

news +++ Intertextile Shenzhen Apparel Fabrics  
Shenzhen Convention & Exhibition Center (Futian), China, 5 – 7 June 2024

**intertextile**  
SHENZHEN apparel fabrics

## Industry-leading speakers, exhibitors prepare for mid-summer showcase at Intertextile Shenzhen

**Shenzhen, 23 May 2024. With less than two weeks to go until one of South China's leading apparel textile fairs kicks off in Shenzhen's CBD, key players from along the value chain are preparing to present innovations, reveal global fashion trends, and deliver up-to-date insights. Taking place from 5 – 7 June in Halls 1, 2, and 9 at Shenzhen Convention & Exhibition Center (Futian), Intertextile Shenzhen Apparel Fabrics 2024 will welcome a wide range of exhibitors from 11 countries and regions. Meanwhile, various fringe events will play host to experts from organisations at the cutting-edge of the industry, including HKRITA, Pantone, Nano and Advanced Materials Institute (NAMI), and more.**

Suppliers from China, Asia-Pacific, and beyond will exhibit a full spectrum of fabrics and accessories covering ladieswear, casualwear, denim, suiting and shirting, functional wear and sportswear, as well as swimwear and lingerie. With two fairs held alongside Intertextile Shenzhen, and garments set to appear for a second time, buyers can source products ranging from organic and man-made fibres to finished clothing.

The fair has been an effective means for Asian suppliers to penetrate South China's market, and this year the Japan Zone, Korea Pavilion, and Taiwan Pavilion will ensure they gather in numbers. Joining them are a range of domestic pavilions, including Changshu, Haining, Huzhou, Shaoxing, Shengze, and other regions.

### **Innovation a core focus for key exhibitors**

By utilising blends of natural and synthetic fibres, as well as recycled content, suppliers are able to pair elements of sustainability and functionality, two of the market's most sought-after categories. Aiming to catch visitors' attention with their own spin on innovation, several key exhibitors are highlighted below:

- **Idole Trading (China):** committed to providing high-quality, innovative, and environmentally friendly materials, Idole's latest blend of Australian wool and Japanese tri-acetate yarn results in fabrics that are breathable, glossy, anti-static, and wrinkle-free.
- **Kurabo Industries (Japan):** advanced spinning, weaving, dyeing, and processing technologies have allowed the company to create fabrics from natural fibres such as cotton, wool, and linen, with a strong focus on sustainability, functionality and comfort. Key to its business are fabrics used for uniform and casual wear, and heavy fabrics such as denim.

- **Nano and Advanced Materials Institute (Hong Kong):** designated as a Research and Development Centre for nanotechnology and advanced materials by the Innovation and Technology Commission of the Hong Kong Government, NAMI provides support for market-driven technology and its commercialisation.
- **Zhangjiagang VCARE Textile (China):** supplying the likes of Gap, JNBY, Next, Puma, and Zara, the company mostly produces knitted, woven, and faux wool fabrics. Its highlighted woven plush is more delicate, soft, and thick than knitting plush, and is suitable for high-quality fashion and home textile products.

### **Multi-faceted fringe speakers to cover trends, market insights, innovation, and sustainability**

With seminar topics grouped under four diverse categories, companies from various segments of the integrated value chain have confirmed speakers at the fair. Topics range from a preview of bioinspired super fibres (NAMI), safety and sustainability standards (Testex), to a Spring / Summer 2025 colour planner, reflecting a symbiosis between humanity, wildlife, and generative AI (Pantone).

Meanwhile, HKRITA will bring a panel of five industry experts to discuss “Threads of Innovation: Textile AI Exploration and Prospect”. HKRITA’s speakers will delve into how AI enhances textile innovation, manufacturing and retailing, providing important viewpoints on the textile industry’s future.

To align with Shenzhen’s business customs, and give visitors more time to source and keep informed at the various fringe events, the fair will be open from 9:00 – 18:00 on Days 1 and 2, and from 9:00 – 17:00 on Day 3.

[Click here](#) to pre-register for your visitor’s badge.

Held concurrently with Yarn Expo Shenzhen and PH Value, 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.

Intertextile Shenzhen Apparel Fabrics will be held from 5 – 7 June 2024.

Other upcoming shows:

**Intertextile Shanghai Apparel Fabrics – Autumn Edition / Yarn Expo Autumn**  
27 – 29 August 2024, Shanghai

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

### **Press information and photographic material:**

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

### **Social media and website:**

[facebook.com/intertextileapparel/](https://facebook.com/intertextileapparel/)

[twitter.com/Intertextile](https://twitter.com/Intertextile)

[linkedin.com/showcase/intertextile-shanghai-apparel-fabrics/](https://linkedin.com/showcase/intertextile-shanghai-apparel-fabrics/)

instagram.com/intertextileapparel/  
intertextile-shenzhen.hk.messefrankfurt.com/shenzhen/en.html



### Your contact:

Jason Taylor  
Phone: +852 2230 9296  
jason.taylor@hongkong.messefrankfurt.com

Messe Frankfurt (HK) Ltd  
35/F, China Resources Building  
26 Harbour Road, Wanchai, Hong Kong

[www.messefrankfurt.com.hk](http://www.messefrankfurt.com.hk)

### 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 2,300\* people at its headquarters in Frankfurt am Main and in 28\* subsidiaries, it organises events around the world. Group sales in financial year 2023 were more than € 600\* 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](http://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 for 2023