



**CHIC
2015**

CHIC SHANGHAI from March 18 to 20, 2015:

The Fashion Metropolis Shanghai attracts the world of fashion!

'Dare a fashion journey' – with this slogan CHIC is attracting fashion brands from all over the world. At the same time CHIC underlines the internationality with their newly created fashion section 'International Fashion Journey' and invites Chinese agents, department stores, shopping malls, multibrand stores and buyers to visit the international exhibitors at CHIC in Shanghai. Again international participations show up in prestigious pavilions and enables Chinese professionals to discover the latest trends from Europe. Hong Kong, Japan, Taiwan showcase with their fashion brands. Again also KOREA PREVIEW IN CHINA, the Korean fashion fair, will appear with a 'show in the show' at CHIC Shanghai.

One of the central developments added to CHIC will be the new layout and the most modern fairground of the world. Lifestyle areas will emphasize the segments like IN SIGNATURE (influential Chinese fashion brands), PRESTIGE (Menswear including BESPOKE for tailor-made menswear or hand-made shoes), URBAN VIEW (casual & sports), NEW LOOK (womenswear), SECRET STARS (fashion accessories), IMPULSES (young designers), HERITAGE (leather, fur & outdoor), KID'S PARADISE (kidswear), FUTURE LINK (fashion technology systems), FASHION JOURNEY (international pavilions and brands).

Powerful partners of CHIC

CHIC has established a consultancy networks in order to strengthen their services to the benefits of international exhibitors. In the category of agency' services they are closely working with Zhong Yan International Brand Management Consultancy Group and China Commercial Circulation Association of Textile and Apparel. The partnership with department stores, shopping malls, commercial real estates will be enlarged by close cooperations with The National Commercial Information Center of China (CNCIC), China Commerce Association, Wuhan Commerce Association for General Merchandise, China Commercial Real Estate.

A strong force will be given to e-commerce. A strong relation ship CHIC is maintaining with the famous Alibaba Group who is engaged in multiple e-commerce. But also vip.com, Dandang.com, eeff.net are counting to CHIC's business partners in this sector.

An important input will be delivered by buyers' institutions such as HG Institute of Fashion Buying, Cohim and The Buyer Institute of Donghua University.

China as exportation market

According to British weekly The Economist beginning 2014: 'China seems poised to become the next consumption superpower. Roughly \$ 3.3 trillion in private consumption is about 8 % of the world total and it has only just begun.' A.T.Kearney's study of Global Retail Development Index 2014 proves that China ranks on the second place in 2014 in retail expansion worldwide. This offers high potential for international fashion brands. Chinese consumers are passionate for fashion, estimate expensive goods and are open for foreign brands in good quality. 31 % of the Chinese consumers consider clothing their favorite item to shop. The plurality of Chinese (41 %) shop at speciality stores and 30 % at independent stores, 24 % at chain stores. Very focused are 1st tier cities, but high potential are offering also the growing shopping malls in 2nd tier and 3rd tier metropolises. To these big cities are following now 4th tier cities offering also shopping experience. Over 100,000

professional visitors are expected to attend next CHIC in Shanghai coming from all over China. CHIC strengthens its position as leading fashion trade fair in Asia.

The new fairground in Shanghai: National Exhibition and Convention Center (NECC)

Exhibition-related services will develop exponentially at the complex which will emerge as a brand new center for business, recreation and entertainment. The complex possesses super load-bearing capacity and 4 large double-decker halls. The fairground disposes of totally 500.000 sqm, thereof 400.000 sqm indoor halls, each 'wing' with over 100,000 sqm, each hall covering 28.000 sqm. The height of the halls 5.1. and 6.1. is 8 m and 13 m is the height of the halls 5.2 and 6.2. Facilities like hotels nearby and subway station in the 'heart' of the fairground are enhancing the service part of the fair. The fairground is located next to the city airport Hongqiao.

CHIC is settling in hall 5.1, 5.2., 6.1. and 6.2 – totally 108.000 sqm. The complete scenario represents a high-tech 'working machine' with a best light conditions and easy accesses everywhere consisting of elevators, escalators and lifts including freight elevators.

Excellent Synergies

Perfect symbiosis provides Intertextile which will simultaneously take place during CHIC in the same fair ground. But also the new cooperation of EuroShop organizing their new trade show C-Star in Shanghai in Mai 2015, adds up the inspirational function for the Chinese retail business. The lounge of Euro Shop and C-Star is creating a teaser and informs on innovations which will encourage the stationary retail.

The WHO IS WHO in fashion at CHIC

The powerful Chinese fashion retail brands will perform at CHIC in attractive booths showing their corporate design of their own stores. Their aim is to win with each edition of CHIC new spaces in shopping malls. For the first time, brands like Eachway, IMI's, ICICLE, Yiner, JNBY, Exception or the internationally acting lingerie

brand Aimer will concentrate in uniformly design center with booths under the title 'IN SIGNATURE'.

Peacebird, one of the leading fashion retail brands in China, will expose among others their brand MATERIAL GIRL which is based on a cooperation with US singer Madonna and her daughter Lourdes.

HERITAGE, the hall focusing on leather, fur & outdoor will show well known brands. Also Copenhagen Fur will be showing as well as for the second time IDMIB, the Turkish Association for Leather Exporters who will highlight exquisite Turkish leather brands.

A special attention will again receive the menswear area PRESTIGE where also specialists in tailor-made menswear, partly including shoes, will show under BESPOKE. High-end brands are Red Collar, Upper, Venetia or WINARTE – all disposing of an international business.

A stronger promotion will be devoted to young designers from China and other nations exhibiting at IMPULSES. Designers like Su Seam, D'nim by Wen Chen, RECLUSE (see photo), Timaeus by Ming Yan make their waves in China and show at CHIC their excellence in fashion design.

EUROPE flies its flags

France, Italy, Germany, Turkey are continuing of flying their flags at CHIC. PARIS FOR EVER – a successful title presents French fashion brands like Nathalie Chaize, Fuego Women, Sprung Frères, Bleu Forêt, Gian Paolo Maria, Masha Keja. Italy shows a mix of their fashion styles from ready-to-wear via accessories to shoes. Germany will be participating for its 4th time in consequence at CHIC. The layout of a department store created by German Pavilion's organizer Messe Duesseldorf will be appealing by an excellent mix of 22 brands on around 1.200 sqm. One of the most successful German brands Gerry Weber will be showing, but also designers like Annette Görtz, Werner Christ Leather, Roeckl since 1839 or Petra Dieler adding additional highlights to Made in Germany. Further brands like Damo, Isabell,

menswear from Cabano and accessory brands like Fraas with finest scarves, Abro with bags/shoes, the bag specialists Picard, Gretchen and Ostwald Bags are presenting as well. Therese Accessoires will be exhibiting for its 2nd time and coming now with a defined marketing concept for China.

Service provided by CHIC

CHIC as mediator in the Chinese fashion business provides several services prior, during and after the show. Match-makings, visitors' tour for Very Important Buyers, seminars, get-togethers and fashion shows belong to their activities. On special demand, there will be an after-show service for following up the contacts made by individual participants.

Shanghai – a real experience in fashion shopping

110 Shopping malls, 65 department store, retail sales amounting to 65 billion USD (2013) – a lot of glitz and glamour! Luxurious brands from all over the world have settled down in Shanghai. But also up-coming brands have an impressive window here. Just to mention some of the malls such as Shanghai Global Harbour with over 480.000 qm, Shanghai IAPM, Wanda Plaza, grandgateway66 or department stores like Lane Crawford, Jiu Guang, Galerie Lafayette, Joyce, 10 Corso Como seducing and tempting even fashion victims. Numerous hot spots are meeting points for IT people in the evening: Downstairs with David Laris, Lan Club, Drop, Mint, Yé Shanghai or Lune.

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