

news +++ Intertextile Shanghai Home Textiles – Autumn Edition
National Exhibition and Convention Center (Shanghai), 20 – 22 August 2025

intertextile
SHANGHAI home textiles

Intertextile Shanghai Home Textiles – Autumn Edition 2025: meeting market evolution through 15+ product zones and refreshed fringe programme

Shanghai, 30 May 2025. To stay ahead of evolving market trends and sourcing needs, Intertextile Shanghai Home Textiles – Autumn Edition will return with an enhanced showcase of the industry's most sought-after home and contract textiles. With the spotlight on the Editor Zone, a wide range of product zones will showcase the industry's newest innovations and create a dynamic destination to capture growing demand in Asia. Reinvented for today's market, the fair's refreshed fringe programme will deliver strategic insights through four new, focused pillars: Connector, Econogy, NextGen and Palette. From 20 to 22 August 2025, the business-friendly platform will continue to power home textile connections at the National Exhibition and Convention Center (Shanghai).



One-stop sourcing hub for all home textile products, spotlighting the flourishing editor category. (Photo: Messe Frankfurt)

This Autumn Edition's 16 product zones will span the complete home and contract textiles spectrum, including bedding, curtains and curtain fabrics, design studios, editors, leather, upholstery and sofa fabrics and many more.

A major highlight is the enhanced and scaled up Editor Zone in Hall 5.1, featuring an integrated lineup of design-focused exhibitors showcasing domestic and international brands. Notable participants include:

- **Beijing Ya Da (China):** Christian Lacroix, Designers Guild, Ralph Lauren
- **Haining Qianbaihui Weaving Co Ltd (China)**
- **Haining Sanxian Weaving Co Ltd (China)**
- **Hangzhou Antex Trading (SohoCut) (China):** Brunomagli, Versace 19.69, Texture
- **Morphrow (the Netherlands)**
- **Prestigious Textiles (UK)**
- **Raffinato (USA)**
- **(New) Rioma (Spain)**

Exhibiting at last year's edition, Ms Ying Gao, General Manager of Beijing Ya Da Home Decoration Articles Co Ltd, shared her thoughts on the show's impact: "Participating in this fair has greatly benefited our business, providing a platform for existing clients to explore popular products and new clients to understand our brands. The industry has transformed significantly, with customers enjoying a wider range of choices, advancements in smart home technology, a surge in demand for eco-friendly materials, and high-end clients seeking more precise services. Additionally, imported products are enhancing market penetration by incorporating local cultural elements."

Joining the fair for the ninth time this year, Prestigious Textiles China's Sales Director Mr David Zhang stated at the previous edition: "Our main exhibiting goals are to promote our brands, expand market presence, and deliver better products to our valued clients through this fair. In today's market, we are seeing growing customer demand for sustainable and functional products, as well as aesthetically compelling designs."

Fringe programme: smarter, sharper, sector-driven

Held alongside the fair, the show's highly praised fringe events continue to be an indispensable part of the platform experience. This year, the redesigned programme will channel various events – ranging from forums and seminars to panel discussions and product launches – into four key themes:

- **Palette:** emphasising creativity, aesthetics and trendsetting in home textiles, and showcasing how home textile items contribute to products, lifestyle and interior design.
- **Connector:** facilitating experience sharing on business strategies, domestic and overseas market insights and more to foster business growth and closer cooperation across the industry.
- **NextGen:** highlighting various advancements, including new tools, concepts, textiles, and industry applications.
- **Econogy:** presenting the sector's latest sustainability trends, technology and market needs.

Intertextile Shanghai Home Textiles – Autumn Edition is organised by Messe Frankfurt (HK) Ltd; the Sub-Council of Textile Industry, CCPIT; and the China Home Textile Association (CHTA).

To find out more, please visit: www.intertextilehome.com.

Press information and photographic material:

<https://intertextile-shanghai-hometextiles-autumn.hk.messefrankfurt.com/shanghai/en/press.html>

Social media and website:

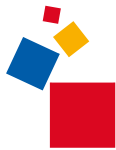
<https://www.facebook.com/intertextilehome>

<https://www.instagram.com/intertextilehome/>

<https://twitter.com/IntertextileH>

<https://www.linkedin.com/in/intertextilehome/>

<https://intertextile-shanghai-hometextiles-autumn.hk.messefrankfurt.com/shanghai/en.html>



Your contact:

Chiela Pun

Phone: +852 2230 9281

chiela.pun@hongkong.messefrankfurt.com

Messe Frankfurt (HK) Ltd

35/F, China Resources Building

26 Harbour Road, Wanchai, Hong Kong

www.messefrankfurt.com.hk

Newsroom

TEXPERTISE

Your world's number one for textile fairs

13 Countries

60 Trade fairs

For further information: [>> Click here](#)

Apparel Fabrics & Fashion | Interior & Contract Textiles | Technical Textiles & Textile Processing | Textile Care

Background information on Messe Frankfurt

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With a workforce of some 2,500* people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2024 were around € 780* million. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt's key strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of 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. We are using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

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

With its headquarters 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

*Preliminary figures 2024