

# intertextile

**SHENZHEN** apparel fabrics

Greater Bay Area International Trade Fair for Apparel Fabrics and Accessories  
大湾区国际纺织面料及辅料博览会

## 2020 Show Review Report



messe frankfurt

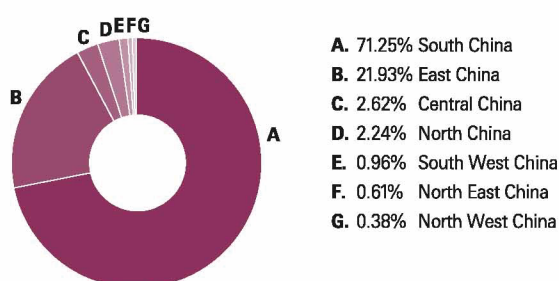
# New location, new opportunities

The newly rebranded Intertextile Shenzhen Apparel Fabrics (formerly Intertextile Pavilion Shenzhen) successfully took place from 15 – 17 July at the new Shenzhen World Exhibition & Convention Center. Exhibitors were able to establish new connections with buyers from South China and the Greater Bay Area throughout the entire textile supply chain with concurrent fairs including CHIC, PH Value and Yarn Expo.

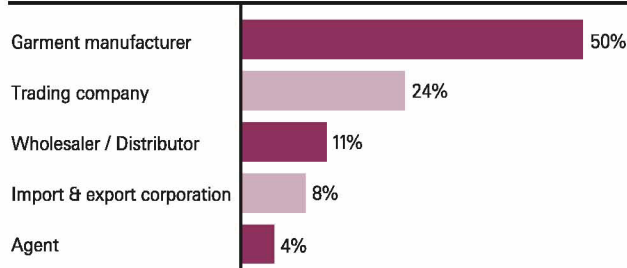
## Visitor profile

Over **42,000** visits from **26** countries & regions.

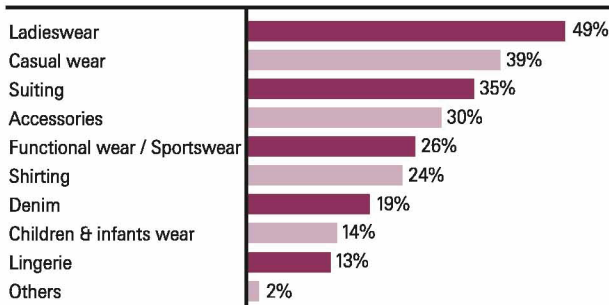
### Domestic buyers by region



### Top five buyer backgrounds



### Buyers' product interests\*



\*Total is more than 100% because of multiple selections

## Visitors' comments

We participated in the digital zoom meetings and spoke with some of our existing suppliers as well as some new ones. The meetings were well organised, tailored to our requests and generally went very well, a good selection of suppliers were curated for us and I'm glad that we could still participate in the fair even though we could not be there in-person. The online meetings to accommodate for us not being able to travel is really appreciated.

**Ms Catherine Watkins, Fabric Trend and Sourcing – Childrenswear, Next, UK**



## Brand buyers

air.U

EEKAFASHION  
服装时尚

ELLASSAY

Embry Form

GLORIA 歌莉娅

衡韵雅序  
HAMIN REMIX

韩都衣舍

KELME

MaxMara

MUKZIN

RoseLip

SKECHERS

UMISKY  
优美世界

U ARE

YISHION 以纯

and more...





## Exhibitor profile



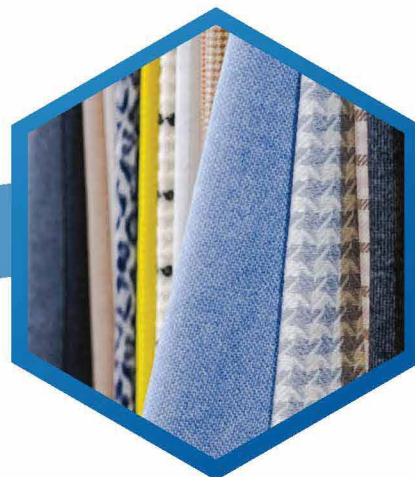
**886** exhibitors  
from **8** countries & regions.

Exhibitors from 8 countries and regions participated including Mainland China, Germany, Hong Kong, India, Italy, Japan, Korea and the UK, covering 50,000 sqm to showcase their latest innovations and products, such as sustainable fabrics and antibacterial products.

## Exhibitor feedback

We had a lot of customers visit us yesterday (day 1), around 70 to 80 brands and different kinds of buyers. Their quality is much better than the past too. A lot of unique brands in Shenzhen are emerging, and the supply chain here has developed quite well over the past 10 years. Many of our customers yesterday were from nearby areas which have seen more large brands emerge and a lot more investment in the past two years. With this scale, Intertextile is the leading fair in China. Our impression this year is really good, much better than previous editions.

***Ms Annie Chen, Marketing Dept Manager, Korea Textile Center, Korea***



## Business matching

Over **110** onsite and Zoom online meetings were arranged with domestic and overseas buyers from Bangladesh, Hong Kong, Pakistan, Peru and the UK, including some well-established brands in China.

## Buyer delegations

Over **1,000** delegates from 16 domestic fashion and textile related associations, chambers and groups were in attendance to source, predominantly from the Greater Bay Area, including:

- Dalang Textile Network
- Dongguan Apparel Industry Association
- Foshan Shunde Textile Chamber of Commerce
- Foshan Textile and Garment Industry Association
- Shenzhen Fashion Designers Association
- Zhongshan Textile and Garment Industry Association



# Fringe programme



## Trend forum

The Intertextile *Directions* Trend committee presented the Spring / Summer 21-22 international trends and a sneak peek of Autumn / Winter 21-22 through videos and garment displays.

China Textile information Centre (CTIC) presented Autumn / Winter 21-22 domestic trends via fabric samples submitted by exhibitors, providing visitors with the latest fabrics and accessories trends forecast.

## Seminars

Seminars were categorised into 2 key themes: 'Design and Trend' and 'Sustainability Issue', there were 6 seminars in total, 1 trend-focus session and 1 buyer forum to provide visitors and exhibitors with the latest trend forecasts and in-depth discussions on hot topics in the industry, whilst providing a platform for buyers and visitors to interact with experts.



## "Fabric to Fashion" buyer forum **NEW!**

Topic: Accelerated speed: speeding up to build a quick response apparel supply chain

New to the show, the first ever dedicated buyer forum 'Fabric to Fashion' discussed the theme of 'accelerating' supply chains. Industry leaders shone a spotlight on how manufacturers can create quick response supply chains by tracing back to brand demands, in order to determine textile trends and to ultimately save resources, increase investment and improve productivity.

# Intertextile mobile application

The Intertextile mobile app was introduced at the fair for the first time, exhibitors and buyers could connect via the platform using instant messenger and schedule onsite meetings. Exhibitors were able to share product details, their latest business developments and interact with buyers within the application.

## Contact

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