

news +++ Intertextile Shenzhen Apparel Fabrics
Shenzhen Convention & Exhibition Center (Futian), China, 11 – 13 June 2025

intertextile
SHENZHEN apparel fabrics

Intertextile Shenzhen returns in June 2025, offering gateway to South China's fashion landscape

Shenzhen, 22 January 2025. Following the success of the 2024 edition, which welcomed nearly 20,000 visitors from 45 countries and regions, Intertextile Shenzhen will return from 11 – 13 June 2025 at the Shenzhen Convention & Exhibition Center (Futian). Including several distinct product categories, and with the establishment of two new zones – Fashion Gallery and The Closet – the fair will offer abundant opportunities for industry players from across the value chain to elevate their brands within South China's ever-evolving fashion landscape.

Ms Wilmet Shea, General Manager of Messe Frankfurt (HK) Ltd, commented: "South China's robust consumption and the rise of local brands present unique opportunities for global suppliers, and Intertextile Shenzhen is the ideal platform to make a regional impact. The show consistently attracts a varied array of visitors with sourcing intent, to discover new suppliers, gain insights into trends, and explore partnerships that drive future growth. Buyers know they can find leading international apparel fabrics and accessories players at this platform, and its location in Shenzhen's CBD increases its accessibility and appeal."

Shenzhen is strategically situated at the crossroads of textile design, production, and sourcing. Home to over 2,500 fashion brands, including leading ladieswear companies Eeka, Ellassay, Marisfrolg, Yinger and more, the city is energised by emerging designers and renowned events such as Shenzhen Fashion Week. Well-connected through various ports and stations, and with key products including ladieswear, casual wear, and functional sportswear, Intertextile Shenzhen 2025 is positioned as an ideal sourcing platform for trend-focused buyers from across China, ASEAN, and beyond.

Exhibiting at the 2024 show, Mr Jay Hwang, General Manager of SK Tex Co Ltd stated: "This edition of Intertextile Shenzhen is better, as the location is different, and the number and quality of visitors have increased. At this fair, most of the visitors are manufacturers based in Shenzhen. Our main fabric here is voile, used for party dresses for example, and so many buyers have requested this item. Being part of the Korea Pavilion is better than in an individual booth. Buyers can see the Korea Pavilion, identify where we're from and it helps generate more interest."

Beyond business exchange: new zones at Intertextile Shenzhen 2025

To capture opportunities of South China's fashion scene, the organisers have announced the debut of two zones – Fashion Gallery and The Closet.

Featuring a diverse range of offerings – from ladieswear and casual attire to functional sportswear and lingerie – Fashion Gallery aims to showcase the innovative spirit of the fashion industry.

Complementing Fashion Gallery, The Closet will be a unique space for fashion designers and garment manufacturers, fostering collaboration and networking while showcasing cutting-edge creations. This hub aims to nurture creativity and innovation within the fashion industry by providing emerging designers with the resources, support, and visibility they need to thrive.

Set to further enhance the show's dynamic business environment, the Chinese government has recently extended its visa-free policy to include over 28 countries, including Andorra, Austria, Australia, Belgium, Cyprus, Denmark, Finland, France, Germany, Greece, Hungary, Iceland, Ireland, Italy, Korea, Liechtenstein, Luxembourg, Malaysia, Monaco, the Netherlands, New Zealand, Norway, Poland, Portugal, Slovakia, Slovenia, Spain, and Switzerland.

Intertextile Shenzhen serves as an exceptional platform for promoting the emergence of new trends, industries, innovative models, and dynamic driving forces. By showcasing a collection of pioneering case studies and comprehensive solutions for industry enhancement, the show facilitates the replication of successful new models and technologies through engaging displays, seminars, and themed forums.

Held concurrently with Yarn Expo Shenzhen, PH Value and BIRD Fashion Fair, Intertextile Shenzhen Apparel Fabrics is organised by Messe Frankfurt (HK) Ltd; Messe Frankfurt (Shenzhen) Co Ltd; the Sub-Council of Textile Industry, CCPIT; and the China Textile Information Center.

Other upcoming shows:

Vietnam International Trade Fair for Apparel, Textiles and Textile Technologies
26 – 28 February 2025, Ho Chi Minh City

Intertextile Shanghai Apparel Fabrics – Spring Edition / Yarn Expo Spring
11 – 13 March 2025, Shanghai

Intertextile Shanghai Apparel Fabrics – Autumn Edition / Yarn Expo Autumn
2 – 4 September 2025, Shanghai

Press information and photographic material:

<https://intertextile-shenzhen.hk.messefrankfurt.com/shenzhen/en/press.html>

Social media and website:

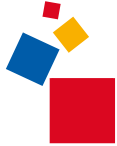
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Newsroom



Background information on Messe Frankfurt

The Messe Frankfurt Group is the world’s largest trade fair, congress and event organiser with its own exhibition grounds. With a workforce of some 2,500* people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2024 were around € 780* million. We serve our customers’ business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt’s key strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. We are using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity.

For more information, please visit our website at: www.messefrankfurt.com/sustainability

With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and

the State of Hesse (40 percent).

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*Preliminary figures 2024