



YOUNG LABEL AWARDS

———— **SWIM x LINGERIE x SPORT** ————

S H A N G H A I

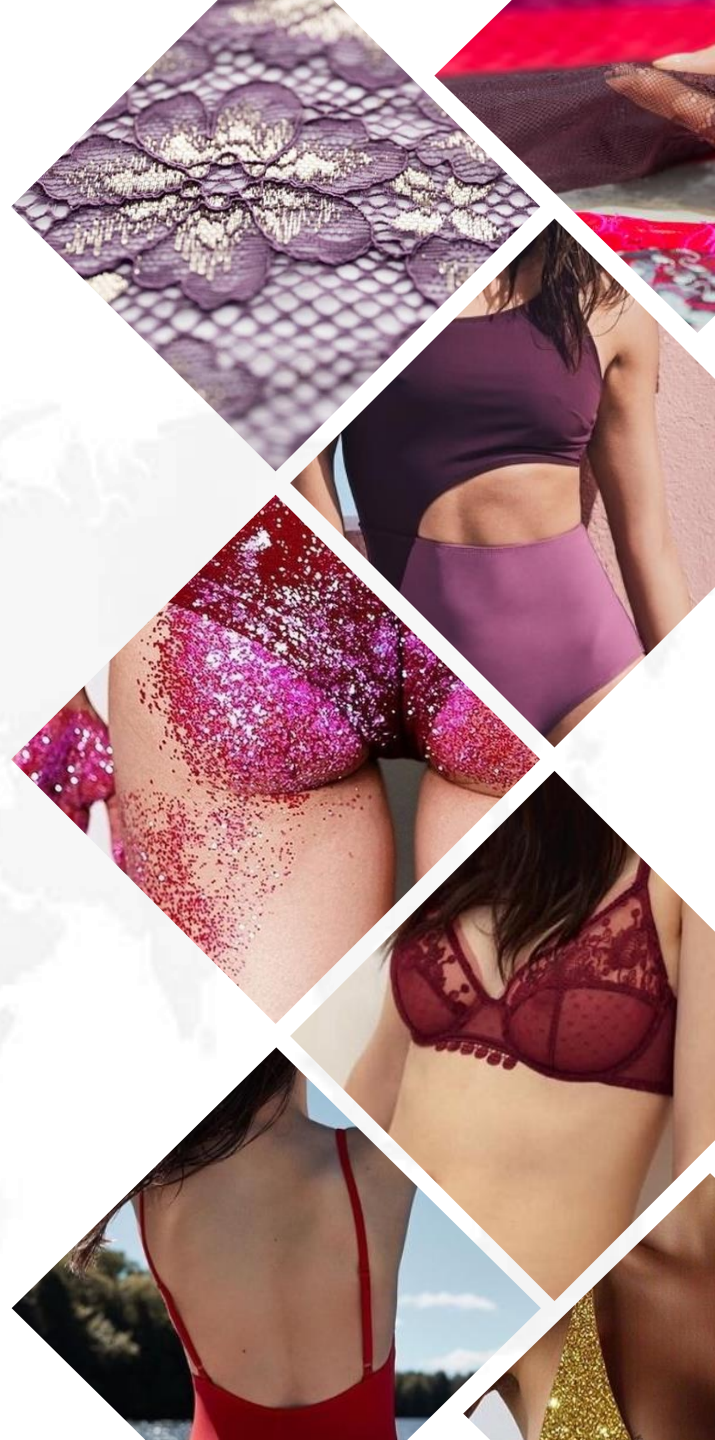


2018 Asia Pacific Edition

ABOUT US

With over **50 years** of experience, Eurovet is the world leading trade show organizer for **lingerie, swim and sport**, both on the supply and on the brand side with **9 international events** in **Paris, New York, Las Vegas, Hong Kong and Shanghai.**

Eurovet's trade shows are designed to **bring people together from up to downstream**, to be source of innovation, inspiration and business accelerators.



OUR EVENTS



UNIQUE

SWIM x LINGERIE x SPORT
BY MODE CITY

7-9 JULY 2018 - PARIS



CURVE NEW YORK

MODE LINGERIE AND SWIM

29-31 JULY 2018 - NYC



CURVE LAS VEGAS

MODE LINGERIE AND SWIM

13-15 AUGUST 2018 LAS VEGAS



**SALON INTERNATIONAL
DE LA LINGERIE**

PARIS

19-21 JANUARY 2019 - PARIS



INTERFILIÈRE

PARIS

7-9 JULY 2018
19-21 JANUARY 2019



INTERFILIÈRE

HONG KONG

27-28 MARCH 2018



INTERFILIÈRE

SHANGHAI

26-27 SEPTEMBER 2018 - SHANGHAI



INTERFILIÈRE

NEW YORK

17-18 OCTOBER 2018 - NYC

**THE LINGERIE
PLACE**

The show experience continues online with this new online space dedicated to business and networking for the sector's professionals. It gathers the details of every exhibiting company at Eurovet shows with their specificities, MOQ, positioning, highlights and more.

BRANDS

MATERIALS AND SUPPLIES

ONLINE



YOUNG LABEL AWARDS

— SWIM x LINGERIE x SPORT —

SHANGHAI

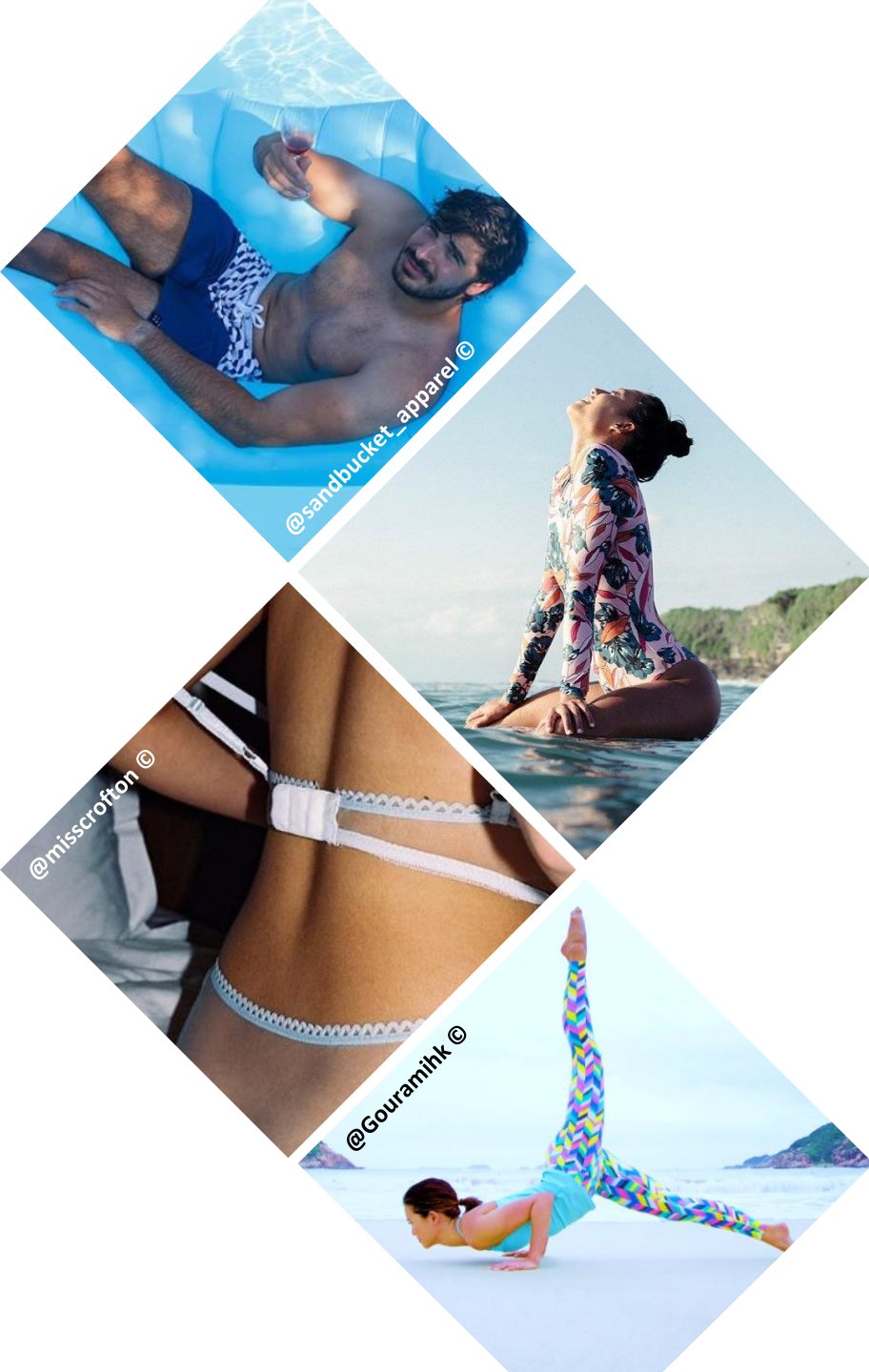
Over the past years, the emergence of **new lifestyles**, **new consumption patterns** and **new media** have impacted our industry and its trends.

Intimates crossover with **sports, well-being and fashion**, giving birth to **new segments** such as athleisure, slounge, leisurée...

We have witnessed the emergence of new brands carrying a **strong identity** and speaking a **new language** to their customers.

We believe they will significantly contribute to the future of our industry and **we wish to assist them in developing and finding the right suppliers and partners.**





YOUNG LABEL AWARDS

SWIM x LINGERIE x SPORT

SHANGHAI

WE WELCOME

- Lingerie x Swimwear x Activewear Brands
 - From Asia Pacific
 - Launched less than 10 years ago.

THE JURY

The jury will comprise members from trend offices, well established intimates brands, fashion professional press, retail and distribution as well as selected KOLS.



YOUNG LABEL AWARDS

— SWIM x LINGERIE x SPORT —

SHANGHAI

THE AWARDS

1ST PRIZE IN EACH CATEGORY (swimwear, lingerie and activewear)

One free booth @ **UNIQUE BY MODE CITY** in Paris – July 2019

FINALISTS IN EACH CATEGORY (up to 5 finalists per category designated by the Jury)

- Samples from their collection showcased @ **INTERFILIERE SHANGHAI – Sept. 2018**,
- Invitation to a **cocktail on Wed. 26th September** (5:30 pm), to meet with selected suppliers, including suppliers working with lower MOQ than market average,
- Feedback from our team of industry professionals on the collection
- Option*: 5 silhouettes presented during a catwalk show.

ALL PARTICIPANTS:

And because we reward all the hard work, all participants to the competition will receive:

- **1 market, behaviour or geographical study** (value: 1,500 euros)
- **4 fashion reports for year 2019:** 2 women's fashion week London, Paris, NY, Milan and 2 Haute Couture fashion show (Paris), after the catwalks (value: 3,000 euros)

**Catwalk show will be organized shall enough finalists wish to participate – fees apply*





YOUNG LABEL AWARDS

— SWIM x LINGERIE x SPORT —

SHANGHAI

HOW TO PARTICIPATE?

Each participant is invited to fill in the application form introducing their brand, their target market and supply needs.

The **application form** shall be returned to Eurovet Asia along with up to **12 samples** from the brand collection.

PARTICIPATION FEE: 7,000 HKD for each brand

DEADLINE TO PARTICIPATE: August 17th 2018



YOUNG LABEL AWARDS

SWIM x LINGERIE x SPORT

SHANGHAI

OUR JURY (being constituted)



Jos BERRY

Jos is the CEO and founder of Concepts Paris, the world's only specialised Bodyfashion and Beachwear Design consultancy. Her clients range from leading retailers and global brands to fabric manufacturers. Since the 1990's Jos has been fashion consultant to the organiser of the leading French lingerie fairs and is the creator and manager of Eurovet's iconic Interfilière fashion forums.

Pauline HSU

Pauline has worked in China textile, apparel and fashion industries for more than 30 years. She has been Secretary-General and Vice President of China Fashion Association until 2016, as one of founders of Asia Fashion Federation as the first Secretary-General of AFF China Committee.

In 2012, she was selected by GLOBAL BRIEFING to be one of the 20 personalities affecting China fashion industry. In 2013, she was highlighted by THE BUSINESS OF FASHION as BOF 500, among the People Shaping the Global Fashion Industry.

In 2014, Pauline Hsu was awarded the French distinction CHEVALIER DE L'ORDRE NATIONAL DU MÉRITE on the name of the President of the French Republic.

Since 2016, she has been pursuing her main activities in the international exchange and cooperation in fashion and culture fields, professional education and training, brand strategy consulting.





YOUNG LABEL AWARDS

— SWIM x LINGERIE x SPORT —

SHANGHAI



Ching SONG

Ching SONG is the co-founder of the IPS and the founder of new media LingerSet. Senior media and a fashion lecturer, after graduated from Hong Kong polytechnic university with excellent master degree, she has been worked for ELLE and VISION magazine as a fashion feature director, and also former representative of INTIMA Group in China. With more than 10 years of senior fashion media experience, she is now active in the new media communication field of the global intimates fashion and lingerie industry, and also serves as the special lecturer of the Condé Nast design center, the leading fashion media course in China.

Todd Anthony TYLER

Todd Anthony Tyler is a Canadian reality television judge, fashion photographer and former model. He was the resident photographer and judge for the first season of Asia's Next Top Model. He is also the resident photographer and judge of TV show Fit for Fashion.

Todd Anthony Tyler started his professional modelling career modelling in Milan, Italy with model agency Model Plan in 1994. He carried on modelling internationally until 2003 when he switched to the other side of the camera and took up professional fashion photography. Self-taught, his first professional position was as a shoot photographer for a Singapore-based catalog magazine. His client roster includes Vogue China, Elle Singapore, Harper's Bazaar China, L'Officiel, GQ China, Indochino, Ports 1961, Nike Numero, Stella McCartney and others. His studio Todd Anthony Tyler Photography opened in Shanghai, China in 2003.





YOUNG LABEL AWARDS

SWIM x LINGERIE x SPORT

SHANGHAI



Cécile VIVIER

Cécile has evolved into the Lingerie and Swimwear world for more than 10 years. With her experience in trade shows: Salon International de la Lingerie, Mode City Paris, Interfilière Paris, Shanghai and Hong Kong as well as Curve New York and Las Vegas, she has a strong global and international understanding of the lingerie, swimwear and activewear market. Today she decrypts each season news, offers and innovation of brands present in our shows around the world.

Xiao Dan (Emily) YU

After graduating from Beijing Foreign Studies University and the Graduate School of CASS, Xiao Dan (Emily) YU became an editor of Foreign Literature Reviews, CASS in late 1980s. In 1996, Xiao Dan (Emily) YU moved to New York and followed her love for fashion, she graduated in 1999 from the New York Fashion Institute of Technology, with a major in Fashion Design, specializing in Intimate Apparel. She worked as creative designer in New York from 1999-2013 with brands such as Maidenform, Victoria's Secrets, ELLE Sleep, Vanity Fair Sleep, Floral Nikrooz... Xiao Dan (Emily) YU launched her first collection under the label EMILY YU in 2013.



UNIQUE

SWIM × LINGERIE × SPORT
BY MODE CITY

ABOUT UNIQUE BY MODE CITY

3 **DAYS** OF CONFERENCES, CATWALKS, COCKTAILS AND NETWORKING OPPORTUNITIES

400 **BRANDS**, INCLUDING 130 NEW BRANDS, FROM 37 COUNTRIES
14,000 **VISITORS**, 28% FROM FRANCE AND 72% FROM OVERSEAS
(10% OF PRESS & MEDIA)

3 **STRONG SEGMENTS**: SUMMER LINGERIE, SWIMWEAR & SPORT

9 **SECTORS**:

-DESIGNER LABELS: designers' premium collections of swimwear

-JUST FASHION: fashionable, activewear and trendy swimwear

-THE ESSENTIALS & COCOONING: key brands for lingerie, corsetry, swimwear, beachwear and homewear

-ACCESSORIES: the most fashionable accessories

New

-MILLENNIALS: a dedicated space to brands for younger generation

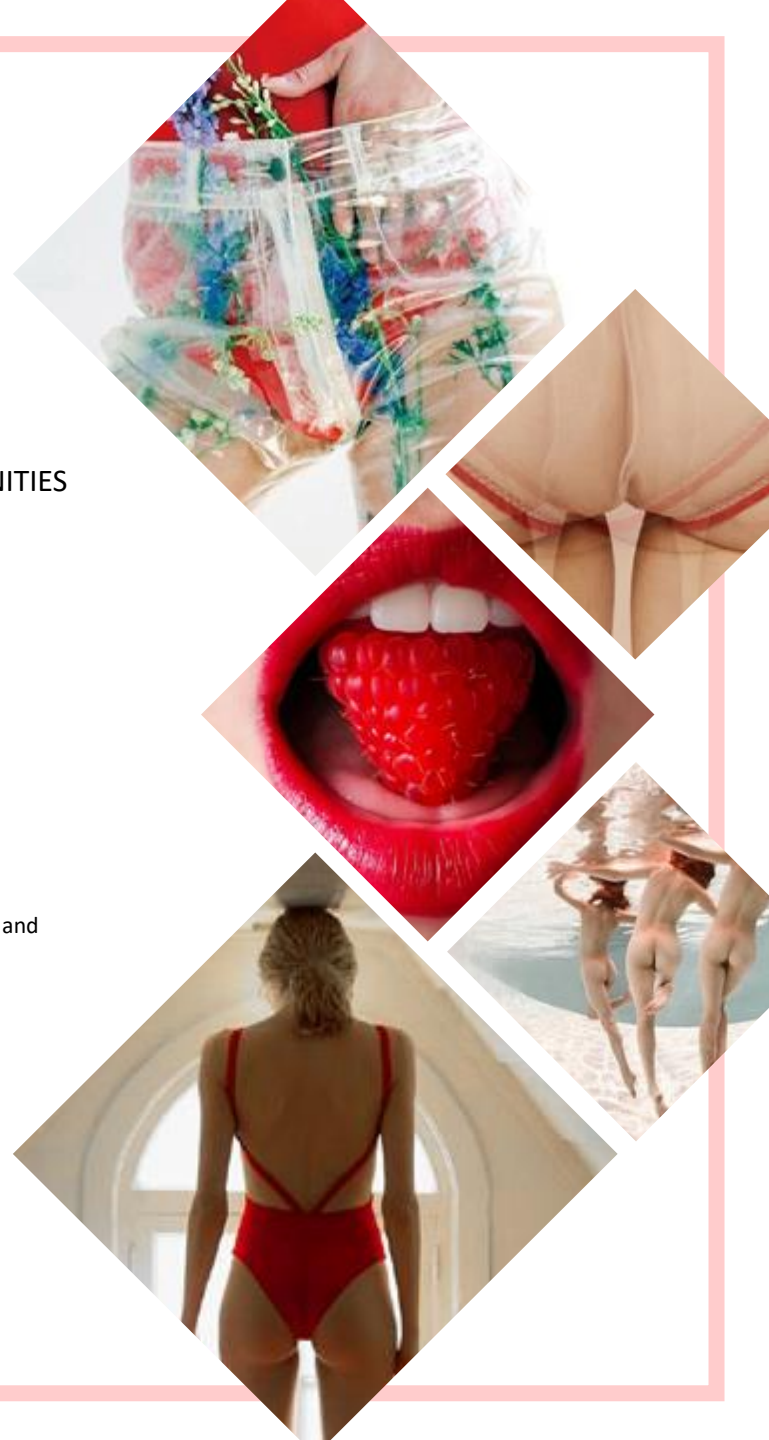
-SUPER HEROES: men underwear, men swimwear, men activewear

-CREATIVE LABELS: young designers

-SPORTIV': sports collections, activewear, athleisure

-EXPOSED: an alternative selection of lingerie and swimwear

NEW 2019: LAUNCH OF UNIQUE SUMMERCAMP, FOR CUSTOMERS!





ABOUT INTERFILIÈRE SHANGHAI

160 EXHIBITORS

40% NEW EXHIBITORS IN 2017

68% CHINA - 32% INTERNATIONAL

55% EXHIBIT ONLY ON INTERFILIÈRE SHANGHAI

7 SECTORS:

17% LACE

4% FIBER &

33% FABRICS

MACHINERY

20% OEM/ODM

19% ACCESSORIES

5% EMBROIDERY

2% TEXTILE DESIGNERS

TREND FORUM & PROTOTYPES FASHION SHOWS

FALL/WINTER 2019-20 + PREVIEW SUMMER 2020 TRENDS CURATED BY CONCEPTS PARIS

INNOVATION FORUM

LEARN ABOUT THE IMPACT OF EACH FIBER, YARNS OR THREAD

NETWORK WITH SUPPLIERS AND MARKET PLAYERS

COCKTAILS & SPEED DATING BREAKFAST TO DISCOVER NEW SUPPLIERS

CONFERENCE PROGRAM

GET INSPIRED & STAY UP TO DATE WITH THE MARKET !

CONTACT US



HONG KONG, GUANGDONG,

TAIWAN

Jessie LI

Tel. +852 2895 6993

jli@eurovet.fr

CHINA (except Guangdong)

Lindsay WANG

Tel. +86 21 5169 2006 ext. 877

lindsay@adventi.com.cn

JAPAN

Miho ISOBE

Tel. +33 (0)1 47 56 32 48

misobe@eurovet.fr

KOREA

Soojeong DUFLOS

T. +33 (0)1 47 56 32 4

sduflos@eurovet.fr

THAILAND

Rudee WATTANAVANUCHKUL

Tel. +66 (0) 2650 9613 – 4

rudee@francothaicc.com

AUSTRALIA / NEW ZEALAND

Sandra TREW

Tel. +61 (0)412 848 523

promosalons@optusnet.com.au

REST OF ASIA PACIFIC

Amélie LAVERGNE

Tel. +852 2895 6936

alavergne@eurovet.fr

www.the-lingerie-place.com
www.interfiliere-shanghai.com
www.unique-by-mc.com

