



CHIC YOUNG BLOOD BEIJING 2012.10.26-28

The performance platform for Generation Y - 2.2

- ✦ Second edition will join hands with the Mercedes Benz China Fashion Week
- ✦ Staged at 798 Art Zone - 751 D.Park in the direct neighbourhood of the Beijing Fashion Week
- ✦ Performance of fashion, lifestyles, habits and ideology of the young generation
- ✦ 100 lifestyle brands and young designers will highlight young people's preferences



A new star alliance

CHIC YOUNG BLOOD will move to the 798 Art Zone in Beijing, 751 D.PARK which stands for the Bauhaus style. The power plant with spiral gas tanks and rows of cracking furnaces will give a retro spirit to CHIC YOUNG BLOOD. The coincidence with the Mercedes Benz China Fashion Week will bring the world of fashion together. CHIC YOUNG BLOOD is an expression of the new Chinese generation. CHIC YOUNG BLOOD is jointly organized by China National Garment Association, the Sub-council of Textile Industry CCPIT and China World Trade Center.

The generation Y

The generation Y or 2.2 is representing a population of 220 million people. They are more brand-oriented than purely price sensitive and they enjoy a staggering amount of purchasing power in China. They were born after China instituted its one-child policy. 4-2-1 - 4 grandparents, two parents and one child - the adults favour the young consumers and treat them as ,little emperors'.

The atmosphere

A particular booth design has been developed especially for CHIC YOUNG BLOOD, the stands will be build in circles and squares to harmonize perfectly with the Bauhaus style industrial buildings. The whole range of fashion and lifestyle elements will be presented. Casual wear, jeans, street wear brands, sports and active fashion, accessories, designer brands will perform at the fair.

Infotainment

A special program will be devoted to related activities. A particular highlight will be the CYB Opening Party. Information and entertainment get together with the ,Fashion Brands Development Forum', the ,Chinese Designers' Contest', the ,New Distinguished Designers' Show', and a ,Buyer Culture & Trends Salon'.

Visitors

CHIC YOUNG BLOOD is not only a gathering for new buyers but also a bridge between buyers, brands and consumers. It is the perfect podium for the pull and push marketing important for a brand to position its values. Buyers, an emerging group, will

inevitably become the revolutionary force for the development of the new model channel in the Chinese fashion sector.

CHIC YOUNG BLOOD will take over the leadership in collecting domestic buyers' resources offering them the chance of a collaboration with national and international fashion brands.

A window for the cultivation of distinguished young designers

One of the major missions of CHIC YOUNG BLOOD is to promote the growth of outstanding young Chinese designers. CHIC YOUNG BLOOD strives to find and support excellent designers by offering them a showcase to promote their brand - just injecting new blood into the fashion sector.

Official Representative & PR Agency of

CHIC YOUNG BLOOD September 27-29, 2011 and
CHIC BEIJING from March 26 to 29, 2012

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