

news +++ Intertextile Shenzhen Apparel Fabrics
Shenzhen Convention & Exhibition Center (Futian), China, 5 – 7 June 2024

intertextile
SHENZHEN apparel fabrics

Intertextile Shenzhen wraps up three days of trend, innovation, and sustainability exchange amongst key Asian textile players

Shenzhen, 21 June 2024. From 5 – 7 June 2024, the Shenzhen Convention and Exhibition Center (Futian) was the sourcing hotspot of South China's apparel textile industry. Nearly 1,000 exhibitors from 11 countries and regions showcased various garment-related products, with major categories covering ladieswear, functional wear, and accessories. Together, Intertextile Shenzhen Apparel Fabrics and Yarn Expo Shenzhen 2024 welcomed nearly 20,000 visits from 45 countries and regions, including two buyer delegations from Malaysia and one from the European American Chamber of Commerce & Industry. Witnessing an influx of brands, manufacturers, and regional designers, the apparel fair's Trend Forum, fringe event venues, sustainability-centric display areas, and key Asian zones and pavilions all proved high-traffic platforms.

Speaking at the show's close, Ms Wilmet Shea, General Manager of Messe Frankfurt (HK) Ltd, said: "The fair has been very effective for international and domestic suppliers to showcase their innovations to the South China market – likewise, we have had a very strong response from ASEAN-based buyers and brands seeking on-trend products in between two traditional sourcing seasons. As organisers we couldn't be more pleased, having delivered a business-friendly trading platform for players from across the value chain, and given a stage to experts sharing insights across a range of innovative industry topics."

At Talking Point and Textile Dialogue, Intertextile Shenzhen's two seminar venues, topics ranged from the transformative impact of AI in the textile landscape to upcoming fashion trends for both S/S 2025-26 and A/W 2025-26, equipping buyers with key product and industry information. Across three days of insight sharing and trading, key international sourcing brands included the likes of Club Monaco, Diesel, lululemon, Ralph Lauren, Quiksilver, ZARA, and many more.

Three international buyer delegations crossed paths with exhibitors, including delegates from EA Chamber representing six countries, the Malaysia Knitting Manufacturers Association, and the Malaysian Garment Marketers Association. Meanwhile, with some travelling less than 50 kilometres and some from further afield, 12 domestic delegations visited the fair, such as China Top 10 Designers, Shenzhen Jinhui Nanyou Fashion Creative Center Visiting Group, and Guangdong Garment & Apparel Industry Association Buyer Group.

Including both individual brands and various delegates, over 250 business matching meetings with exhibitors took place across the three-day show. The buyers included 20 Shenzhen-based designers and managers, from brands such as DAQINGLIU,

CHICCOMAO, DiLiUnbound, and Yishangshi. Representing the likes of Annil, Dayang, and Marisfrolg, many other domestic brand buyers visited the early summer showcase.

On the show floor, the Spring / Summer 2025-26 Trend Forum by Fabrics China gave buyers a visual anchor for future vogues. Meanwhile, the Sustainability Zone provided insights into different brands' applications of sustainability policies, as did the debut of featured display zones Eco Trends by Intertextile x Sateri and Functional Sustainability by Intertextile x Idole.

The early summer textile platform also included the Japan Zone, with exhibitors displaying accessories, cotton and man-made fabrics for menswear, ladieswear and sportswear; the Korea Pavilion, featuring jacquard, mixed woven, and more; and the Taiwan Pavilion, with a focus on high-quality lace, embroidery and yarn. Whether sourcing or showcasing, a range of exhibitors, visitors, and speakers offered positive assessments.

Exhibitors' feedback

"Our buttons are made with very unique materials – palm tree seeds which can only be found in Ecuador, that are durable and eco-friendly. Although more expensive than plastic buttons, the product attracts many high-end fashion brands from Europe, the US and China due to its sustainability, quality and uniqueness. We have received very positive feedback at Intertextile Shenzhen; many designers have enquired about the product. With the help of the fair, I hope more and more players in the fashion industry will choose to use sustainable materials in the future."

Mr Wilson Chiu, Managing Director, Yee Fung Hong Ltd (PRO ECUADOR co-exhibitor)

"This edition of Intertextile Shenzhen is better, as the location is different, and the number and quality of visitors have increased. At this fair, most of the visitors are manufacturers based in Shenzhen. Our main fabric here is voile, used for party dresses for example, and so many buyers have requested this item. Being part of the Korea Pavilion is better than in an individual booth. Buyers can see the Korea Pavilion, identify where we're from and it helps generate more interest."

Mr Jay Hwang, General Manager, SK Tex Co Ltd (Korea Pavilion)

"Most of our products are fabrics produced in Japan, and we have also brought our spring and summer collections to this fair. Since we have an office in Shenzhen and many of our apparel industry clients are from South China as well, we decided to exhibit at Intertextile Shenzhen to look for new customers in the Greater Bay Area, and increase our brand exposure. Today we have connected with many Chinese buyers, and visitors from Europe and the US have also come to our booth to learn about our products."

Mr Tomokazu Matsuda, KIRARI Co Ltd (Japan Pavilion)

"Our collection comes from Italy, and the quality is very well-known. We are about 200 years old and supply brands such as Chanel, Max Mara, Celine, and Gucci. In China, our presence is growing due to the rise of online brands, with buyers interested due to our association with Europe. For autumn, most of our products are wool, mohair, alpaca, while for spring we use cotton, polyester, and more. At Intertextile Shenzhen, we are showing S/S and A/W fabrics together, and buyers have been looking for both."

Mr Dongbo Han, Dongyu Chengxin International Fashion Fabric (Lanificio Paoletti agent)

Visitors' comments

“At this fair, our association members want to communicate with yarn, fabric, accessories and other exhibitors, keep up to date with the latest industry developments, and discover new products and advanced technologies. We made good progress and found many interested potential partners, and we will follow up with them after we return. This year's visa-free entry policy is very conducive to business exchange between Malaysia and China, making it easier to come here, and greatly enhancing sourcing efficiency.”

Mr Kuan Chee Tan, President, Malaysia Knitting Manufacturers Association

“Perhaps 70% of our customers are online brands with thousands of stock keeping units, and we help them procure fabrics and finished garments, store them, and handle logistics. We develop systems software for e-commerce platforms such as Shopify, AliExpress, and Amazon. Some of our clients are very interested in new fashion industry trends, and products such as eco-friendly, recycled fabrics, and nature-friendly accessories. I'm exploring jacquard for airline uniforms, Italian booths for R&D and trends, and bridal wear. As an EACCham member, this is probably one of the best shows I've been to but I need to explore more.”

Mr Dileep Kumar, Director, ExPlus Logistics

(Member of European-American Chamber of Commerce & Industry)

Speakers' insights

“The presentation today was about our self-developed innovative functional fibre yarns that are super strong and tough. Afterwards, attendees can visit our booth to exchange thoughts and learn more about the relevant technologies, therefore holding concurrent seminars is useful. At this fair, there are more of our target buyers who have consulted with us, and many manufacturers are now looking for such functional materials. We also noticed buyers from Europe and the US are more interested in sustainable fibres.”

**Mr Kang Zhang, Technical Manager, Nano and Advanced Materials Institute Limited
(Speaker at Bioinspired Super Fibre with High Strength, Toughness and Damping Performance seminar)**

“My key point was the use of AI technology for high-speed recognition of materials, colour, garment type, and construction, which are important elements for textile recycling. I also promoted technology to draw fibres from existing garments, and ensure they are as long as possible, in order to recycle garments to yarns. The industry audience here was informed, drawing links between what I said and their situations. This was a good platform to share that recycling technology already exists and it's time to step up in this area.”

Mr Raymond Chiu, Senior Research Manager, The Hong Kong Research Institute of Textiles and Apparel

(Speaker at Threads of Innovation: Textile x AI Exploration and Prospect seminar)

Held concurrently with Yarn Expo Shenzhen and PH Value, Intertextile Shenzhen Apparel Fabrics is organised by Messe Frankfurt (HK) Ltd; Messe Frankfurt (Shenzhen) Co Ltd; the Sub-Council of Textile Industry, CCPIT; and the China Textile Information Center.

Other upcoming shows:

Intertextile Shanghai Apparel Fabrics – Autumn Edition / Yarn Expo Autumn

27 – 29 August 2024, Shanghai

Vietnam International Trade Fair for Apparel, Textiles and Textile Technologies

26 – 28 February 2025, Ho Chi Minh City

Press information and photographic material:

<https://intertextile-shenzhen.hk.messefrankfurt.com/shenzhen/en/press.html>

Social media and website:

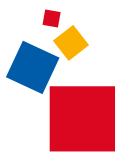
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Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity.

For more information, please visit our website at: www.messefrankfurt.com/sustainability

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* Preliminary figures for 2023