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SHANGHAI

**上海国际贴身时尚原辅料展
(内衣·泳装·运动服)**

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CONTENT

4/11 SWIMWEAR & SPORTSWEAR IN CHINA

- | | |
|------|------------------------------------|
| 4-7 | Zoom on Jinjiang Swimwear Industry |
| 8-11 | Zoom on the JJSIA pavilion |

12/13 CHINA'S BELT AND ROAD

14/19 HOT TOPIC: SUSTAINABILITY

- | | |
|-------|---|
| 14 | A China's green shift |
| 15 | Green is the new black? |
| 16-17 | Start from the beginning! |
| 18-19 | Uncover the exhibitors 'sustainable solutions |

20/25 NEW CONSUMER ERA: GEN Z

- | | |
|-------|----------------------------------|
| 22 | China's Gen Z Spending Attitudes |
| 24-25 | GEN Z fashion show by "iFashion" |

26/31 THE YOUNG LABEL AWARDS

32/47 INTERFILIÈRE SHANGHAI

- | | |
|-------|----------------------------------|
| 35 | The offer |
| 36-37 | Latest innovation in the market! |
| 38-43 | Interfeel' Awards |
| 44-45 | Trend |
| 46-47 | Corporate News |

THE SWIMWEAR AND SPORTSWEAR MARKET IN CHINA (Men's & Women's)

The swimwear and activewear market in Asia-Pacific regions has grown faster than the Americas and Europe, with a compound annual growth rate of over 8%. This market will maintain a steady growth trend in the coming period.



KEY FIGURES

REVENUE

It is estimated to amount to US\$12,318m by the end of 2018.

The market is expected to grow annually by 6.6% (between 2018 and 2021).

Taking into consideration the total population figure, the average revenue per person in the industry is estimated to amounts to US\$8.88 by the end of 2018.

PRODUCTION

1.177 billion pieces in 2017

Volume is expected to amount 1.398 billion pieces by 2021

RETAIL

37% of total revenue of the industry is generated through online sales in 2017 and is planned to reach up to 50% by 2021

MAJOR PLAYERS IN THE SWIMWEAR INDUTRY:

High-end: Balneaire, Hosa, Zoke, Lining, Heatwave, Toswim, DK, Embry, Yingfa, EZI
Low-end: YMS, Sheqi, Haoshou, Surf Faster, Youyou, Adoresswim, Sanqi, Atlantic Brach, Beidisi, Memory Baby

MAJOR PLAYERS IN THE SPORTSWEAR INDUSTRY:

The biggest sportswear brands sold in China are Nike, Adidas, Under Armour and Puma (international brands). Never the less top sports brands also include:

High-end: Anta, Lining, Xtep, 361°, ERKE, PEAK, Fila, Lotto, Tread, Hosa

Low-end: Qiao Dan, Guirenniao, Deerway, CBA, JMK, Double Star, Camel, Meike, Endong, Voit

ZOOM ON JINJIANG SWIMWEAR INDUSTRY:

About the Industry

Jinjiang records over 500 swimwear companies, ranging from swimwear production, printing and dyeing to accessories production. Annual production volume of finished-products exceeds RMB40 billion, export volume hit US\$3 billion, and the industry employs around 200,000 people.

Jinjiang swimwear industry owns 500 registered trademarks, of which over 100 are eligible for export.

“Famous Brands” of Jinjiang Swimwear take up over 20% of the international market and over 30% of domestic market. Thanks to its high brand recognition, Jinjiang Swimwear is extensively sold in Russia, Americas, Europe, Africa and Southeast Asia.

Industry history

As the birthplace of swimwear in China, the industry emerged in 1980s. The swimwear industry of Jinjiang experienced rounds of revolutions: from gymnastic tights to gym wears, from gym wear to swimwear, and to stretch-fabric-based products, including gym wear, cycling wear, yoga wear and etc.

In 1999, the industry set forth a strategic goal to drive the industry forward connecting China’s urbanization with garment industry and competition among industry players evolved to competition among cities.

Shortly, garment industries with regional characteristics emerged. Swimwear industry is an important part of garment industry, it has four major manufacturing bases in China: Xingcheng in Huludao City, Yiwu of Zhejiang province Jinjiang city of Fujian, and Jishi of Guangdong.

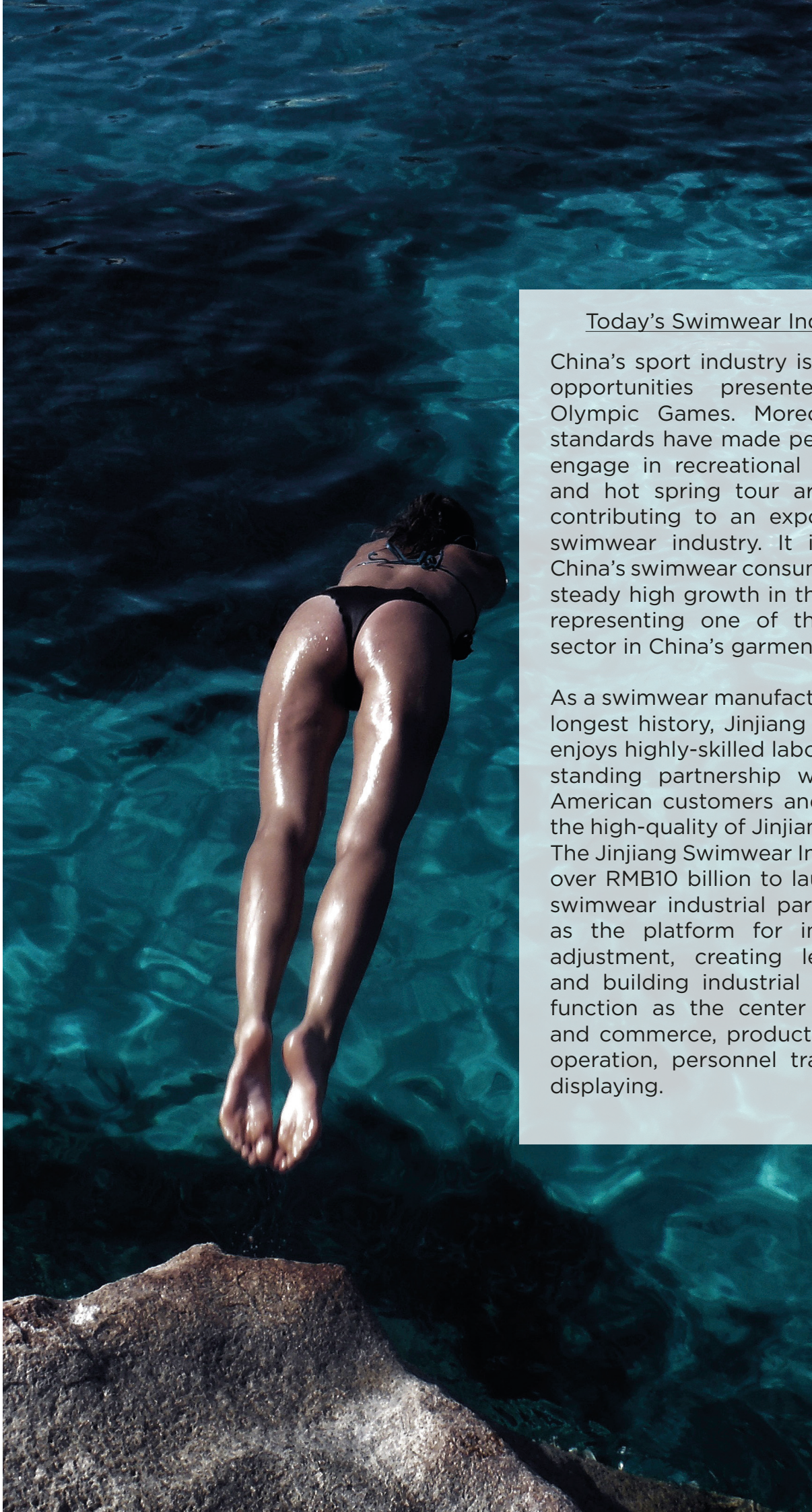
In the mid-1980s, spandex stretch-fabric was first used in Jinjiang. Gymnastic tights, made by such material, were sweeping across the country with tremendous sales. Other products made out of stretch-fabrics including gym wear, cycling wear, yoga wear, active wear, and swimwear appeared, forming the Jinjiang swimwear industry.

In the 1990s, the booming China-Russia border trade brought huge business opportunities for Jinjiang swimwear industry. Family-run workshops started to emerge and the idea of brand awareness began to grow. The earliest brands, Kyyat and Yizhihua, started to thrive, heralding a brand-based era.

Representative Enterprises in the 21st Century :

Hosa, K-Boxing Textile, Jinfeng, Textile, Qicaihu, Tnzi, Haoshou, Libixing.

China’s accession to the WTO brought unprecedented opportunities and challenges to Jinjiang swimwear industry. The growing foreign trade, increasing global demand for swimwear, and emerging independent brand awareness contribute to the formation of a complete swimwear industrial chain and strong industrial clusters.

A full-page background image showing a woman in a black bikini diving from a dark, textured rock into clear, turquoise water. She is in a vertical position, with her arms extended forward and her legs straight, creating a graceful silhouette against the water. The water's surface is rippled, and the bottom of the rock is visible in the lower-left corner.

Today's Swimwear Industry

China's sport industry is embracing golden opportunities presented by the 2016 Olympic Games. Moreover, higher living standards have made people more likely to engage in recreational sports, so tourism and hot spring tour are developing fast, contributing to an exponential growth of swimwear industry. It is anticipated that China's swimwear consumption will maintain steady high growth in the coming 10 years, representing one of the fastest growing sector in China's garment industry.

As a swimwear manufacturing base with the longest history, Jinjiang swimwear industry enjoys highly-skilled labor-force. Their long-standing partnership with European and American customers and factories ensures the high-quality of Jinjiang-made swimwear. The Jinjiang Swimwear Industry set to invest over RMB10 billion to launch a 67 hectares swimwear industrial park, which will serve as the platform for industrial structural adjustment, creating level playing field, and building industrial chains. It will also function as the center for R&D, logistics and commerce, product inspection, capital operation, personnel training and cultural displaying.

ZOOM ON THE JJSIA PAVILION

(Booth 1A26, West Wing 1th Floor)

Jinjiang Swimwear Industry Association (JJSIA)

Established in 2016, JJSIA is a local, industry, non-profit social organization voluntarily composed of Jinjiang City swimwear weaving enterprises, swimwear fabric printing and dyeing enterprises, and accessories production. The Association count more than 300 members.

Advantages of the Association

JJSIA has a complete set of industrial chains capable of producing, weaving, printing, dying, and making auxiliary materials, but also has upstream industries to operate dyeing and finishing, warp knitting, and producing spandex and polyamides.

At an early stage, Jinjiang swimwear has become an influential market player with big market share, with leading enterprises such as "HOSA", "Tnzi" Haoshou, Langdu taking up large proportion of domestic market. Through partnership with international famous brands such as ROXY, ARENA, SPEEDO, SEAFOLLY, PRIMARK, ZARA, QUISILVER, companies including Qicaihu, Jinglang, Dunhuang, Libixing, Daxing, Hongxing are offering ODM and supply chain management services, thus taking up over 90% over the international market. Most of these companies have been certified by BSCI, Sedex, SA8000, ISO9001 and OEKO-TEX.

HIGHLIGHT ON THE JJSIA PAVILION



City of Swimwear Industry China
- Fujian, Jinjiang
晋江泳装 与您相约
晋江泳装展位号: 1A26



MXW

Endorsed by Ms. Minxia WU, the world famous Olympic Champion diver, as its Chief Experience Officer, MXW features fashion design and high-quality fabric swimwear. MXW enforces rigorous selection in order to choose the most comfortable and skin-friendly fabrics, as well as biodegradable fabrics, supplemented with accessories that reach national environmental standards and adhere to environmental protection in every detail of the products. MXW has three product lines with different targeted consumers: MXW-Legend series, MXW-mainline product series, MXW-Young series.



LANGSHI GARMENTS

In 2001, the company started to focus on the development and production of beach shorts. The product have the advantages of Anti-UV, quick drying, water-proof, comfort, light and stretchable. The company adopts environmentally friendly materials, focuses on renewable fabrics and applies them to product development.



HONGS GROUP

The company provides fabrics for activewear, high elasticity, swimwear and related sectors. With a product development concept of «small change and big innovation», the company implements professional supply chain integration dedicated to its customers. HONGS GROUP complies with the OEKO-TEX100 eco-textile standard and applies the concept and responsibility of environmental protection into production, and strive to create a supply chain system with the core of “functional performance and physical wearable equipment”.



JIN FENG TEXTILE

The company produces warp knitted fabrics and knitted fabrics with density and thickness, good elasticity and extensibility. The fabric is soft, firm and wrinkle resistant, easy to wash and dry. Based on customers' requests, the company is capable of adding moisture wicking, softness and hydrophilic functions during the process of finishing.





JJSIA TREND HIGHLIGHT

TREND & INSPIRATION

BE WELCOMING AND BE YOURSELF
A unique place to take your time and discover

EXPRESSIVE BEAUTY

A playful woman = fashion shopping
Creative
Fashion-loving
Fun
Seductive

TAILORING BEAUTY

A sharp woman = cutting-edge shopping
Innovative
Expert
Exacting
Sensitive

HOLISTIC BEAUTY

A natural woman = shopping for an occasion
Imperfect
Precious
Stunning
Unique



BE HUMAN

A place to forge a bond

Chat and collect customer details

Around three trends

EXPRESSIVE BEAUTY

A playful woman = fashion shopping

Creative

Fashion-loving

Fun

Seductive

TAILORING BEAUTY

A sharp woman = cutting-edge shopping

Innovative

Expert

Exacting

Sensitive

HOLISTIC BEAUTY

A natural woman = shopping for an occasion

Imperfect

Precious

Stunning

Unique



Routes of the China-proposed Belt and Road Initiative



China's Belt and Road

THE CONSEQUENCES OF THIS PROJECT: HIGHER OR LOWER TAX, BUSINESS ACCELERATOR OR NOT, WHAT WILL BE THE COUNTRIES BENEFITS...WHAT ARE THE ADVANTAGES TO IT FOR MANUFACTURERS AND BUYERS?

In 2017, China's "Belt and Road Initiative" stepped into a new stage of comprehensive and pragmatic cooperation. Trade and investment collaboration has deepened. China's total export volume of textile and apparel reached US\$266.95 billion, with year-and-year growth of 1.53%. Under the structure of Chinese textile and apparel export market, textile and apparel exports to the countries along the "Belt and Road" accounted for 33.36%, and the traditional export to markets in Europe, America, and Japan accounted for 18.09%, 17.43% and 7.8% respectively. In 2017, China directly invested US\$14.4 billion in countries along the route. The textile and garment enterprises also actively implemented the "Belt and Road" policy, taking initiatives to deploy in the countries along the route, not only in neighboring countries, but also to Central and Eastern Europe and Africa, utilizing the endowment advantages of relevant countries, monitoring the superior resources under a vertical supply chain, and enhancing the international competitiveness of enterprises.

The series of development arrangement has been benefiting the development of Chinese textile and garment industry. It makes transportation more convenient and efficient; various costs such as procurement, transportation and labor significantly decreases; obstacles are diminished while opportunities emerges; more attention is paid to; enterprises are encouraged to integrate their own advantages and strengthen their global power.

Chinese textile enterprises and industry have also brought advanced experience and economic confidence in industrial planning and development to countries along the "Belt and Road", reaching a mutually beneficial and win-win cooperation.

Hot topic: Sustainability

CHINA'S GREEN SHIFT

Since the beginning of 2017, the “storm of environmental crackdown” has never stopped. After more than a year of environmental inspections enforced by the Chinese authorities, many companies have shut down or have been at risk of closing business, while others are building new plants to increase their production capacity; a lot of factories are facing closure or penalty due to the environmental issues, which has left some of their orders to large factories with qualified facilities.

The industry believes that enterprise polarization has been aggravating, and industry reshuffle has emerged. In 2018, the enforcement of rectifying «small, scattered, chaotic» factories has been strengthened, which is expected to have a large number of small factories withdraw from the market competition, and the rise in price tends to last for a long period of time.

Large enterprises adopt transformation and upgrading to cope with cost increase, whilst SMEs are forced to shut down the business.

The implementation of the Environmental Protection Tax Law on January 1st, 2018 is expected to increase the scale of environmental protection tax by 50 billion RMB per year, meaning that textile manufacturers not only have to pay for the deficit of factories, but also contribute to the 50 billion RMB tax revenue! Under such circumstance, SMEs will have to face more challenges.

Currently, the textile industry in China is one of the industries on the watch list of the Government. Whether it is printing and dyeing companies or clusters, companies should accelerate and enhance the implementation of environmental protection. Collective efforts and resource integration from all relevant parties is necessary.

Indeed, the printing and dyeing industry still has a great potential in technology, equipment, management, etc., especially in accelerating the adjustment of industrial structure and product structure.





GREEN IS THE NEW BLACK?

TOWARD MORE CONSCIOUS FASHION

“WE PURCHASE TWICE AS MANY GARMENTS AS WE DID 20 YEARS AGO.”

Consuming more, producing more, throwing out more... it has become a vicious cycle! Collections are refreshed 8 times a year in-store.... The result is that each year, 13.1 million tons of textiles are thrown out around the world...

With an increase in the number of fast fashion brands, our relationship to clothing consumption has been profoundly transformed. Fashion has become disposable, and consumers have lost their way when it comes to evaluating the value of a product. And yet, the frenzy of new products is coming up against our planet's limited resources, as well as the exploitation of textile workers in poor countries. On the fashion supply side, other than a few rare, pioneering exceptions, from Patagonia in the outdoor space, to Stella McCartney in the designer space, fashion is slow to convert to sustainable, ethical practices.

ASOS and H&M, two fast fashion titans frequently criticized for their sourcing practices, have made a few steps in this direction. The British website has introduced the Green Room, a selection of sustainable products, while the Swedish firm has developed Conscious, its range made using organic fabrics, and is launching a new campaign to encourage the recycling of used garments, to reach the goal of 25 000 tons to be recycled per year by 2020.

These matters are of particular resonance in the lingerie, swimwear and activewear sectors, where the body is in direct contact with the product. The issue of fabric safety thus takes on a new, crucial dimension for the consumer. She wants to know about the fabric origin, the chemical substances used, and about the entire production process. What if we were entering upon an era of more controlled and more conscious consumption?

It is therefore essential to completely rethink methods of production for lingerie, swimwear and activewear products, and to apply eco-design principles, based on raw materials that are guaranteed to use less resources, be more durable, and more easily recyclable or biodegradable, thus avoiding pollution transfers. Initiatives are emerging, and many of the new swimwear and lingerie brands being launched have integrated these sustainable, ethical values in order to give meaning to their projects.

START FROM THE BEGINNING!

REDUCE, RE-USE, RECYCLE

THE MIRAGE OF “ECO-MATERIAL”

According to the collective opinion, it is a material whose main quality is to have a positive impact on the environment. Unfortunately, as soon as a raw material is extracted then transformed so that it can be exploited, it necessarily has an impact on our planet's resources. It is therefore difficult to speak about a positive impact. For beyond depleting the raw material itself, there is also the depletion of water, crude oil and energy reserves to consider. Industrial activity will thus always have an impact on the environment.

The challenge is therefore to limit and reduce the impact of industrial activity by choosing the right materials for the right purpose. The same applies to the choice of transformation processes.

PURPOSE AND ENVIRONMENTAL IMPACT

Purpose is a key idea to be considered when studying the environmental impact of a product

To reduce a product's environmental impact, it is very tempting to reduce the quantity of materials used. However, when trying to reduce materials, it is essential to consider the product's purpose, so that the “new” product performs as well as the original one. If the product is single-use, reducing the quantity of materials can be an acceptable solution. But for a “sustainable” product, the reduction of materials must be assessed in view of the quality and life-span required for the product. Indeed, if the product is not durable enough, the consumer will have to replace it by another one. We will therefore have to compare the environmental impacts of producing two products as opposed to that of producing one product with a longer lifespan, and the results will certainly come out in favour of the latter. When committing to an eco-design approach, it is essential to integrate the usual criteria that come into play when designing a product, namely the expected functionality and usage, customer expectations, cost, etc.

When it comes to lingerie, it is recommended that “resistant” materials should be used for “basic” products which will be worn and washed regularly. Inversely, more “delicate” products can be used for items that are only worn occasionally. Likewise, the fabric chosen for an “active” sports leggings (running, cycling, etc.) will need to be resistant to wear, and seam assembly will need to be “solid” to avoid “tears”.



Environmental impact of different materials and textile processes suitable for the lingerie, swimwear and activewear markets

The environmental impact of a product can be lessened by the reduction of the quantity of materials used but also by the choice of materials and processes used. The extraction and transformation of each raw textile material but also the different stages of manufacture have greater or lesser environmental impact, such as the depletion of natural resources, the consumption of water and energy, aquatic and human toxicity, the quantity of waste generated, etc.

It is therefore useful to identify and quantify the environmental impact of different textile raw materials and production processes, even if it is not easy to set up a comparative list of advantages and disadvantages for each textile fibre and process in terms of the desired properties.

OFTEN WONDERED WHERE TO START?

The textile-clothing industry is reckoned to be the 3rd most polluting industry after the oil and paper. As soon as a raw material is extracted then transformed to be exploited, it has an impact on our planet's resources. Fortunately, many industrials are already deploying their ingenuity to protect the planet and human beings, by creating raw materials and production processes which meet the environmental and societal challenges associated to our industry sector.

Depending on the type of fiber(s) used in the fabric, each manufacturing stage uses energy and natural resources and can generate pollution and the release of toxic chemicals.

There is no "perfect" fiber, but through the choices one makes one has the power to select fibers that significantly reduce negative impact on the environment.



UNCOVER THE EXHIBITORS'SUSTAINABLE SOLUTIONS @THE INNOVATION FORUM

FIBERS:

LENZING

ACCESSORIES:

BAIKAI ELASTIC WEAVING, DINGZING ADVANCED MATERIALS INC., DONGGUAN FUYUAN GARMENT, DONGGUAN UWORK INDUSTRY, DONGGUAN XIANGYA INDUSTRY, FREETEX ELASTIC FABRIC FACTORY, GUANGDONG CIDERON INDUSTRY, GUANGZHOU SEAL-BEAUTY BRA CUP, HING MAN (LEE'S), JAZSER CLOTHING & TEXTILE ACCESSORIES, JIANGSU GOLDEN AUTUMN ELASTIC FABRICS, JIAXING HUAYAN ELASTIC MANUFACTURE, SUN TAK INDUSTRIES GROUP, TAKEFAST TEXTILE, YUHUAJU INDUSTRIAL...

EMBROIDERY:

ANHUI LIZHUO TEXTILE MANUFACTURING, BRODERIES DESCHAMPS, LIBERTY TEX., SHUN LI TEXTILE (JIN JIANG)...

FABRICS:

ASSAB (XIAMEN) INDUSTRIAL, BILLION RISE KNITTING (HK), FABTEX ENTERPRISE, GUANGDONG DERUN TEXTILE, JULIUS BOOS JR. GMBH & CO. KG, KBTEX WARP KNITTING TECHNOLOGY, LIJUN(HK) INDUSTRIAL, PENN TEXTILE SOLUTIONS, SANKO, SEIREN, SHENZHEN RUNLAM KNITTING ANTICIPATES, SUZHOU FAMOUS TEXTILE, SHOWME, WILLY HERMANN - SUPERFINE...





OEM/ODM:

DONGYOU APPAREL SCIENCE AND TECHNOLOGY (TAICANG), GUANGZHOU HUAR GARMENT, KEMBO KNITTING FACTORY, SUZHOU EDMOND FASHION...

LACE:

BAIKAI WARP KNITTING INDUSTRY, CHANTY, FUJIAN CHANGLE XINMEI KNITTING TEXTILE, GAYOU INTERNATIONAL, HANGGANG TEXTILE, ILUNA GROUP, MY DESSEILLES, VERYLACE, WILSON LACE, WU TONG INDUSTRIAL...





New consumer era: Gen Z

The generation Z is a new generation that has arisen since the millennials, referring to people born between the mid-1990s and 2000. They are also known as the Network generation or the Internet generation.

Why is the generation Z so attractive?

The population of this group is huge. According to a report published by the China Internet Information Center in 2017, the population aged 29 and below accounts for 53.7% of Chinese netizens. In terms of network usage frequency, users born after 1995 and 2000 are the most active group. At the same time, the population born after the 1990 and 2000 has reached 330 million, surpassing the 80s which has 220 million population and becoming the major power of the Chinese Internet.

Meanwhile, the Generation Z has been shaking up the fashion industry with their significant influences. They are breaking the norms and influencing the trend with different clothing and dressing styles, which is expected to boost apparel production for the next 20 years, and their purchasing power will be stronger than any other generation.

CHINA'S GEN Z SPENDING ATTITUDES

Having grown up in a wealthier and more technologically advanced environment, this generation has the potential for greater spending power and their mindset is more influenced by global trends. Now Gen Z are looking for expertise, quality content and a deeper level of interaction with retailers.

As consumers move towards more conscious consumption, brands need to demonstrate a commitment to values and priorities that are important to them personally. Tap into lifestyle, interests, and expand a brand's appeal beyond products.





Know what's next

WED. 26th SEPT.
(12:00 - 12:45 pm)
Speaker: Sun Chun, WGSN
Trends Specialist

Foresee the future and make better decisions. WGSN trend expert will analyze the focus and influence of global Gen Z, helping us to understand a variety of types of this generation, and their consuming attitudes in China.

Sun graduated from Fashion Design Major, Zhejiang sic-tech university (Fashion Institute of Technology). She had 9-year working experience in fashion design and previously worked for MARK FAIRWHALE, HI PANDA and Triple-Major.

About WGSN

WGSN is the world's leading trend forecaster, founded in 1998 in London, WGSN disrupted the market with a pioneering online trend library. We were the first to combine high—end technology with human ingenuity to meet the unique needs of the global creative industry. Insights and inspiration from around the globe could now be accessed at the click of a mouse.

With more than 350 trend forecasters and data scientists located in over 14 countries, we build locally sourced, globally insightful forecasts.

WGSN delivers trend and color forecasts more than 2 years ahead, consumer behaviors more than 5 years ahead. WGSN forecasts across design, consumer and retail, which helps businesses stay relevant and find their next growth opportunities.

WGSN is relied upon by some of the world's most creative and innovative businesses, from multi-national groups to independent designers, serves more than 6500 enterprises from fashion, jewelry, beauty, interiors design, consumer electronics, high technology, internet, and so on.



GEN Z FASHION SHOW BY “iFASHION”

EUROVET AND TAOBAO LAUNCH A GEN Z FASHION SHOW

While being closed in age to Millennials, Gen Zs are arising with their tech-savvy innateness and progressive social values. They are outpacing millennials in every aspects, expected to become the major consumer segment.

In this September, Eurovet in collaboration with iFashion presents the “Gen Z Fashion Show” at Interfiliere Shanghai, highlighting iFashion lingerie and loungewear brands with five different positioning and strong identity. By connecting digital world with real life experience, the fashion show facilitates the communication between brands and Gen Zs consumers, supports brands in presenting their stories and values in order to captures consumers’ loyalty, spreads a messages to consumers that bodyfashion could always help them reach an ideal life styles in the real life scenarios, regardless of various mentalities, self-identities and values.

GEN Z FASHION SHOW BY IFASHION LINEUP

Miss Curiosity was founded in 2013. Its exquisite craftsmanship and novel designs take the lead in the trend and create versatility for the lingerie market. Sensuality, fashion, quality, and mix & match are the spirits immersed in each piece of its collections. She encourages women to pursue a delicate lifestyle where they could find their happiness and passions.

Ubras advocates the most comfortable wearing experience coupled with wireless bras. To be free from constraint has become one of the significant factors in women's selection on lingerie. As a pioneer in designing wireless bra-top, Ubras believes that every woman deserves to have a comfortable bra-top which is more focused on women's basic needs for comfort.

Miss Kiss encourages women to express their attitude of being sexy. The collections feature a spirit in pursuing the most charismatic aspect of women and practical wearability, creates a romantic ambience adding vitality in consumers' daily lives.

Founded in 2014, **PJM** is a fashion loungewear brand dedicated to the young generation who are looking for aesthetic, comfort and carefree life attitude. PJM adopts techniques and concepts from fashion design, and develops products with clear positioning and styles combining function and comfort. Committed to originality and aesthetic innovation, PJM aspires to create a lifestyle in a more fashionable, more restful and more cheerful way.

Six Rabbit have been offering affordable and high-quality lingerie for young women aged from 18-30. Six Rabbit hopes to pass on the values of self-confidence, independence, health and sexy, fashion and self-identity to every woman, to celebrate their sweetest ceremony towards adulthood.

FASHION SHOW CO-ORGANIZED WITH:

IFASHION

Taobao iFashion is a segmented fashion platform launched by Taobao.com, dedicated to Generation Z and offers fashionable and avant-garde commodities and the latest trend information, covering ready-to-wear, shoes, bags, intimates, accessories, accessories, beauty products and more.

TAOBAO

Founded by Alibaba Group in 2003, taobao.com is the largest online retail platform in China serving Chinese consumers as a retail community and a hub for creative products from the globe. Taobao currently has nearly 500 million registered users, with more than 60 million regular visitors per day. The number of online products per day has exceeded 800 million, with an average of 48,000 items sold per minute.

THE YOUNG LABEL AWARDS

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, sloungerie, 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

DISCOVER THE FINALISTS:

Bijorie - Japan (Lingerie), Chut!Intimates - Japan (Lingerie), Coutoss - China (Lingerie), Crème Lingerie - China (Lingerie), Pink Dear - China (lingerie), MXW - China (Swimwear), Sisia - China (Swimwear) and Voiment - China (Swimwear).

BIJORIE

YEAR OF CREATION: 2018

DESIGNER: Shiue Tamura

COUNTRY: Japan

BRAND'S UNIVERSE: Comfortable, graceful, delicate, jewellery

ABOUT:

Bijorie is a coined word combining the French word for jewellery "bijou" and the word "lingerie". Thus, the message that Bijorie wants to spread is the image of lingerie that dresses your skin like jewellery does. Bijorie is born to provide consumers with a delightful lingerie experience, pushed by the need of change from a lingerie that hides to a lingerie that values her natural self.



CHUT!INTIMATES

YEAR OF CREATION: 2014

DESIGNER: Yukarie Saito

COUNTRY: Japan

BRAND'S UNIVERSE: Sensual, trendy, healthy, innovative, effortless

ABOUT:

Yukari Saito, designer of Chut!Intimates has worked previously worked for Wacoal and Triumph and cumulate more than 15 years of experience in the Japanese lingerie industry. With her experience, her deep knowledges and her passion for lingerie, she created a new sizing pattern and concept, where one bra size fit three to four traditional size. Her "Dress Easy Bra" is the ideal solution for women troubled to find their fit and worried to shop the wrong size online.

COUTOSS

YEAR OF CREATION: 2017

COUNTRY: China

BRAND'S UNIVERSE: Sexy, Chic, Posh, Modern, Innovative

ABOUT:

Coutoss is a luxury women's underwear brand that combines advanced craftsmanship, ultimate standards and stylish luxury texture. Coutoss believes that the beauty of women's body shape is never the same. Breaking the norm of Asian women, Coutoss is eager to explore and discover the beauty of their curves in details, and bring the perfect underwear experience of "face value and comfort".



CRÈME LINGERIE

YEAR OF CREATION: 2017

DESIGNER: Myia Su

COUNTRY: China

BRAND'S UNIVERSE: effortless, sexy, young, natural, beauty

ABOUT:

Crème took shape in the South of France, buoyed by the charm of the laid-back French styled coupled with the innate passion for quality lingerie. With a gentle touch of Chinese sensuality, Crème mingles in a light and sexy way of living, fluffs you up with a light delight like a sip of pleasing cream. Each items are exquisitely hand-crafted in China with exotic embroidery, romantic lace and the smoothest Chinese silk.



PINK DEAR

YEAR OF CREATION: 2010
 DESIGNER: Michael Chen
 COUNTRY: China

BRAND'S UNIVERSE: design, comfort, natural, fashionable, personal

ABOUT:

With 28 year of experience in the intimates industry, Michael Chen, has created Pink Dear. From design to production, he was devoted to bring young Asian women a brand combining value and trends, comfort and fashionable wear, casual and romantic wearing experience. Pink Dear is the ideal brand for women who love life, are self-confident with a distinct personality.

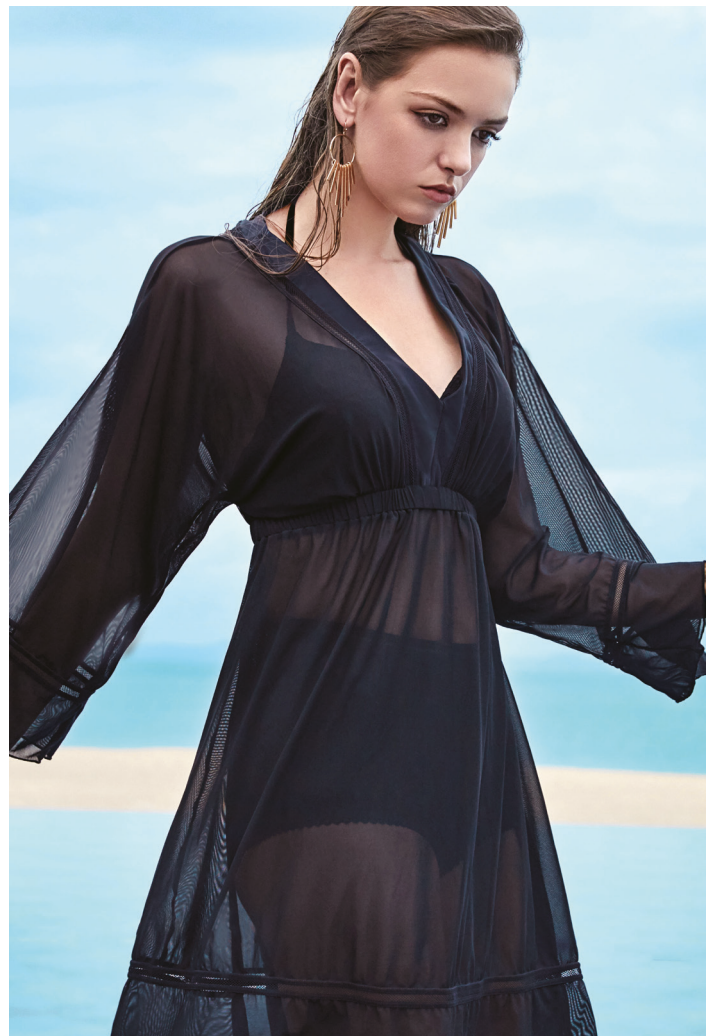
MXW

YEAR OF CREATION: 2017
 COUNTRY: China

BRAND'S UNIVERSE: high quality, fashion, performance, comfort

ABOUT:

The brand name is derived from the famous diving athlete and Olympic legend Minxia Wu. She works together with professional sportswear companies and internationally renowned designers to build a "high quality fashion swimsuit" brand, devoted to professional athletes. With its three lines MXW aim to target professional athletes to young swimmers, providing quality and sportswear wearing experience to the whole family.



SISIA

YEAR OF CREATION: 2013

COUNTRY: China

BRAND'S UNIVERSE: vacation, originality, quality, health, sunshine

ABOUT:

The brand name is inspired by the beautiful island of the western South Pacific. Sisía's design team travel to various holiday beaches around the world, blending the spirits of Westerners and Orientals, forming the design inspiration and quenching the essence of its own style. The brand is committed to create an everlasting vocational swimwear style, accompanying women in their sunny day life while enjoying comfort and elegance.



VOIMENT

YEAR OF CREATION: 2017

DESIGNER: Ruwen Song & Yuman He

COUNTRY: China

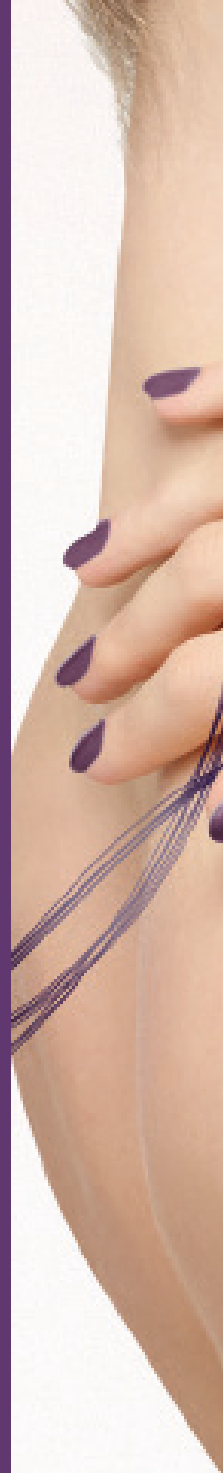
BRAND'S UNIVERSE: Conceptual and innovative, attention to details, personalities, playful, interactive with the public

ABOUT:

VOIMENT is a coined word combining two words "void" and "movement". VOIMENT is carrying out a quiet and non-radical movement, expressing ideas with introspection, to interact with their customers through the designs. VOIMENT in Mandarin is "吾们", has a similar pronunciation with the English word "Woman".

As female designers, they experiment with their eyes and hands, to create thousands of playful possibilities and combinations, rather than just sew fabric pieces together.









A REAL NETWORKING PLATFORM!

A unique meeting place between China, the leading textile manufacturer country, and all the international players of the industry.

An incubator for forward looking reflection, anticipating key market development driven by innovation and performance

KEY FIGURES

151 EXHIBITORS

53 NEW EXHIBITORS

70% EXHIBITORS FROM CHINA

30% INTERNATIONAL EXHIBITORS

16 COUNTRIES REPRESENTED

Interfilière Shanghai

THE OFFER



BUILD AND PRODUCE YOUR LINGERIE, SWIMWEAR OR ACTIVEWEAR COLLECTION BY MEETING SPECIALISTS:

TECHNICAL SOPHISTICATION

- meet with specialists in technical solutions for seamless, bonding, adhesive films and laminating such as Dingzing Corporation (Taiwan) and their technical films or Baotu Intelligence (China) and their bonding solutions that feature SENSBond technology.
- discover the Viscomatic Technology of Seiren (Japan) a printing technique that reveal a personalized pattern while connecting two fabrics, perfect for activewear.
- seek for brushed or anti-slip Jacquard elastics from Fung Lee Elastic (Hong Kong) or Sun Tak (Hong Kong) and dedicated elastics for activewear developed by Golden Autumn Elastic (China).
- explore the wide range of cups for swimwear; the molded, ventilated, memory-firm cups in PU and silicone from Seal-Beauty Bra Cup (China) or a selection of push-up spacer cups from Jia Yng (Taiwan).
- do not miss, the selection of buckles, chains, pendants, and brooches from Hwonk Ornament (China) or Jazser Clothing (China); hooks, underwires, and strap adjusters from Haju Apparel (China).

TECHNICAL KNIT

dive in:

- Striped meshes and jacquard knits from Assab (China), writing stitched into jacquard stripes from Billion (France) or Xiamen Xinxian Industrial (China).
- functional knits for sport, including water sports from Showme Group (China), Sui Ho (Taiwan), Dejun (China) or Integrate Beneficial Textile (China).
- Circular knits that include coatings from HEIQ, and UMORFIL® Beauty Fiber® collagen fibers from Fabtex (Taiwan).
- Ultra-fine knits in fibers containing silver for antibacterial effects from Bo Ying Textile (China).

EMBELLISHMENT & FINISHING

seek for:

- Lijun (Hong Kong) snag-resistant knits and full selection of printing options: transfer, rotary, flocking, and metalization.
- Kyemyoung (China) pleating and metalization.
- Shizhan (China) and Famous Textile (China) double-stretch satins, crepes, twills, and chiffons.



BOOTH 2B34, WEST WING 2ND FLOOR

LATEST INNOVATION IN THE MARKET!

FRESH NEWS FROM THE INDUSTRY! ALIPHATIC POLYURETHANE FOAM TECHNOLOGY

COVESTRO: BREAKING THROUGH THE LIMITS OF MATERIALS TO EMPOWER DESIGN

Covestro is the world's leading supplier of high-tech polymer materials: innovation, sustainability and diversity.

Covestro is the ideal partner for different industries around the world and has close proximity with its customers. Its products and solutions are adopted in vast areas of the modern life. The major service covers the automobile, construction, wood processing and furniture, electrical and electronics industries, and other areas such as sports and leisure, cosmetics, and medical.

In line with its vision "To make the world a brighter place," we work on solutions to the challenges of our time - to push the boundaries of what is possible.

On September 26-27, 2018, Covestro will unveil the newly developed aliphatic polyurethane foam technology at Interfilere Shanghai, aspiring to provide high-tech materials and innovative solutions to customers in the textile industry.

Aliphatic polyurethane is a special type of polyurethane material system, using a raw material system that is insensitive to UV light compared with conventional polyurethanes. For consumer products, aliphatic polyurethanes are used in medical dressings and high-grade cosmetic base materials.

The aliphatic polyurethane foam technology developed by Covestro includes two components: special aliphatic raw materials and foaming technology.

TECHNICAL FEATURES OF ALIPHATIC POLYURETHANE FOAM:

ANTI-YELLOWING PROPERTIES

In a high-intensity UV accelerated aging test, Covestro compared a sample of existing high quality lingerie foam with those of aliphatic polyurethane foam. When the aging test duration has reached 312 hours, the change in the yellowness index of the aliphatic polyurethane foam samples was only 3% of that of the traditional high quality lingerie foam samples.

- Under other types of tests, aliphatic polyurethane foam samples also showed good resistance to heat yellowing and anti-smoke-exhaust yellowing.

- Aliphatic polyurethane foam has superior anti-yellowing properties than traditional high-quality lingerie foams, providing a powerful new generation of materials for the design of light-colored lingerie.

ULTRA-BREATHABLE PERFORMANCE

Due to its ability of withstanding special high temperature and high pressure cell opening treatments without yellowing, aliphatic polyurethane foams can be treated with an additional process to open up almost every cell in the foam for ultimate breathability.

GOOD ELASTICITY AND RESILIENCE, WATER FASTNESS

The samples of aliphatic polyurethane foam achieved satisfactory results in various physical property tests, indicating good elongation and water fastness.

SOFT HAND FEEL WITH EXCELLENT ELASTIC RECOVERY

Due to the different structures from the microscopic perspective, the rigid chain of the aliphatic polyurethane has a strong resilience, thus providing a subtle soft hand feel with excellent elastic recovery

The aliphatic polyurethane foam technology provides a revolutionary solution to the issue of product yellowing which was once a headache for lingerie brands, whilst retains the excellent performance and hand feel of traditional polyurethane foam, which reinforces the strength of innovative product design in the lingerie industry.





INTERFEEL'AWARDS

SHANGHAI 2018



INTERFEEL' AWARDS

For the 5th Ceremony of the Interfeel'Awards, a selection of worldwide recognized professional of the intimates, swimwear and sportswear industry have reward the know-how and collections of 6 Interfiliere Shanghai exhibitors:

INTERFEEL'AWARD ADORNMENT

Special attention for the embroidery creativity, finishing, decoration and accessories.

INTERFEEL'AWARD LACE

Special attention for refined optical impact, stretch innovation and yarn effects

INTERFEEL'AWARD ELASTICS & ACCESSORIES

INTERFEEL'AWARD SUSTAINABILITY

focus on the sustainable material, new blend of texture...

INTERFEEL'AWARD TECHNOLOGIE

bonding, moulding, laser-cut, surface effect and 3D printing innovation focused on comfort

JURY'S FAVOURITE

THE JUDGES

BARBARA NERI – Fabrics research and development @La Perla

Barbara has been involved in the fashion world and more specifically in fabrics research and development since 1992. After having studied at Dona Karan, Cerruti, Gucci, Victoria Beckham and Roberto Cavalli, she actually works at La Perla to discover the most beautiful embroidery.

BETSAN EVANS – Lingerie Designer Team @Calvin Klein

Based in Amsterdam, Betsan has been with Calvin Klein for 2 years, prior to this position in the swimwear design team, she was an assistant designer at Calvin Klein Underwear in New York.

JOS BERRY – Creative Director @Concepts Paris

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.

SAMANTHA TRETTON – Design Manager @Tommy Hilfiger

Freelance Design Consultant, currently working on a start-up company. For the past eight years she has worked at Tommy Hilfiger as Design Manager, overseeing the mens, womens and kids underwear and loungewear collections.

EDITH KELLER – CEO @Carlin International Group

Edith is evolving into the fashion world since 1977. In 1991, she bought the trend office Carlin International and gives birth to the one office combining trends expertise and communication.

The “creative anticipation” is now the strength of Carlin International for their customers worldwide.

RITA STAHLBERG – Lingerie Textile Coordinator @H&M

With a great interest in fabrics and a true passion for lace Rita is working in the HM Pink Room, a department for component and product development, as Textile Specialist. She handles all fabric related matters for underwear and swimwear, such as trend information, sourcing, develop, and also supporting the design teams in their choice of fabrics. She's been with HM for 12 years, both in Sweden and Hong Kong. She has a textile and design education and has been working with lingerie since the mid-nineties.

TAYA DE REYNIES – Division Director @Eurovet

Taya evolves in global and has an international vision of the lingerie and swimwear market. Eurovet is the undisputed world leader for intimates and swimwear trade shows, with international events in Paris, New York, Shanghai, Hong Kong and Las Vegas.





CONGRATULATION TO THE WINNERS OF THIS EDITION!

INTERFEEL'AWARD ADORNMENT

XIN FEI LIN (CN)

manufactures a range of embroideries for the intimates and lingerie markets. Xin Fei Lin Textile exports 30 percent of its output with England and Japan experiencing strong growth.

The jury loves the variation of novel embroidery techniques and innovative extraordinary designs

INTERFEEL'AWARD LACE

HOKURIKU (JP)

Founded in 1974, Hokuriku S.T.R. is a family-run cooperative business based in Japan that specializes in elastic warp knitting fabrics, especially for the shapewear market. It has a workforce of 160, three factories in Japan, and 70 Raschel machines.

The jury loves the lightweight jacquard 'shaping' novelties combined with vintage look lace edges

INTERFEEL'AWARD ELASTICS & ACCESSORIES

HUAYAN (CN)

Jiaxing Elastic Manufacture, located in Jiaxing City, is specialized in designing, producing and supplying high quality elastics since 2000 and sold all over the world. Supported by exquisite technology, fashionable design, continuous innovation and excellent quality & service, Jiaxing cooperated with the most famous brands.

The jury loves the market and trend focused elastics with innovative textures, techniques and colour treatments

INTERFEEL'AWARD SUSTAINABILITY

ILUNA (ITA)

Iluna Group starts in 1969 founded by Luigi Annovazzi first producing molded cups for bras and became a specialist in stretch laces production. Today Iluna is a reference point in the international market for lace and offers innovative and responsible products.

The jury loves the ecological commitment, the certified sustainable yarns and treatments and the originality of designs

INTERFEEL'AWARD TECHNOLOGY

JIARONG (CN)

Jiarong Industrial, a family business founded in 2015, is a knitting specialist. The company's main products are stretch knits, jacquard knits, mesh, and powernets. Jiarong Industrial, known for its creativity, regularly introduces new products and materials to the market.

The jury loves the range of ultra-fine and strong meshes and nets, particularly the hand feel of natural blends and pure cotton

JURY'S FAVOURITE:

CELEB (CN)

Celeb Textiles was established in 2005, our company has been engaged in the production of imitated silk fabrics, mainly for fashion, underwear and nightwear. Integrating development, innovation and trade together, Celeb won a good reputation. The jury loves the broad choice of surface treatments and techniques reflecting the diversity in global markets

TREND



GENERAL FORUM BY CONCEPTS PARIS
INTERFILIERE'S FIRST LOOK AT THE
SPRING/SUMMER 2020 TRENDS.

THE FORUM SHOWCASES A SELECTION
OF INNOVATIONS, FABRICS SAMPLES,
ACCESSORIES AND COLORS REFLECTING
THE TREND CURATED BY JOS BERRY,
CONCEPTS PARIS*.

TRIBAL TECH

Inspired by the Black Panther movie, body culture and technology. Streetwear meets tribal warriors. Powerful and bold body decoration. Geometrics, technical finishes, leather and metallic effects, graphics and bold lettering, plus decorative seamfree.

FAMILY TIME

Spending time together, the joy of a simple, slow life. Inspired by camping and the outdoors. Winners are developments with links to leisure and casuals. Simple yarn dyes and small, classic floral patterns. Family wardrobes are age and gender neutral.

ARTIFICIAL

Design freedom and happiness of living in the now. Feminist femininity is taking pastels away from 'girly' to new blends with sport and graphical treatments. Synthetics and plastics re-invented. Ruffles, transparency and sweet colours.



GREEN HOUSE

Flower Power continues with a focus on sensual exotic blooms and leaves. Inspiration from horticulture and botanical plant studies. Focus on innovative and artistic colouring and design proportions. New open grounds and play with contrast for laces.



ART TO WEAR

Free expressions of colour, very sport and beach focussed and expressive. Artistic street art, brush strokes, high-tech body knits and spinnaker lightweights. New dynamics and optical patterns for lace and embroidery.



SURVIVALISTS

The Slow Movement, vegans, tree huggers and herbal remedies. Natural blends and casual shades. Comfort in new blends and sustainable innovations.

Artistic, spontaneous, organic and nature inspired designs.



CORPORATE NEWS

EUROVET AND TMALL ANNOUNCE STRATEGIC COOPERATION IN THE BODYFASHION INDUSTRY

Eurovet, the organizer of the leading international trade show network for lingerie, swimwear and active wear brands and Alibaba Group's B2C leading online retail platform Tmall today announced a long-term strategic partnership with the goal of accelerating their cooperation in China and all international markets.

As part of the framework, both companies will leverage the respective expertise and international reach to explore innovative ways to collaborate on joint projects and initiatives, in both Europe and China, with the common objective of educating and informing international and Chinese brands on the opportunities of expanding their overseas activities.

Eurovet will provide international brands attending its trade shows the opportunity to learn more about the thriving Chinese consumer market during dedicated workshops and special events curated and co-hosted by Alibaba Group's Tmall. Specialists from both companies will illustrate the "China opportunity", sharing insights on the new Chinese consumer profile, local market's trends and tips on how to leverage Tmall solutions to optimize resources, streamline processes around supply chain management, logistics and operations, and ultimately succeed in the Chinese market. Moreover, Tmall will support Eurovet Interfilère in enhancing and consolidating its presence and awareness in China, through a number of online and offline marketing and communication campaigns addressed at the thousands of intimate apparel brands already operating on Tmall.

"Eurovet has been operating in China for over fifteen years, and in that time we have witnessed shifting consumer needs and buying patterns: Chinese consumers today are looking for great value and cutting edge design with improved comfort. There is great momentum for international brands to enter this market to reach this demanding and growing customer base." said Marie Laure Bellon, Eurovet CEO.

"As the leading B2C marketplace, Tmall is already the partner of choice of several undergarment companies and businesses willing to tap into the promising, yet competitive Chinese market" added Anita Lu, Vice President of Tmall Fashion, Alibaba Group. "We see huge potential for international lingerie and swimwear brands in China, as the growing local middle class and in particular Millennial women want to spend their disposable income on products that make them feel confident and at the same time allow them to express their personality. Demand for innovative, high-quality and fashionable underwear is massively growing in China. This is why the planned cooperation with Eurovet is a fantastic opportunity for French and international lingerie brands who want to reach a new consumer market" Eurovet events and trade shows attract around 1,200 brands, 500 suppliers and 40,000 visitors globally every year. In Asia, Eurovet has been organizing two major events aimed at suppliers to the fashion trade for fifteen years now - Interfilère Shanghai and Interfilère Hong Kong.

Tmall, leading B2C marketplace of Alibaba Group, is the go-to destination of thousands of European and international brands who want to access the Chinese market and engage with about 617 million mobile MAUs (monthly active users) on the group's platforms.

2019 FABRICS EVENTS


INTERFILIÈRE
PARIS • HONG KONG • SHANGHAI • NEW YORK



PARIS

JANUARY
19/20/21 2019

HONG KONG

MARCH
20/21 2019

PARIS

JULY
06/07/08 2019

SHANGHAI

SEPTEMBER
2019

NEW YORK

OCTOBER
2019

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