

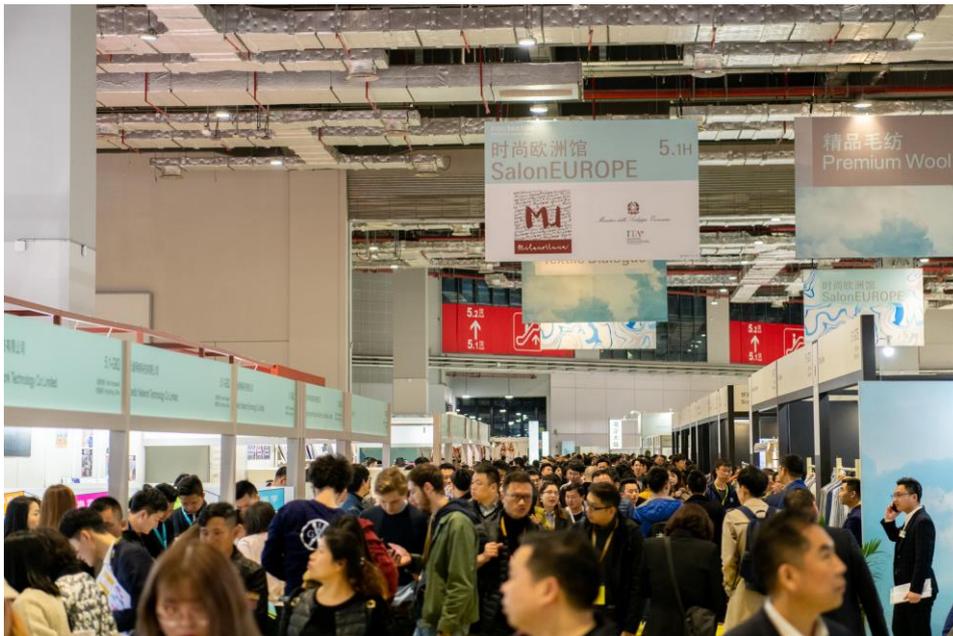
Press release

March 2021

Intertextile Apparel to serve as main trading platform for global industry's spring / summer season from 17 – 19 March

Sharmaine Kwan
Tel +852 2230 9096
sharmaine.kwan@hongkong.messefrankfurt.com
www.messefrankfurt.com.hk
www.intertextileapparel.com
ITSAS21 PR3 en

As an established global flagship for apparel sourcing, Intertextile Shanghai Apparel Fabrics – Spring Edition 2021 has attracted a diverse line-up of global companies to join the fair in-person and seize business opportunities in China's recovering textile market. From the finest European fabrics to inspirational design patterns, international exhibitors will satisfy visitors' sourcing needs with quality products and extensive offerings. The fair will now be held on the slightly later date of 17 – 19 March 2021 at the National Exhibition and Convention Center, alongside Yarn Expo Spring, Intertextile Shanghai Home Textiles, CHIC and PH Value.



SalonEurope at Intertextile Shanghai Apparel Fabrics

According to recent government statistics, China's economy grew 2.3% in 2020 compared to a year earlier, becoming the only major economy in the world to achieve positive GDP growth. The country's quick-paced recovery from the pandemic is a confidence boost for the global industry, allowing Intertextile Apparel to be held this month. In particular, it gives international companies an opportunity to accelerate their business recovery by participating at a physical fair. This edition, exhibitors from Argentina, Denmark, Ethiopia, France, Hong Kong, Italy, Japan, Korea, Spain, Switzerland, Taiwan, Turkey and the UK are taking part. Visitors will also be able to source from country and region pavilions from Hong Kong, Japan, Korea and Taiwan, along with the Korea Textile Centre

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

group pavilion. In addition, Chinese exhibitors will be grouped by product-end use.

“We are extremely grateful for the support of our international exhibitors in spite of the challenges posed by the pandemic. The diverse line-up this edition allows us to ensure diversified supply chain options for our visitors. Given that many trade fairs around the world are affected, Intertextile going ahead in March means that the fair will serve as the main trading platform for the textile industry for the spring / summer season, both in an online and in-person format,” said Ms Wendy Wen, Senior General Manager of Messe Frankfurt (HK) Ltd.

For buyers who cannot attend the fair in person, Intertextile’s online business matching platform, Connect PLUS, will be accessible two weeks before and four weeks after the fair. With a database of over 4,500 global exhibitors and buyers as well as AI-driven matching recommendations, users can search for products, chat via instant messaging and video call functions, and schedule online or onsite meetings. Online exhibitors can also join the fair’s Hybrid Showcase to display their products for onsite buyers to touch and feel. Complemented by the Intertextile mobile app, live-streams and webinars, these digital solutions maximise product exposure for exhibitors while enhancing sourcing efficiency for buyers.

High quality fabrics in SalonEurope and Premium Wool Zone

Located in hall 5.1, SalonEurope presents the finest European fabrics to cater to the increasing market demand for high quality solutions. Featured exhibitors include:

- Retuning exhibitor Alumo from Switzerland will accommodate the rising trend for luxurious casual looks with its fine Swiss cotton and leading shirting fabrics, for example with its Zephirlino collection that combines elegance and comfort with 70% fine cotton and 30% pure French linen.
- First-time exhibitor Sidogras from Spain will offer its finest fabrics for shirting, including the Continuity collection with permanent stock, the Season collection for responding to fast changing fashion trends, as well as its Bottom Up line for pants, jackets, dresses and drapery.

For more specific sourcing needs, such as visitors looking for high-end wool suppliers for menswear and ladieswear, the Premium Wool Zone is the ideal place to stop by. This popular product zone will be expanding in the upcoming Spring Edition of Intertextile. Besides the return of renowned European mills, new exhibitors from Italy joining Premium Wool Zone for the first time include Carnet and Lanificio F.lli Cerruti, who will be showcasing their sophisticated fabrics for men’s suiting, jacketing, overcoating and bespoke tailoring.

In addition, Verve for Design will be inspiring the apparel industry with original pattern designs created by studios from Argentina, Denmark, Italy, the Netherlands and the UK. Some of the participating exhibitors in

this zone include Fairbairn & Wolf Studio, based in both London and Shanghai and known for its innovative print collections, and Anteprema Designs, an Italian studio specialising in hand-painted and digital textile designs.

Online and mobile pre-registration is now open for trade buyers who can attend the physical fair: <http://sh.intertextileapparel.com>. For those who wish to source online, they can register to join Connect PLUS here: <http://intertextileapparel.hk.mikecrm.com/fBWzukm>

Intertextile Shanghai Apparel Fabrics – Spring Edition 2021 is co-organised by Messe Frankfurt (HK) Ltd; the Sub-Council of Textile Industry, CCPIT; and the China Textile Information Centre. It will take place alongside the Spring Edition of Intertextile Shanghai Home Textiles, Yarn Expo Spring, CHIC and PH Value.

For more details on Intertextile, please visit: www.intertextileapparel.com. Information from the international textiles sector and Messe Frankfurt's textile fairs worldwide can be found at: www.texpertise-network.com.

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Notes to editors:

Download press materials

<https://intertextile-shanghai-apparel-fabrics-spring.hk.messefrankfurt.com/shanghai/en/press/press-releases/2021/ITSAS21-PR3.html#download>

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Newsroom

Information from the international textiles sector and Messe Frankfurt's textiles fairs worldwide can be found at: www.texpertise-network.com.

Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Messe Frankfurt Group employs around 2,500* people in a total of 30 subsidiaries. The company generated annual sales of approximately €250* million in 2020 after having recorded sales of €738 million the previous year. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout 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 expanding our digital expertise with new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent). For more information, please visit our website at: www.messefrankfurt.com

* preliminary figures 2020

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Spring Edition 2021
Shanghai, China, 17 – 19 March 2021