



## More exhibitors, more buyers, more business results Intertextile Shanghai Apparel Fabrics' buyer figure increases

Intertextile Shanghai Apparel Fabrics is the undisputable leader when it comes to providing business outcomes for the global textile industry. The global sourcing summit that is Intertextile Shanghai wrapped up recently with a huge 15 per cent increase in the buyer figure to 82,314 from 104 countries and regions (2017: 71,450, 103 countries and regions), to go along with the 3,386 exhibitors from 22 countries and regions (2017: 3,341, 26 countries and regions) that exhibited at the National Exhibition and Convention Center. Strong growth was registered in buyers from Hong Kong, Korea, Japan and India – this edition's top four countries and regions – while Italy and Bangladesh entered the top 10 list this year, in eighth and tenth places respectively, alongside the US, Taiwan, Russia and the UK.

"After the strong increase in the buyer figure at last October's Autumn Edition and the generally favourable outlook of the global textile industry in recent months, we were expecting a strong result this year, but the increased number of exhibitors and buyers placing their trust in this fair as their main business platform has completely exceeded our expectations," Wendy Wen, Senior General Manager of Messe Frankfurt (HK) Ltd explained after the fair. "We put this exceptional result down to the fact that there is no other industry event that matches Intertextile Shanghai's scale, but most importantly that year after year the fair delivers new contacts from around the world and actual orders & business results for exhibitors. With the quality & quantity of buyers this edition and the tangible outcomes reported to us by exhibitors, the fair has reached a new level as the kick-off event for the spring / summer season."

Just one of the many exhibitors to echo these sentiments was first-time French lace exhibitor Jean Bracq. "We are here to promote our lace to worldwide markets," Philippe Larrieu, Responsible Commercial Export, said. "A lot of people have come to our booth, including from China, Australia, India, France, the US and more. On the first day we had already received 60 sampling enquiries – even our catalogue ran out! So the result is beyond our expectation. At this fair, we not only meet new buyers, but also see our existing customers which we usually meet in fairs in Paris."

Seven halls and 187,000 sqm, equal to 2017, were in use at this edition, with everything from fabrics for ladieswear, menswear, suiting, shirting, lingerie and swimwear to high-end wool fabrics, original pattern designs, functional & performance fabrics, sustainability products & services, digital printing technologies, garment & fashion accessories and more on display. Growth areas this edition included the Premium Wool Zone, with the exhibitor number doubling from last year, reflecting the evolving use of wool in spring / summer collections. The international area of the Beyond Denim zone also doubled in size this year, while overseas presence in Accessories Vision grew by 73 per cent.

The Autumn Edition of Intertextile Shanghai Apparel Fabrics will be held on the earlier date of 27 – 29 September 2018 at the National Exhibition and Convention Center. Intertextile Shanghai Apparel Fabrics – Spring Edition 2018 is co-organised by Messe Frankfurt (HK) Ltd; the Sub-Council of Textile Industry, CCPIT; and the China Textile Information Centre.



## Exhibitor comments

**Salon Europe** - Irina De Giorgi, Sales Manager, Ideas by Glarotex AG, Switzerland

"It is our first time here and I am very impressed with how great the visitor quality is. Although we sell high-end products, buyers here are still very interested, and on the first day we met with over 30 buyers, and I think a large amount of them will place orders. Compared to other fairs, I think there are more serious buyers here, and people are actually interested in doing business rather than just learning what the market offers."

**Korea Textile Center Pavilion** - Ryu Hong-Kun, General Manager, Marketing Dept, Korea Textile Center, Korea (KTC Pavilion organiser)

"The first day was so busy. We had so many buyers in the pavilion, and our exhibitors are confident they will receive a good number of orders after the fair. These buyers have been genuine trade buyers, and both old customers as well as new contacts. There's also been a mix of Chinese and international buyers. This is a very effective trade fair for us. We've been here over 10 years now, and see the continuing market potential in China. You can always find new customers here."

**Japan Pavilion** - Kenji Sasakura, Sales Section, Bon Co Ltd, Japan

"This is our first time exhibiting here, and we are really impressed with the scale. A large number of visitors have come to our booth: Around 85 on the first day and 100 on the second day. The majority of them are Chinese, but we've also had buyers visiting from Europe, and sourcing and apparel companies from Hong Kong. As many buyers around the world source here, we think it is a really helpful, effective and important fair for us. It helps us to find new customers. For sure it is the best fair in industry for the spring / summer season."

**Taiwan Pavilion** - Steven Wu, Business Director, PALTEX Co Ltd, Taiwan

"Not only is this an important gateway for us to tap into the China market, but we also received guests from all over the world. Many big names visited our booth including famous sports brand Li-Ning, while 30 per cent of buyers were from countries ranging from Europe and America to Southeast Asia, so we've found a lot of opportunities for future cooperation. And, pleasingly, many customers have asked about our latest eco-friendly functional fabrics."

**France Zone** - Marion Dumas, Export Sales, Malhia Kent, France

"The first day was really important as we had a few orders already, and we met a lot of new customers. Most were from China, as well as some foreigners. So far we're really happy with the results. We get a lot of visibility here and a lot of people are coming to our booth; it's a really cool place. It's important to have the wide range of customers that are here. What I also like about the fair is it's really big and really light, so it's more relaxing for a fair."

**Premium Wool Zone** - Josh Lane, Regional Sales Manager, Far East, Holland & Sherry, UK

"Our target buyers are the very best, high-end bespoke tailors in China, and we've received many such tailors at our booth looking for high-end European suppliers. The majority of buyers have been from China, but we've also met people from India, Southeast Asia and even the UK. I believe the European presence in Intertextile is gradually increasing – not just the exhibitor side but also visitors. I feel like it may be gaining importance over some of the long-established trade shows in France and Italy, and is an indication of the general shift of attention from Europe to Asia. Chinese buyers are becoming more sophisticated, more



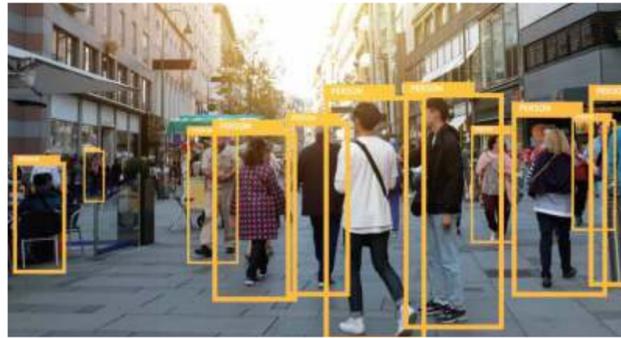
discerning. They are getting a better idea of what they want and how to differentiate quality, which is good for us. We can't afford not to be here, and all the big players in the premium wool space are here. Our booth was always packed with visitors this edition, and sometimes people couldn't come in and would have to queue!"

**Verve for Design** - Joel Sernagiotto, Head of East Coast Sales, Liz Casella, USA

"We are very focused on the Chinese market, and Intertextile is good in helping our business grow here. Buyers coming to our booth are all genuine, and we don't need to educate them about our products. Although our designs are quite expensive, buyers here still place orders on the spot, with each purchasing three on average. We also work with Chinese buyers from European shows, but they are quite different kinds of buyers. Here you get a mixture of brands and manufacturers, a whole range in fact, from high-end labels and manufacturers to mills, which is good. The result this year is good."

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## intertextile SHANGHAI apparel fabrics Spring / Summer 2019



### Dialogue

Amid reconstruction, the world is facing severe realities. In the midst of political disorder, environmental problems, and social scandals, how do we seek the light within the darkness of chaos? As societies become inundated with global waves of conflicting news, the need for real dialogue becomes ever more crucial. Personal interaction is irreplaceable – communicating with nature, reading the signs, and sensing the wind. Creating emotional connections with others and opening the mind to rationality. Now is the time to solidify core values with responsibility and identify key essences of life.

### Toughness and Resilience

How will fashion respond to these ever-changing turbulent times? This season evokes untold curiosity. Will fashion allow other elements to penetrate our lives whilst innumerable other issues make their presence felt? Fashion is meant to console, to provide a retreat during unpredictable times. At its core, fashion represents unhindered confidence and allows us to freely express ourselves. Let us address how to best confront negative forces through fashion and mindful resilience.

### Overall colour trends

This season witnesses an enriched palette, encapsulating a refined and premium feel. Refreshing and vivid colours introduce a sense of vitality and elicit creativity.



# TFI Textile Fairs India 2018 - 19

Integrating the textile value chain

*The trade shows designed to generate new business opportunities*



12<sup>th</sup> Edition  
**Yarnex**  
India International Yarn Exhibition

31st May - 02 June 2018  
Pragati Maidan, New Delhi

**F&A SHOW** 18  
EDITION Since 2004  
Fabrics & Accessories Trade Show

31st May - 02 June 2018  
Pragati Maidan, New Delhi

4<sup>th</sup> Edition  
**FASHION CONNECT**  
South India Garment Expo

28 - 30 June 2018  
The Lalit Ashok, Bangalore

7<sup>th</sup> Edition  
**hometex PLUS**  
Home Textile ■ Decor ■ Gifts ■ House Ware

28 - 30 June 2018  
The Lalit Ashok, Bangalore

13<sup>th</sup> Edition  
**Yarnex**  
India International Yarn Exhibition

27 - 29 September 2018  
India Knit Fair Complex, Tirupur

Sustainability



Responsible today  
For a better tomorrow

7<sup>th</sup> Edition  
**TexIndia**  
Fabrics - Accessories - Jobwork

27 - 29 September 2018  
India Knit Fair Complex, Tirupur

**F&A SHOW** 19  
EDITION Since 2004  
Fabrics & Accessories Trade Show

1 - 3 March 2019  
KTPO, Whitefield, Bangalore

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An encounter with an unknown inner sense of beauty, while exploring maximised yet imperceptible appeal buried deep within the self. Natural tenderness comes face-to-face with dignified strength, paving the way for us to nurture a sensitively cool and ultimately soothing attitude. Emphasising serene elegance in profundity and blooming a new with a placid allure.



### Fabrics

- Emphasis on beauty, refinement, elegance and sensual grace.
- Fabrics retaining dual facets of comfort and spontaneous dignity.
- Enticing fabrics with a cool and dignified aspect.
- Fabrics with a gentle and ephemeral feel.

Matte & shine / Colourful metallic / Airy and transparent  
Lustrous aspect / Powdery touch / Embroidery  
Tulle lace / Leno weave / Soft-fancy tweed



PANTONE®11-0701	PANTONE 12-0815
PANTONE 15-4825	PANTONE 13-4308
PANTONE 12-0741	PANTONE 13-6006
PANTONE 14-3911	PANTONE 11-0601
PANTONE 12-0915	PANTONE 13-1106

### Colours

A refined powder-pastel tonality; imbued with elegant and graceful sensitivity. Infusing fantasy-inspired hues and cocooned in airy softness.



### Prints

Playful intermix of colours and patterns / Burn-out / Enamel finish / Glitter / Pleating finish / 3D prints  
Soft washer finish / Retro-romantic & retro- decorative patterns





## # couture #

Creation of a novel and chic couture; exhilarating freshness adorned with a sleek, sporty rhythm – revisiting the origin of elegance. Innocent charm joins with an energetic and playful mode for new revitalisation.



### Fabrics

- Clean, fresh and delicate aspects; respecting playful curiosity.
- Highlights on items incorporating a lustre-feel and optical effects, sporty-functional and evolved recycled fabrics.

Sophisticated natural fibres / Pop-fantasy fabrics  
 Blends of natural & synthetic / fibres / Athleisure fabrics  
 Leavers lace / Mesh / Basketweave / Seersucker  
 Piqué / Lace / Knits / Blister / Clean and sensitive fibre structure



### Colours

A jovial and refreshing palette, comprising sporty and rhythmical notes. A witty couture-look; awash with aesthetic sensibility, from which a vivacious and youthful compilation unfolds.



PANTONE*14-4510	PANTONE 16-4134
PANTONE 17-2627	PANTONE 17-3730
PANTONE 14-5721	PANTONE 13-0650
PANTONE 14-0760	PANTONE 15-5534
PANTONE 16-1364	PANTONE 19-3921



### Prints

Appliqué / Ripple finish / Tiny floral / Geometric  
 Humorous patterns / Retropop / motifs / Panoramic patterns





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Escaping from daily life awhile, let us embark on a journey – exploring our own roots and awakening internal instincts. Celebrating global connectivity, borderless inspiration and multi-art cultures, awash with vibrant, inter-stimulating emotions. Perceive enticing and sensual excitement...imbued with native-inspired human strength and vital pulsation.



### Fabrics

- Highlighting the co-existence of multiple cultures and genres.
- Fabrics and patterns retaining a craft feel as well as tastes of inter-stimulation encompassing diverse folk arts.
- Materials with a profound and appealing taste evoking a spontaneous intermix of diverse cultural elements.
- Fabrics with a rustic-modern mood.

Natural fabrics / Plant, linen and hemp eco fibres / Raffia  
Paper yarns / Vegetable fabrics / Chambray / Slub yarns  
Coloured nep yarns / Lamé / Summer velvet / Velour / Knits



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### Colours

Mysterious and dark ethnic hues, emitting an enigmatic aroma. Vivid artistic tones resonate with vigorous brilliance – for modern and spontaneous expression.



PANTONE®19-1338

PANTONE 17-1564

PANTONE 17-6030

PANTONE 19-3952

PANTONE 18-1049

PANTONE 19-3514

PANTONE 19-1121

PANTONE 18-1631

PANTONE 15-0960

PANTONE 17-0627



### Prints

Dynamic embroidery / Modern and artistic touch  
Graphical and bold motifs / Ethnically inspired patterns and jacquard / Cut jacquard

