

# intertextile

SHENZHEN apparel fabrics

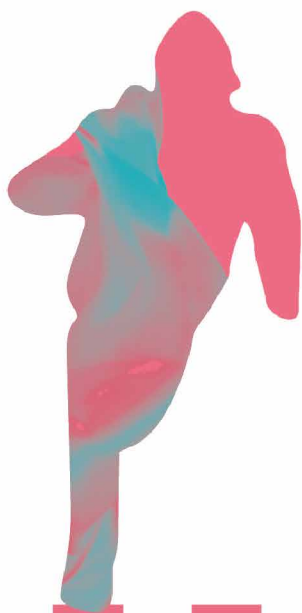
11 – 13.6.2025

Shenzhen Convention &  
Exhibition Center (Futian), China

Greater Bay Area International Trade Fair for Apparel  
Fabrics and Accessories

**Broadened horizons  
and countless  
opportunities**

[www.intertextileapparel.com](http://www.intertextileapparel.com)



# Shenzhen: your gateway to fashion success in South China

Shenzhen is a vibrant, digitally-savvy fashion hub that fosters emerging brands and designers. Strategically located at the heart of textile design and production, Guangdong province is a textile manufacturing hotspot, bolstered by government support and leading in cross-border e-commerce, while Hong Kong hosts numerous brands and industry innovators.

Intertextile Shenzhen serves as an important regional gateway for suppliers from Europe and Asia. As an exhibitor, elevate your brand and amplify your reach in South China and the ASEAN region, thriving in a dynamic market environment.



## Showcase to thriving local brands amid China's expanding fashion market

Intertextile Shenzhen serves as an important gateway to South China for suppliers from Europe and Asia. Home to over 2,500 fashion brands, including leading ladieswear companies such as Ellassay, Marisfrolg, Yinger and Eeka, Shenzhen is energised by emerging designers and events like Shenzhen Fashion Week. The region's strong domestic consumption and growing local brands create unique opportunities for global suppliers, attracting a diverse lineup of buyers and industry leaders to discover new brands, gain insights on trends, and explore partnerships that fuel future growth.



### Domestic brand buyers



### International brand buyers



# Beyond business exchange: new zones at Intertextile Shenzhen 2025!

## Fashion Gallery

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.

## The Closet

a unique space for fashion **designers** and **garment manufacturers**, fostering collaboration and networking while showcasing cutting-edge creations.

## What brands and designers are seeking



### Innovative solutions

- ◆ New raw materials
- ◆ AI services
- ◆ Digital design & prototyping and more...

### 2026 fabric trends

- ◆ Cotton
- ◆ Man-made
- ◆ Knitted
- ◆ Functional and more...

### Garment and accessories inspiration

- ◆ Garment manufacturers
- ◆ Garment accessories manufacturers
- ◆ Fashion accessories manufacturers



# Elevate your brand and enhance your visibility on-site with our fringe programme

Beyond your booth, present your newest products and highlight your innovations and market insights to engaged audiences through our fringe programme and display area.

## Trend Forum



## Product Presentations



## Seminars



## Special Display Package

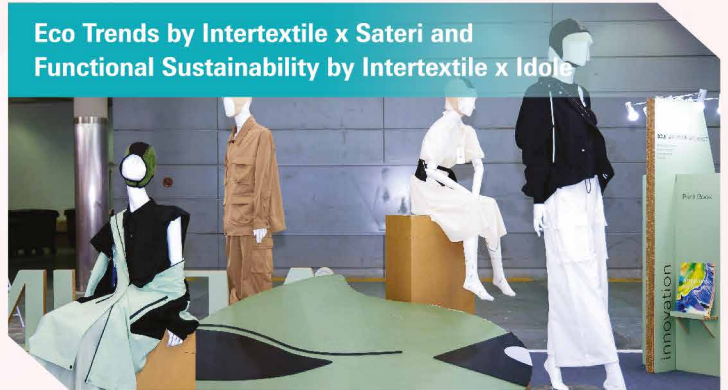


# Success through special display package

Presentations by the Nano and Advanced Materials Institute (NAMI) on the latest sustainable textile technologies



Eco Trends by Intertextile x Sateri and Functional Sustainability by Intertextile x Idole



# Exhibitors' testimonials

"Most of our products are fabrics produced in Japan, and we have also brought our spring and summer collections to this fair. Since we have an office in Shenzhen and many of our apparel industry clients are from South China as well, we decided to exhibit at Intertextile Shenzhen to look for new customers in the Greater Bay Area, and increase our brand exposure. Today we have connected with many Chinese buyers, and visitors from Europe and the US have also come to our booth to learn about our products."

**Mr Tomokazu Matsuda, KITATI Co Ltd (Japan Zone)**

"Our buttons are made with very unique materials – palm tree seeds which can be found in Ecuador, that are durable and eco-friendly. We have received very positive feedback at Intertextile Shenzhen. With the help of the fair, I hope more and more players in the fashion industry will choose to use sustainable materials in the future."

**Mr Wilson Chiu, Managing Director, Yee Fung Hong Ltd (PRO ECUADOR co-exhibitor)**

## 2024 show scale



Nearly **1,000** exhibitors from **11** countries and regions



**3** country & region pavilions and zones from **Japan, Korea** and **Taiwan**



Nearly **20,000** buyers from **45** countries and regions

## Numerous key buyers sourced at the previous edition

- ◆ China TOP 10 designers
- ◆ Guangdong Textile Association
- ◆ Guangdong Clothing and Accessories Industry Association
- ◆ European and American Chamber of Commerce & Industry
- ◆ Malaysian Knitting Industry Association
- ◆ Malaysian Garment Manufacturers Association
- ◆ Purchasing groups from "Belt and Road" countries, including Azerbaijan and Zambia
- ◆ Macau visitor group composed of brands such as Worker Playground, CLÁSSICOMODERNO, INK, and Uesome



## Visitor's experience

"At this fair, our association members want to communicate with yarn, fabric, accessories and other exhibitors, keep up to date with the latest industry developments, and discover new products and advanced technologies. We made good progress and found many interested potential partners, and we will follow up with them after we return."

*Mr Kuan Chee Tan, President, Malaysia Knitting Manufacturers Association*

# Strong buyer sourcing intent in 2024



Nearly **80%** of visitors were **decision-makers** in sourcing, design, R&D, product management and procurement



Nearly **80%** of domestic buyers were from **South China**



Over **60%** of visitors were garment manufacturers, designers, retailers, chain stores, or department stores



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**Book your booth now to discover exciting business opportunities in South China and beyond!**

#### Date

11 – 13 June 2025

#### Venue

Shenzhen Convention and Exhibition Center (Futian), China

#### Admission

Free admission. Trade visitors only.  
Persons under 18 will not be admitted

#### Organisers

Messe Frankfurt (HK) Ltd  
Messe Frankfurt (Shenzhen) Co Ltd  
The Sub-Council of Textile Industry, CCPIT  
China Textile Information Center (CTIC)

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#### Concurrent shows

**yarnexpo**

BIRD Fashion Fair



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