



CHIC BEIJING 2014.03.26-29

The Largest Trade Show in Asia

Heading for 'OMNI Channel' Age: from o2o (online/offline) via 'Easy + Match = CHIC' to total fashion inspiration with zones of BESPOKE, Light Luxury, Fashion to Children's Life'

CHIC BEIJING acts as the established bridge into the Chinese consumer market. The organizers pursue in each edition with new phenomena in the Chinese fashion market. Within the recent 30 years, the Chinese retail market has changed a lot. The retail fashion market is following revolutionary lines. **CHIC** as the annual platform for international fashion attracts visitors from all over China and from abroad. On the basis of market researches and analyses **CHIC** organizers devote themselves to present the latest innovations changing the Chinese fashion market.

China will have 4,000 shopping malls by 2015. Till 2011 the country had 2,812 shopping malls with a construction area of 177 million square meters according to Mr. Guo Zengli, president of the China Shopping Center Development Association. E-commerce platforms are giving strong pressure to the traditional channels. **CHIC** is facing the challenge of balancing between online and offline. Under the heading of 'OMNI Channel' age **CHIC** is providing solutions and giving new visions. **'Easy + Match = CHIC'** helps to find an easy access to **CHIC** and to match with right business partners in all sectors from online to offline. O2O enhances experience in the

store, i. e. offline shopping and online paying. **CHIC** will hold various forums concentrated on this topic and will gather these most leading enterprise operation modes. **CHIC** provides with OMNI CHANNEL a convenient and full range of shopping, entertainment and social experience. **CHIC** will bring in more e-commerce resources and establish a connection between brands and e-commerce platforms.

CHIC BEIJING is organized by Beijing Fashion Expo and China World Trade Center. Sponsors are China National Garment Association, China World Trade Center and The Sub-Council of Textile Industry (CCPIT).

Over 100,000 sqm. will be covered at the New China International Exhibition Center in Beijing. The eight halls will focus again clearly structured segments such as E 1 menswear, E 2 casual wear, E 3 leather & fur, down wear, E 4 kids wear, W 1 and W 2 international participations and W 3 womens wear and W 4 womens wear, accessories and designers' collections. Highlights within the menswear section will be the area BESPOKE (tailor-made for men) and the shirt area where China's elite for shirt wear will present, among others the Shandong Ruyi Technology Group who recently bought 51 % of German Peine Group (brands: Barutti and Masterhand).

Facts & Figures to CHIC BEIJING 2014

More than 1,000 exhibitors will be participating in **CHIC**, thereof over 400 from other countries and regions including European nations. The origin in total: Austria, Australia, China Hong Kong, China Taiwan, Denmark, France, Germany, India, Indonesia, Italy, Japan, Korea, Peru, Poland, Russia, Singapore, Turkey, United Kingdom, United States of America.

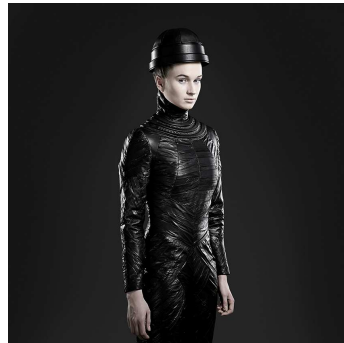
Chinese brands like FIRS, Hodo Men, YGGPX/Simple Life, Yousoku, Cimalp, Yishion, Punto, enaga, Beeiatu, Semir Group, Peacebird, DB Group, J.I.E., Topkidz or Herbal Heaven enjoy highest reputation and awareness in China. Their stand design shows highest standards of ability and forms a perfect corporate identity of the brand. Peacebird – beside their booths for their brands Material Girl or Ningbo Peacebird Fashion – organizes a giant party at the Beijing Olympic Stadium at the second day of CHIC.

A large line-up are demonstrating international brands. Whilst France and Italy again with an increase of exhibitors show-up, for the first time also Austria will present a fine and selective choice of brands with Hanro, Jones, Steinbock and further exhibitors which stand for Austrian lifestyle. For the third year in a row 'MADE IN GERMANY' gives impression on German selected fashion styles. For the first time, German designers like Anja Gockel, Annette Goertz, Beate Heymann and Moon Berlin give proof of the German fashion avant-garde. German shoe manufacturer Peter Kaiser whose tradition refers to the foundation year of 1838 belongs as well to the German exhibitors. The German label ABRO known for fabulous bags and shoes is exhibiting with its Chinese representative – a business connection resulting from last year's participation.

The French pavilion 'Paris Forever' brings brands like Fuego-Ananke, Malfroy, Pause Café, Sprung Frères, Blue of Vespucci, Best Mountain and many more. Italy with its largest participation ever turns up with brands like Paolo Casalini, Daniele Fiesoli, Arcadia, Ny&Lon, Redwood, Golf Club, Frey Como Since 1899, Fontani, Parah and many more.

Further joint pavilions will be provided by Japan, Taiwan, Hong Kong, and South Korea. Individual participations are registered from Denmark, Poland, UK, USA, and Asian nations.

A remarkable presentation of Turkish fur & leather will be given in hall E 3 Fur & Leather. More than 30 Turkish leather and fur brands are participating under the roof of ITKIB the Istanbul Textile and Apparel Exporter' Association. A highlight will be offered by an exhibition of the designer Hatice Gokce from Istanbul thanks to the support of Istanbul Leather and Leather Products Exporters' Association. On this occasion a special cocktail reception will be held on the second day of CHIC at the Turkish pavilion. Turkey is worldwide one of the biggest exporters for exquisite leather and leatherwear. With a strong marketing strategy they are now focussing the Chinese consumer market. Lemi Tolunay, chairman of IDMIB (Istanbul Leather and Leather Products Exporters' Association) : 'We shall present in a very exclusive presentation the excellent know-how and creativity of leatherwear and we are sure that Chinese consumers will love our fashion.'



all photos: Hatice Gokce, Istanbul – Turkey

Copenhagen Fur will be exhibiting again at CHIC and demonstrating the high creativity of Danish fur design. For the first time Woolmark will exhibit its products in hall E1 at CHIC and gives a trend release for wool in seminars next to a display along the long corridor.

Special Events at CHIC

An important impact will be delivered by **CHIC 2014 China Clothing Commerce Forum**. Every day (except last day) during CHIC several seminars, workshops and symposia will take place. Together with the Hong Kong Institute of Fashion Buyer (IFB) with Francoise Tellier, the master of Luxury Brand Management from Université

de Marne-Lar-Vallée and Xuwei, marketing director of Sevendays and Pingfan and a buyer from ATTOS will contribute to a cultural exchange between buyers and international fashion brands. A prominent part of the seminars will be devoted to deep analysis of success cases in o2o mode for the transformation from E-commerce to o2o. Two Chinese brands – NUOQI and IDX – will demonstrate the new technology at their booth. Other conferences will be hold like the Brand Trade Match-making Conference, Buyer's Day, Outlet Forum. The honorary president of the China General Chamber of Commerce and outlet branch Wan Yingwen, chairman of RDM, Mr. Poma, will address the key note to the guests.

CHIC is cooperating with the China General Chamber of Commerce, the China Association of Department Stores and the China Commercial Real Estate Union who are all inviting several shopping malls and department stores.

Show Time

At the Fashion Forum of CHIC several fashion shows will take place. A special highlight will be the CHIC INTERNATIONAL DESIGNERS' SHOW & Introduction show of the German designer Anja Gockel. (Timing: March 26 at 10.30 h show-center). CHIC as sponsor of the 5th PODIUM Jeunes Stylistes/Concours International de Mode (young designers' competition Paris) will present the winner of this competition in a show.

International Media at CHIC

CHIC expects around 800 journalists from all over the world. CHIC TV will report every day from the fairgrounds. Chinese fashion press such as Bazaar, L'official, Life Style will be attending as well as trade journalists from France, Germany, Italy, Great Britain, Turkey, Russia, Korea and Japan.

WALKING IN BEIJING

Tradition and future connects Beijing. Dashila Gate (c.1930) is the famous commercial street which exists still today. Sanlitun is a modern place with many shops and good restaurants, cool and stylish. Inspirations offer Indigo Mall, Joyce, Lane Crawford, Shuang'an Department Store and many more luxurious and traditional malls.

BEIJING'S HOT SPOTS

Worth a visit: The first museum dedicated to hutong life and *siheyuan* – the courtyard homes that when joined side by side comprise a hutong—it is set inside the recently renovated **Shijia Hutong No. 24**, just east of the Forbidden City.

The museum also details, in Chinese and English, many of the street's other residents: military officers, diplomats, Communist Party members. A miniature model of Beijing when it was full of courtyard homes offers a sense of the warren of buildings and community life.

The museum features both a model of a typical hutong home in the 1950s and '60s – sparsely decorated with a large portrait of Mao prominently displayed – and a more updated one from the 1970s featuring a small TV set and radio to give visitors a sense of the simple scale of life then.

Contemporary European cuisine and Australian architectural and design at the **TRB, Temple Restaurant Beijing**, emphasized the clean, light filled and thoroughly modern lines of what was once a television factory producing the capital's first black and white TVs provides the highest levels of hospitality.



TRB



TRB



After **M on the fringe** in Hong Kong and Shanghai's **M on the Bund**, **Capital M** in Beijing completes the series: The terrace affords one of the most impressive views in the city, while the ornate dining room, with its signature parquet flooring and elegant lighting, is a suitably opulent setting for European culinary indulgence.

Established in Beijing in 1997 **GREEN T.HOUSE** epitomizes the evolving spirit of the New China T. Cuisine in a stylish inspiring atmosphere together with **GREEN T.HOUSE Living**. In Beijing's suburbs it is a must-to-go for Beijing's IT-people.



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