

# CHIC 2015

**CHIC Shanghai 2015.03.18-20**

**Powerful Performance of Joint Forces**

**CHIC – INTERTEXTILE – YARN EXPO – PH VALUE**

**The total textile and fashion industry chain at an area of 220,000 sqm**

**Record breaking number: more than 125,000 trade visitors solely at CHIC**

1,200 brands participated at CHIC, thereof 450 coming from 21 nations and regions. CHIC started visionary for the first time with its 'Show in Show' concepts, with shows like PH Value (knitwear specialists) and TheMICAMshanghai & Italian Fashion@Chic as well as the South Korean fashion fair PREVIEW IN CHINA.

CHIC opened up a new dimension together with INTERTEXTILE taking place at the same time, at the same venue. The partners are focusing on synergies and continuity to present the whole industry chain at the same time and same place. This integrated innovation is worldwide unique. As a cutting-edge menswear representative, Gao Xiaodong, general manager of BOSIDENG said: 'Perfect in style and quality is Bosideng Mens' focus. We will develop with upstream companies to improve operational efficiency.' The newly built fairground with an area of over 400,000 sqm fulfills the requirements of parallel occurrence of fashion and textile trade shows. CHIC and INTERREXTILE are covering two of the giant leaves with totally 220,000 sqm of the construction of a four-leaf clover. Even if the fairground with its giant halls are more than impressive, the organizers had to admit that logistic and technical

equipment as well as restaurant requirements have to be improved. CHIC is already now initiating optimization measures and need some more improvements for the next event.

### **Visitors' structure**

Again a record: CHIC registered over 125,000 trade visitors! This number refers only to visitors being scanned on their entry at the area of CHIC. But not only the huge number of visitors has been praised at the fair, also the improved quality of the visitors. The number of trade visitors from China has been increased and for sure Shanghai played an important role as Asian fashion metropolis together with the high number of fashion retail in Shanghai.

The increase of visitors has exceeded by far the expectations of the organizers. It confirms that the move from Beijing after 22 years to Shanghai was the right and successful strategy for the future development of CHIC as leading fashion fair in Asia. This is clearly evident from the visitors' analysis which confirms this unique and comprehensive event and its incredible attraction for trade visitors coming from all over China, but also many Asian nations. A detailed structure of visitors will be available till mid of May. It is a clear fact that CHIC attracts intensively next to Chinese trade visitors also visitors from Hong Kong, Japan, Malaysia, Myanmar, Singapore, South Korea, China Taiwan. Exhibitors confirmed detailed talks to buyers from Israel, Great Britain, Russia and other states.

China's large fashion retail showed up at CHIC. They confirmed that CHIC is their fashion window for the great Chinese retail brands, but also the impetus for fresh and new ideas from international brands. Niche fashion finds more and more interest due to the fact that each retailer wants to set himself apart from the competition. Individuality and the offer of different styles are demanded by numerous shopping malls and department stores.

As expected, also the ongoing boost of e-commerce in China brought many buyers to the fair such as from important portals like Alibaba, Amazon, Dangdang, Suning, or Yihaodian.

JD.com, the most important B2C online platform next to Alibaba, gave an excellent insight view into the Chinese online business to international exhibitors at the second day of the fair.

### **Structural changes in the Chinese fashion industry**

Mr. Chen Dapeng, executive vice president China National Garment Association, underlined: “The Chinese fashion industry underlies an enormous structural change. During the past years the Chinese retail brands used the fair to present their corporate store design at booths of around 2.000 sqm, in the meantime it is a platform for image presentation. In the past the “big swallow the little ones”, today the “fast swallow the slow ones”. “

The Chinese people count as fastest consumers worldwide, therefore the brands prepare themselves for monthly deliveries. The new segment IN SIGNATURE at CHIC is impressively and full of power presented. Chinese retail brands such as K-Boxing, Body Wild, Peacebird, Fairwhale, Metersbonwe or Koriador show extraordinary image performances of their fashion. Playing with latest technology goes without saying for this dynamic market. The clear message: brand upgrading, use of high quality, own lines!

A great entrance had Chinese brands like FIRS, BOSIDENG, VENETIA BESPOKE, VALAFRANCA, ENSUITE (brand of Shandong Ruyi, since one year major shareholder of the German Peine group). They all share the step into the higher market segment!

CHIC can be seen as barometer of the industry. The mediator represents not only the Chinese garment industry, but also anticipates the latest developments in the market.

Corresponding new areas such FUTURE LINKS clarify the task of linking trade and industry. As part of the CHIC FORUM demanding seminars, conferences and workshops are also conducted with experts. Among others Dr. Zhongli WU from Canada Quebec Public University and Retail General Manager of Shenzhen

MYTENO Clothing Chain Store hold a lecture on the development of Chinese department stores.

Another concern of CHIC is the development of design talent. With a special concept entitled IMPULSES provides CHIC young designers a platform, in turn mediate the industry fresh impetus. The creativity of the new Chinese design elite was visible. That is hereby invested heavily in education, showed the graduation of the Chinese designers in London or Milan.

### **International exhibitors**

The attractiveness and quality of the visitor traffic has been confirmed by the exhibitors. Mr. Jürgen Langensiepen of Living Kitzbühel expressed that he could not only deepen his contacts in China at this show, but also launch a promising business with a partner in South Korea at CHIC.

Looking for a suitable partner The House of Gerry Weber - the company presented in the German Pavilion – had intensive talks, which require a follow-up after the show. Thomas Rasch, managing director of GermanFashion: "The exhibitors in the German pavilion have commented positively about their participation. Also, the improved quality of the visitors was spoken. Certainly there are improvements necessary in the most modern exhibition center in the world; here must now be reworked in logistics and technology. CHIC is the platform to enter the Chinese market. But the face-to-face business in the German Pavilion helps to know the market and the people. After the show means before the show, a follow-up of contacts is the basis for the next steps in the Chinese market. "

The Italian Pavilion TheMICAMshanghai & Italian Fashion @ CHIC confirmed CHIC as the right place to be - a cooperation which crystallized as a win-win situation for both sides. ABICALCADOS, the Brazilian footwear association, announced its participation in the next fairs already. For the second time, the Turkish Leather Fashion Association was represented at CHIC. As highly successful assessed the Turkish manufacturers of luxurious leather their fair participation. Mr. Mehmet Ali Dinc, Vice President, commented as follows: "Moving to Shanghai was initially taken by our company with some skepticism. The success of the current exhibition is highly motivating and will lead to an increased number of exhibitors."

## **Next date**

The recently established date for a CHIC edition in the second half was published at the fair. As a new duo, CHIC and INTERTEXTILE will be presented, with their “show in show” as PH value or Yarn Expo. CHIC will reduce to a smaller format for the October edition and will be concentrated and focused align with the appropriate marketing actions at international exhibitors.

A hall is reserved for CHIC from 13 to 15 October 2015, with the focus on Spring / Summer Collections 2016. Special package booths provide exhibitors the perfect conditions for their trade mission 'in Shanghai with CHIC.

## **PURE Shanghai**

Similar to TheMICAMshanghai & Italian Fashion @ Chic the show will be expanded with PURE Shanghai. The organizer of PURE London, i2i, continues its first exhibition of PURE in Shanghai in October 2014 with an essential partnership with the largest fashion trade fair organizer in China.

## **Next date**

CHIC Shanghai      October 13 to 15, 2015

With

TheMICAMshanghai & Italian Fashion@Chic

PURE Shanghai

[www.chiconline.com.cn](http://www.chiconline.com.cn)

Press Contact

Official European Press Office

Official European Representative Office (except France/Italy)

JANDALI MODE.MEDIEN.MESSEN

FASHION HOUSE 1 . OFFICE 319

DANZIGER STRASSE 101 . 40468 DÜSSELDORF

FON +49-211 30264337, FAX +49-211-58588566, EMAIL CONTACT: [INFO@JANDALI.BIZ](mailto:INFO@JANDALI.BIZ)