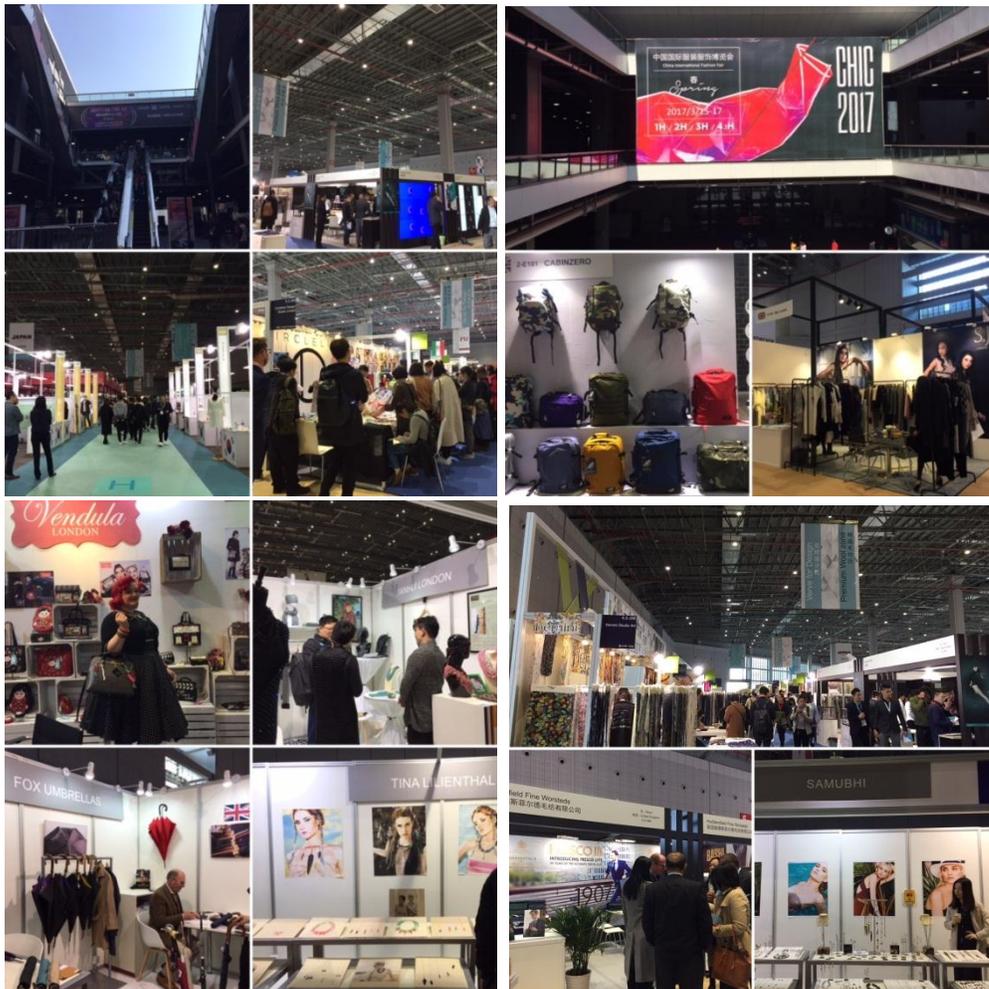


Intertextile and CHIC Shanghai

15-17 March 2017



Intertextile Shanghai – Spring Edition

Intertextile Shanghai is one of the largest apparel fabric and accessories exhibitions in the world. The show provides an excellent opportunity for overseas suppliers to enter and strengthen their positions in the Chinese market. The majority of buyers are from China but there are also visitors from all over the world including Korea, Japan, Hong Kong, Taiwan, Europe and USA. The exhibition is enormous and is spread over 9 halls. The fair is split into unique areas: SalonEurope for premium suppliers, Asian Pavilions, Group Pavilions and product zones.

10 British companies exhibited in the European area in Hall 5.2 with 8 companies receiving grant support from the Department for International Trade (DIT). The majority of the exhibitors had exhibited in Shanghai before and had a busy show and would be returning for the Autumn Edition in October. The British companies who exhibited at the show were Abraham Moon & Sons, Amanda Kelly Design Studio, Camilla Frances Prints, Canvas Print Studio, Circleline, Design Union, Fairbairn Wolf and Skinner, Huddersfield Fine Worsteds, Liberty Art Fabrics, Master Fashion Ltd and Whiston and Wright.

Facts and figures

According to the organisers, there were over 3,100 exhibitors from approx. 30 countries/regions. More than 70,000 people visited from over 100 countries/regions but the very buoyant Chinese textile manufacturers were the main target for the exhibitors.

The British exhibitors confirmed that this edition of Intertextile had been especially busy. Whilst China is the world's largest producer of textile products, the strength of its garment manufacturing industry, especially around Shanghai, make this a substantial market for quality UK fabrics. Chinese manufacturers and designers are becoming more sophisticated in their tastes and the Made in UK and Designed in UK brands are especially popular within Chinese industry as more and more Chinese graduates from UK universities return to China to launch their businesses there. Similarly, a large number of large-scale Chinese manufacturers are looking to British fabrics to give them a point of difference for their domestic and export products.

Promotion

As part of our **#BRITSAROUNDTHE WORLD** campaign, UKFT promoted all the British exhibitors under the **#BRITSINSHANGHAI** banner. An [e-postcard](#) was created and distributed to key contacts as well as on the UKFT website.

Images from the shows can be viewed from our facebook page https://www.facebook.com/UKFT-103335403069814/photos_stream?tab=photos_albums . A press release in Chinese and English were sent to the press prior to the show with copies left at the press office during the show.

DIT and the British Consulate supported the group with an e-flyer promoting all the exhibitors at Intertextile and CHIC, and invited a number of key contacts to visit the show.

The next Autumn edition will be held on 11 – 13 October 2017. As the textile industry works a year in advance of the collections, this will be the more important of the two editions for the textile companies with textiles being sold for the Autumn/Winter 2018 fashion season.

CHIC Shanghai

CHIC Shanghai is Asia's leading fashion trade show covering an area of 107,200 sqm at the National Exhibition and Convention Center in Hongqiao, alongside Intertextile. Amongst registered visitors included department stores, shopping malls, multi brand stores and concept stores. Online portals such as Alibaba with TMall, Taobao, Amazon, Mingxingyichu, Mogujie, vip.com etc. were amongst the visitors at CHIC with the e-commerce platform JD.com having its own stand.

The fair spanned over 4 halls with the international hall being in Hall 2. In this hall, the major pavilions were represented by France, Italy and Germany with the biggest contingency from Korea.

This season, 8 British brands exhibited within the French pavilion, Paris Forever. This is organised by the French Womenswear Federation and has been a regular feature of CHIC ever since its early days in Beijing and UKFT has a close working relationship with them. Whilst this section is branded as French, it also houses a number of international brands within it including some from Belgium and the UK. The organisers know the Chinese market well. They have an experienced and well-respected consultant specifically targeting the better buyers in the market. Visitors to the pavilion had to produce a business card before being allowed past the reception. The British exhibitors in Paris Forever were Fox Umbrellas, Glen Prince, Jianhui, Lucas Jack, LYDC London, Melissa McArthur, Sam Ubhi and Tina Lilienthal.

CabinZero, Smart & Joy, Sweedom and Vendula London exhibited just the aisle across from Paris Forever in the main part of Hall 2. All 12 companies received the government's TAP funding of £2,500.

It had originally been planned to create a British pavilion for all the UK fashion brands. UKFT organised two planning meetings during the course of which it became clear that there were two different types of exhibitor: Firstly, those smaller brands with luxury accessories and Jewellery collections who wanted to enter the market in a protective environment and with an enhanced presence on smaller unit stands and an enhanced stand presentation. Secondly, the larger and more commercial brands who did not want their visitors filtered for them in any way who preferred to be in the organisers' shell stands, exposed to all potential visitors. As a result, UKFT made introductions and supported both groups to enable them to achieve the level of support they wanted.

Facts and figures

At the Spring edition of CHIC, there were 1,213 exhibitors. There was a total of 108,164 trade visitors from 70 nations, an increase of about 3.5% on the previous year. The majority of the visitors came from all regions of China.

Generally speaking, footfall at this edition of CHIC was positive but the European brands felt the show was increasingly dominated by lower priced and commercial brands. The Chinese market

continues to grow and the commercial collections at CHIC were especially busy. There were some complaints from UK exhibitors about the quality of buyers. Some felt that there should be an established British pavilion at the show but understood that this would require a level of investment and long-term planning with grants that has not been possible so far. Some of the luxury products also suggested that CHIC may be too commercial for their collections and that Shanghai Fashion Week might be a better venue for them.

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The DIT/British Consulate e-flyer was sent promoting all the exhibitors to the Consulate's database.

The next Autumn edition of CHIC will be held on 11-13 October 2017. This will be the lesser of the two yearly editions as it relates to the Spring/Summer collections.

What the exhibitors say about the shows:-

@ Intertextile

"Business at Intertextile is growing steadily and continues to meet our expectations. Intertextile continues to meet expectations for us and we are building regular repeat relationships with many of the Chinese clients. " [Amanda Kelly](#)

"We had one of our best shows ever, number of customers visiting our booth was up but more importantly the quality of customer was also better." [Huddersfield Fine Worsteds](#)

We had a great show in Shanghai, it was really exciting to meet a range of new customers and we look forward to working with them in the future. China is a new and exciting market for us in which we see a lot of potential. We are looking forward to attending the next show and we have a clearer idea of what the Chinese customers look for now." [Canvas London](#)

"We had a good show, made new contacts, and hoping that recently reported optimistic economic shifts in the global economy after a long recovery from recession means that buyers will be more confident and even more hungry for new designs next season. We had an amazing team of Chinese MA textile students who were so incredibly helpful they helped manage the stand and optimise sales. We are really indebted to them for their warmth and hard work and of course translation." [Design Union](#)

@ CHIC

"While many visitors to our stand weren't real buyers, we met and are in discussions with a few who have a lot of potential." [Lucas Jack](#)

"Generally, the quality of the visitors was not so high, with many people just there for a day out, rather than being serious buyers. Having said that, we do have a number of good leads and are starting to understand how to develop our strategy for business development in the huge and important market of China. We will be surprised if we do not open at least a few department store corners as a result of exhibiting at the show." [CabinZero](#)

"Showing at CHIC was a great way to get a feel for the Chinese market, which operates very differently to any other market we have experienced. It was our first time and we had a lot of interest from visitors. However due to the language barrier it remains to be seen whether any of the contacts we gathered will lead to any actual business. We would definitely like to come back to Shanghai as there seems to be a lot of opportunity. We were not entirely sure whether CHIC was the right placement for us as we are a very fashion orientated brand. We would like to explore other options e.g. shows/showrooms that take place during fashion week." [Tina Lilienthal](#)

"We were looking for showrooms in China and CHIC Shanghai has met our expectations." [Jianhui London](#)

"This was our second time exhibiting in China and whilst there were concerns with un-established brands, the market was very excited about British brands designing and hand making in the UK. We received orders from concept stores and found agents in mainland China and Hong Kong. It will be a long hard road ahead, but it will be ultimately be a fruitful one." [Sam Ubhi](#)

"Thank you for all your help with organising the CHIC Shanghai show! I honestly don't think it would have happened without UKFT's help. We had a reasonably good show. There were no orders written directly at the show but we signed a distributor from Malaysia. We also continue to receive sizeable repeat orders from a Singaporean retailer we met at the previous show. We are also in discussion with potential distributor in China. CHIC has given us the opportunity to meet with contacts and buyers that we would not have met in UK shows." [Vendula London](#)

"Whilst the number of buyers at the show was down on previous seasons, we saw buyers from Shanghai, Beijing and Hangzhou etc. Since Sweedom is a new brand and this was our second time in the Chinese market, many buyers took a wait-and-see attitude, even though they were really interested in our products. However, we still communicate positively with some potential buyers from the show and hope that we can develop the business over time." [Sweedom](#)

"We have been showing in China at CHIC for the last four years. The show is huge and busy, like the Chinese market! There is a huge opportunity for many businesses to build a strong business in this new market. However it is a complicated market, like no other! We do a large portion of business in Asia namely Japan and the buying process and retail set-up is vastly different in China. We always see good footfall at CHIC but the quality of the buyers is not what it could be and more often than not you are being "sold to" or your designs or business model copied. While we always take orders at the show and this year was no exception, many will fall away and come to nothing. This means it is imperative to be able to have a point of difference and to be in an area with likeminded brands being showcased for the best their country has to offer. We have always

worked with the French federation to be able to have a European area with some filtration of the buyers coming into the pavilion who are looking for specific European or international brands.”

Glen Prince

Next show

At the time of writing this report, we have not received confirmation as to whether there will be grants for the next show or other events at Shanghai Fashion Week in October. If you would like to be included in the grant form circulation when it becomes available, please email Paul Alger at paul.alger@ukft.org

Contact us

For further details about the trade shows in Shanghai contact Paul @ paul.alger@ukft.org