wing of the exhibition fairground. CHIC will offer a true value of elevation and orientation to its professional visitors coming from all over China and further nations.

CHIC and CHIC YOUNG BLOOD are organized by Beijing Fashion Expo Co. Ltd and China World International Exhibition Co. Ltd. Sponsors are China National Garment Association, China World Trade Center and The Sub-Council of Textile Industry (CCPIT). CHIC is the

leading fashion trade show in China; it is the largest fashion trade show in Asia and the second largest worldwide.

The modernity of the fairgrounds will contribute to an easy and perfect business platform. NECC located near to the Shanghai City Airport Hongqiao will be quickly reached by subway. The subway is located in the entrance circuit of NECC. CHIC will be accommodated in hall 5.1, 5.2., 6.1, 6.2. – all together over 106,000 sqm – all connected with a refined and elaborated logistic system. Simultaneously, the international fair for fabrics and deliveries for the fashion industry, INTERTEXTILE, will take place in another wing covering also 100,000 sqm. at NECC.

Hall 5.1. will be devoted to menswear, casual & sports and to the new area „Influential Chinese Fashion Brands Pavilion”, which will be a unique gathering place for influential fashion brands showing innovative concepts.

Hall 5.2 will showcase womenswear, designers' gallery (China and other nations) and fashion accessories Another topic in this hall will be „Future Link' presenting the latest innovations in technology and new ideas for shop-fitting.

Hall 6.1. will concentrate on leather & fur & downwear. An adjacent section will give orientation to „Fashion Related Resources'.

Hall 6.2. will be the „international window of fashion' with the Overseas pavilions where France, Germany, Italy and many more are presenting selected brands. Another sector of the giant hall will be dedicated to kidswear.

Each area will set its own flavour and accentuate its individual topic in special lounges.

CHIC YOUNG BLOOD will give a reflection to the requirements of the generation Y market and focus on street life style. CHIC YOUNG BLOOD will collaborate with Chinese trend magazines dominating and knowing the scene of the young generation. CHIC YOUNG BLOOD will give fresh impetus – also to the established department stores and shopping malls.

Also as „show in a show' the Korean show PREVIEW in CHINA organized by Korea Federation of Textile Industries (KOFOTI) who is also the organizer of PREVIEW Seoul will be presented again.

A new cooperation has been settled with EuroShop, the leading trade show for shop outfitters, which will start their first their new trade show C-Star in Shanghai in May 2015. EuroShop/C-Star will create a teaser at CHIC for information, inspiration and talks.

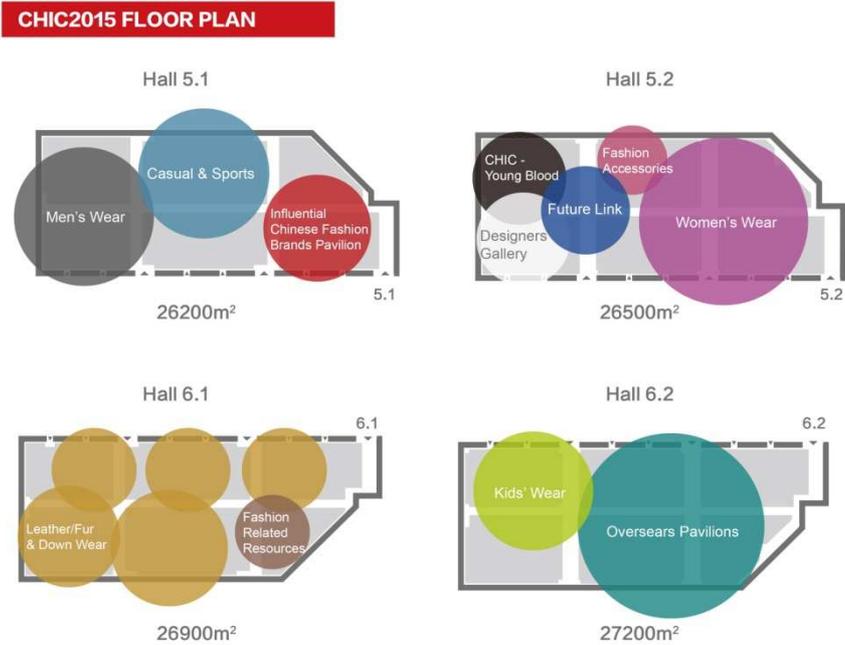
Further cooperation is in planning.

Services

CHIC is offering match & fit booths which reply to highest requirements. The system enables the participant to convert it into its own C.D.

Information technologies such as social media tools like Wechat are part of CHIC marketing strategies. The database consists of 180.000 personal names and addresses of retailers, wholesalers, E-commerce platforms, department stores, shopping malls and agents. Newsletters with information on novelties of exhibitors are being regularly sent out. Match-makings are constituted and even special designer shows are organized to outline the fashion individualists at CHIC:

The Overseas pavilions are especially highlighted at CHIC. The organizers of CHIC consider themselves as mediator of the international fashion scene. Workshops, seminars and conventions focus on the future of the fashion business.



SHANGHAI

Shanghai's most interesting districts are Jingan (financial district), Xintiandi (old-world mall of boutiques and eateries including T8 Restaurant & Bar with retro-temptations), The Bund (the epicenter of the city's Western looks including retail future inspirations), French Concession (best old architecture – a mix of art deco delights and Chinese style), Pudong (a very modern skyline), People's Park (cultural hub of a commercial city).

Shanghai is a shopping paradise. The Top 10 Shopping Malls in Shanghai are Shanghai IFC Mall, Pudong (www.shanghaiifc.com.cn), Plaza 66 in the famous Nanjing West Road (www.plaza66.com/en/home.aspx), Jiu Guang Department Store in Nanjing Road West (www.jiu-guang.com/shanghai), Times Square in Pudong (www.crcsh.com), Super Brand Mall in Pudong (test.superbrandmall.com), Grand Gateway in Xujiahui (www.grandgateway66.com/en/home.aspx), Mei Long Zhen Isetan Shanghai in Nanjing Road (www.isetan.com/icm2/html/com/en/shanghai), Shanghai Times Square (www.shtimesquare.com/en/index.php), Citic Square in Nanjing Road (www.citicsquare.com/en/index.aspx), Hong Kong Plaza (www.hk-plaza.com.cn/en/index.php). Not to be missed smaller, stylish boutiques such as Asobio (www.asobio.com), Shang Xia (www.shang-xia.com), Cha Gang (www.chagang.cn) or Nest (www.nestshanghai.com).

Shanghai offers a great choice of restaurants, bars. Many of them can be considered as a catwalk: the world's top brands strutting into the domestic market and homegrown talent marching out to be discovered.

www.chiconline.com.cn

For more information

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