



中国国际服装服饰博览会
CHINA INT'L CLOTHING
& ACCESSORIES FAIR
chic

CHIC BEIJING 2013.03.26-29

Asia's largest fashion trade show as melting pot for fashion brands from all over the world

- **More than 1,000 fashion brands are showing their new lines fall/winter**
- **Competent, compact and comprehensive: a perfect structure shows different segments in the lifestyle world**
- **Underlines the importance of the Chinese consumer market, on an international level**
- **New expression in fashion: Jeans Arena (denim/street/urban-wear) and Pure Design (young designers' spirit)**
- **Meeting points for shows, seminars, special events**
- **Beijing – be inspired by culture and lifestyle**

CHIC BEIJING will demonstrate once more its power and energy in this coming 21st edition. 100,000 sq.m. will be provided as an energy field for brand presentations for womenswear/ menswear / kidswear, body/beachwear, accessories & shoes and speciality halls like downwear or the new sector 'E-Chic' for B2B – originated as 'Online Clothing & Accessories Fair'.

Throughout last 20 year development period, CHIC has been keeping pace with the growth of China's fashion market. CHIC offers an overall display for brands, more importantly though it provides guidance to innovation of business modes. CHIC creates the opportunities for multi-cooperation, assists in establishing a rather highly efficient network of resources and acts as business platform for building multinational cooperation's.



Competent, compact and comprehensive

The 8 halls (E east and W west) are clearly structured and present an excellent overview of the segments:

E 1 Menswear (e.g. Shanghai Channel Fashion Development Co., Ltd, presenting brands like satchi, ARROW or Bosideng, HOdo, Youngor, GIUSEPPE, Kingloch Anderson)

E 2 Casualwear (e. g. Tom Tailor, Lee Cooper, Hit Point, ACUPUNCTURE, EMINU, Z.I. SHIJIA, paul frank, Yishion, Haso, RI&G)

E3 Leather/Fur and Downwear (e.g. CLASNA, modekuu, PANDAS, SEN DERI,SAN FERRETTI , Baishicheng, TONY FACE, PERRE, BAERDI, enaga, Gramart, HYCLOS)

E 4 Kidswear (e. g. Mayoral,DDCAT, Frog Prince, pencil club, TOPBI, YEEHOO, balabala, momoco, Los Mosquitos, OSHKOSH, J is for Jeep)

W 1 Overseas Hall and Show Center (e. g. Hong Kong, Korea, Taiwan, Japan)

W 2 Overseas Hall (e. g. Italy, Germany, France)

W 3 Womenswear (e. g. TAMSOON , Prolivon, D.F.DEAR , connie&co , ONE MORE , Yidian , chezcoco , seeyourstory , or Qingdao York Fashion with EmmyCiCi and Coopool , and the famous brand from America for dance accessories Capezio)

W 4 Womenswear/Fashion Originality (e. g. brands like MJ Style, HONRN, TIAN SHAN, E•xun, SZEVN, underwear brands Hancai, vaakav,fashion accessories brands havaianas, dude, pajar, S&A, FRAAS , AIYAYA, Shiny Crystal, Jolly Bags,)



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As mediator among the diverse fashion worlds, the styles of the designers' are presented at the forum connecting the halls.

The International Fashion Brands

Italy is the dominating international participant, with a total of 90 brands taking part, in CHIC. The main Italian pavilion, organized by ICE, will present over 70 fashion brands and another 20 individual Italian brands will be spread amongst the different halls according product segment. The French pavilion titled 'PARIS FOREVER' will have approximately 35 French companies on display. The German Pavilion 'MADE IN GERMANY' accentuates the finest German fashion brands including Marc Cain, Luisa Cerano, Blacky Dress, Laurèl, Sem Per Lei, Gerry Weber, Monari. Additionally, children's' fashion with Ricosta shoes and Sanetta kidswear will be shown. In total 26 German fashion companies use CHIC as platform to launch their lines in China.

Further international participations are organized by Hong Kong, Japan, South Korea and Turkey. For the first time fashion brands from Turkey, with focus on leatherwear, will be found in a Turkish pavilion.

It is worth noticing that the number of individuals, from other countries, taking part in CHIC is increasing. Within the denim/casual-wear hall E 2, one will find the collection of the well-known German brand TOM TAILOR next to which the UK brand Lee Cooper and the US brand Zipper are exhibiting their collection.



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New Activities at CHIC

Jeans Arena

In hall E 2, one of the largest jeans-wear production companies JUNAN, will construct the JUNAN JEANSWORLD. JUNAN is creating a lifestyle world for jeans/denim/street-wear. Their own brands will demonstrate new inspiration and surprise with a vast number of novelties.

The JEANS Arena will not only be a platform to show brands, but will also be a marketing forum with discussions and trend information.

PURE DESIGN

Chinese fashion designers have been emerging in the international fashion field. The 'independent show' will demonstrate the unique design and deep reflection of Chinese fashion. Among others, the designers Wu Xuwei, Wu Xuekai, Lin Zihan, Ding Youqiao, Huangfu Qilan are starting to become more recognized, by influencing the fashion world with new ideas. PURE DESIGN will be concentrated in the forum between halls E and W.

E-CHIC – Electrical China International Clothing Accessories Fair

The developments in the fashion business for e-commerce will be showcased in a special grouping in the North hall, demonstrating the latest achievements in this sector. A new B2B mode has been blended into CHIC by the application of 3D technology to 3D online brand flagships.

BESPOKE – custom-made area for men's' fashion

China is on the path of advanced custom made clothing. First-class clothing companies from all over the world start this high production level. Within this section, the best menswear companies will be presenting the combination of their greatest technology and finest handicraft production. CHIC BESPOKE will offer the initial and overall idea on 'custom made men's' fashion'.



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CHIC – the Get-together of the Fashion Sector

China Clothing Business Forum & China Clothing Retailers Annual Meeting

The new arranged forum is aimed to share experiences and case studies in order to broaden thoughts and views of participants. The meeting aspire to find solutions for existing operational difficulties. The forum will focus on industry demand to share the field experiences of 20 industry, retail, e-business, brand building, media and further experts. Interactions between experts, toastmasters, speakers and the audience will provide an excellent exchange of opinions.

CHIC Shows

CHIC Shows will shift directly into the ambiance of the fair. A new meeting point will be installed with the show centre in hall W 1. More than 20 catwalk shows will take place and will leave an impression on the Chinese style. However, international brands will also have the opportunity to highlight their new collection on stage.

Seminars for International Exhibitors

As a central task, CHIC considers the service to bring overseas brands in contact with Chinese agents, distributors and buyers for shopping malls. A seminar, co-organized by Mr. Yang Dajun from UTA, will provide contacts and guidelines for business procedures in China (March 26, 2013 at 11:00 am – 2:00 pm) at Hall W1.

The “Welcome Dinner” for overseas exhibitors will demonstrate detailed insight in the Chinese fashion business and from Germany, Professor Merkel will give a lecture about launching fashion in China. Ms. Jing Ying from JAM Fashion China, an expert association based in Shanghai and New York, will speak about her experience in launching Overseas’ brands in China. (March 27, 2013 at 7.00 –10:00 pm)

BEIJING – The Shopping Paradise

Culture comes first, the art district should not be missed, but shopping belongs to pleasures in Beijing. Several luxurious malls demonstrate the high standard of shopping. Several malls offer not only fashion but also provide electronic articles, antiques, jewellery, tea and glasses.



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Beijing Glasses City: four floors concentrating on glasses and accessories for glasses, **Buynow Computer Shopping Mall** in Bainaohui – a good place to find everything in electronics; **Hong Qiao Pearl Market** near to the Temple of Heaven offers three floors mainly displaying pearls, but also additive accessories, toys and red lanterns; in direct vicinity **Panjia Yuan**, a paradise for Chinese art, handicraft, and antiques. **Houhai Sea** – after a long day at CHIC relax in a resort providing a vast variety of restaurants; **Silk Market** - no tourist should miss this market. Beijing offers numerous places worth seeing, such as Tee Street, Wangfujing, Wonderful Electronic Shopping Mall, Xidan, Yandai Xiejie and Yaxiu market amongst many others.

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