

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

CHIC (Autumn): October 11 to 13, 2016

2nd autumn edition of Asia's largest fashion fair

Official German pavilion organized by Messe Düsseldorf

CHIC, Asia's largest fashion fair, is preparing its second autumn edition just after closing its spring edition in March.

CHIC (Autumn) will be held from October 11 to 13, 2016 at the National Exhibition and Convention Centre, Shanghai. The exhibition will take place in halls 2 and 3 at an area of 53,000 square meters. Approximately 700 brands from 23 countries and regions and 65,000 trade visitors are expected, arriving mainly from all over China and other, principally Asian, countries.

Messe Düsseldorf is the appointed organizer for the Joint company exhibition of the Federal Republic of Germany on CHIC 2016 (Autumn). A presentation-style department store look is planned again with a fashion range in the mix of women's and men's clothing, body wear, bags, shoes, scarves and shawls. On display at this exhibition are collections Spring / Summer 2017.

The German Pavilion is located in the international area FASHION JOURNEY adjacent to the wider international participations from France, Italy, Brazil, South Korea, Japan, Hong Kong, Taiwan etc. The clear structure of CHIC (Autumn) shows the individual fashion segments as menswear in PRESTIGE, ladies fashion in NEW LOOK, designer fashion in IMPULSE, children's fashion in KID'S PARADISE,

accessories in SECRET STARS. Intended are again show-in-show concepts as with the English fashion fair PURE or the presentation of the young trend fair CHIC-YOUNG BLOOD.

CHIC will continue and strengthen the accompanying support for exhibitors such as match-making and public relations activities, as well as further network measures.

CHIC is considered the bridge into the Chinese consumer market. The personal, face-to-face business' at the fair deepens knowledge and requirements for the entry into this market. Simultaneously the participants who are already represented in China are gradually expanding their market presence with their participation in CHIC.

The last year introduced October-date of CHIC allows now also the presentation of the collections for Spring / Summer, thus creating new impetus.

More information on

en.chiconline.com.cn

www.jandali.biz

Next dates:

CHIC (Autumn) Shanghai October, 11-13, 2016

CHIC (Spring) Shanghai March 2017

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