

CHIC 中国国际服装服饰博览会 CHINA INTERNATIONAL FASHION FAIR

A New Chapter begins: the CHIC autumn event - its premiere from October 13 to 15, 2015

- ***First edition in autumn featuring spring/summer collections and immediate fashion autumn/winter***
- ***700 brands from more than 23 countries and regions***
- ***Detailed events and seminars focusing innovative fashion business channels***
- ***Show-in-show-concept continued: CHIC YOUNG BLOOD, Korea Preview in China and PUREshanghai***
- ***Concurrent trade show: INTERTEXTILE***

After 23 years CHIC is starting a new chapter with its second edition in a year. CHIC autumn will take place from October 13 to 15, 2015 at the new National Exhibition and Convention Center in Shanghai. Sponsors of this event are China National Garment Association, China World Trade Center and CCPIT Tex, The Sub-Council of Textile Industry.

700 brands will be showing at an area of 55,000 sqm in halls 1 to 3. A clear structure will present the different segments such as Leather/Fur & Downwear, Kid's World (hall 1), Menswear, Womenswear, Global Trend, Footwear and Fashion Accessories, Original Design (hall 2) and Denim (hall 3).

450 exhibitors are coming from mainland China. Around 250 exhibitors are coming from other countries and regions such as Europe (Belgium, Croatia, Denmark, France, Germany, Greece, Italy, Poland, Portugal, Spain, Turkey, United Kingdom), from America (Brazil, USA, Trinidad & Tobago), Asia (China Hong Kong, China Taiwan, India, Japan, Malaysia).

Among the Chinese such as Artsdon, Yonglong Shija, Glamorous, Diamond Hue, Gozo, Melody are also famous European brands being distributed by Chinese companies such as Dsquared, Roberto Cavalli, Trussardi or Naturino. Again CHIC is promoting young designer talents showing their original design such as Zenmo, Susana Fashion, Hee&Bee, Macline, Pei Na and more.

From France brands such as Urbahia Paris, Skin Valley, Zyga/Lin'n Laundry, Paul & Joe, Léo & Ugo, Stella Cadente Studio are presenting their collections within the French Pavilion PARIS FOREVER.

Italy titles under LA MODA ITALIANA a special area of over 1,000 sqm dedicated to Italian styling and showcasing 46 collections (clothing, accessories and footwear) – in synergy with Sistema Moda Italiana and Assocalzaturifici and supported by the Ministero dello Sviluppo Economico. Brands such as Pasotti, Fornarina, First Cashheart, Laura Bellariva, Isabel Chandler, Loriblu, Napoleoni, Maison Dandy, Gianfranco Pini, Thierry Rabotin, Tricot Chic, Fiore Sasseti or Parramatta are showing their latest spring/summer collections 2016. This new event LA MODA ITALIANA at CHIC Shanghai is continuing the initiative of Ente Moda Italia and ICE-Agenzia for expanding the internationalization of fashion from Italy. According to Alberto Scaccioni, CEO of EMI, the Chinese market presents increasingly diversified demands and huge potential. For that reason Italy participates with a joint project at both trade shows – to create continuity for Italian fashion and to reach a detailed mapping of China's multibrand retailers and high profile showrooms.

One of the newcomers at CHIC is the Brazilian shoe association Abicalzados with shoe brands Amazonas, BIBI, Democrata, Kidy, Rio Couture, Shoetherapy. Japan as longtime exhibitor will present Japanese labels like KAZA, Le Ciel, Esperanza, Lisona at the Japan Pavilion.

Many individual brands are using as well the platform of CHIC to enter into the Chinese market or strengthen their presence in the market. From Turkey the leatherwear company HARMANLI is attending CHIC. Three German brands are also exhibiting at CHIC: leatherwear brand Mauritius, shoe brand Haflinger and the accessory brand OWA.

The concept of 'show-in-the-show' will be consequently continued. Korea PREVIEW in China will bring around 50 brands at a surface of 900 sqm and for the first time the London based PURE is joining CHIC with its PUREshanghai where also 50 brands with international provenances will be showing at an area of 810 sqm.

Special Events and Seminars

One topic of CHIC autumn is devoted to 'Linkage' and 'Future'. CHIC as mediator in the fashion business presents latest analysis, new fashion channels and fashion information.

Topics like 'Virtual technology promoting fashion innovation', 'Intelligent Upgrade of Fashion Stores', 'Intelligent Store', 'WeChat - the intelligent retail for clothing brands in the internet', 'Exploring Showroom Business Models in China' are just some of the seminars and workshops given by Chinese experts.

An overall fashion impression will give the different fashion shows being held daily. These shows serve the purpose to orientate and inspire by new trends and tendencies. Among others, INK Denim and Enda Linen will present its latest collections at the carpet runway area. International brands are highlighted in the 'Joint Release Show' including brands such as Léo & Ugo/France, Manuelle Guibal/France, Mauritius/Germany and Urbahia/France, styled with shoes from Amazonas Sandals/Brazil.

Concurrent event: INTERTEXTILE

Parallel to CHIC, again INTERTEXTILE will take place. This combination represents a worldwide unique fashion concentrated platform for all channels in the fashion business. All trade shows together are showing on a surface of 283,000 sqm at the National Exhibition and Convention Center in Shanghai, which opened end of 2014 (total area of this fairground: 500,000 sqm).

On the basis of market-orientated planning, effective resource integration and diverse service provision, CHIC replies to the needs of the national and international fashion business. It is an unique platform for conquering the Chinese consumer market.

CHIC Autumn October 13 to 15, 2015

CHIC Spring March 16 to 18, 2016

More information www.chiconline.com.cn
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