

Press release

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## 'Made in China': a label redesigned in Shenzhen

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**Global streaming giant Netflix recently released a new fashion competition. It included an upcoming designer from Shenzhen, who supports a fresh perspective of fashion 'made in China'. Long associated with cheap fast fashion, this label is now redefined to 'designed in China', as young Chinese talents return home from renowned fashion institutions. Shenzhen offers the ideal base for brands, thanks to its strong economy and access to local garment manufacturers. And at Intertextile Shenzhen Apparel Fabrics, exhibitors with high-end fabrics and accessories can expect to enjoy a proximity to fashion's next big force, from 15 – 17 July 2020.**



“The beginning of this year has seen unprecedented challenges to the modern fashion industry,” said Ms Wendy Wen, Senior General Manager of Messe Frankfurt (HK) Ltd. “However, with faith in the industry’s ability to thrive and regenerate in the near future, Intertextile will always remain a platform to tap into the most exciting fashion supply chains. Shenzhen is a city to watch out for as we see young, promising fashion designers from the local area emerging onto the global scene. This is one of the reasons why we made the decision to rebrand the fair this year and move to a larger, brand-new fairground, and we are looking forward to assisting more international apparel fabrics and accessories suppliers to reach this potential through Intertextile Shenzhen.”

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## **Access to China's powerful consumer market**

Chinese designers have been gathering momentum at international fashion weeks. Meanwhile, Chinese millennial and Gen Z consumers – an affluent, influential consumer market traditionally targeted by Western brands – are proud to wear labels from home and experiment with cultural identity. With training from leading institutions and brands around the world, these designers now fuel their own sales with an in-depth understanding of their home market. This includes the advantages of powerful domestic e-commerce platforms and familiarity with Chinese social media influencers.

With these advantages, it is no surprise to see collaborations between Chinese designers and big-name Western brands, such as H&M, Fila and Nike, in the form of capsule collections targeted at domestic consumers. By providing a platform for international and Chinese industry players to communicate, Intertextile enjoys a unique proximity to these collaborative opportunities – Fila and Nike attended the 2019 edition of Intertextile Shenzhen, while H&M attended the 2019 Autumn Edition of Intertextile Shanghai.

## **Domestic brand enterprises at Dalang Fashion Town**

Domestic brands sourcing at the fair in past editions included Marisfrolg, Ellassay and Kaltendin, all of which are present at the nearby Dalang Fashion Town. This is an ongoing development in Shenzhen, subsidised by the government, which aims to form a platform for garment research and development, design, brand marketing, logistics and education.

More information on the Dalang Fashion Town can be found here:

<https://intertextile-shenzhen.hk.messefrankfurt.com/shenzhen/en/Dalang-Fashion-Town.html>

## **Intertextile Shanghai Apparel Fabrics and Yarn Expo Spring merge with Shenzhen editions**

As announced on 8 April, due to the worldwide spread of the coronavirus, Intertextile Shanghai Apparel Fabrics – Spring Edition and Yarn Expo Spring will merge with Intertextile Shenzhen Apparel Fabrics and Yarn Expo Shenzhen for 2020. Exhibitors from these Shanghai fairs will be able to present their spring / summer 2021, as well as a preview of autumn / winter 2021-22, collections at the corresponding Shenzhen editions instead.

Intertextile Shenzhen Apparel Fabrics will be held from 15 – 17 July 2020 at the brand-new Shenzhen World Exhibition & Convention Center. This fair is organised by Messe Frankfurt (HK) Ltd; the Sub-Council of Textile Industry (CCPIT) and the China Textile Information Centre. The fair will be held concurrently with Yarn Expo Shenzhen, CHIC and PH Value. For more details, please visit: <https://intertextile-pavilion-shenzhen.hk.messefrankfurt.com/shenzhen/en.html>.

Intertextile Shenzhen Apparel Fabrics  
2020  
Shenzhen, China  
15 – 17 July 2020

To find out more about all Messe Frankfurt textile fairs worldwide, please visit: [www.texpertise-network.com](http://www.texpertise-network.com).

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Notes to editors:

**Download this press release**

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**Further press information & picture material**

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**Newsroom**

Information from the international textiles sector and Messe Frankfurt's textiles fairs worldwide can be found at: [www.texpertise-network.com](http://www.texpertise-network.com).

**Background information on Messe Frankfurt**

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,600\* employees at 30 locations, the company generates annual sales of around €733\* million. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent). For more information, please visit our website at: [www.messefrankfurt.com](http://www.messefrankfurt.com)

\* preliminary figures 2019

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