



## EUROVET ASIA LAUNCHES THE 2018 YOUNG LABEL AWARDS

Eurovet Asia is launching a new competition, the **Young Label Awards**, in recognition and support of young talented brands under 3 categories: **lingerie, swimwear and activewear**.

The bodyfashion industry has been shaken up by the emergence of new consumer behaviors, new media, new lifestyles and technology advancements, which have nurtured new segments under the synergies of sports, well-being and fashion. New brands have been adding fresh dynamics in the industry with **strong identity and speaking a new language to consumers**. Eurovet, as the world leading trade show organizer for lingerie, swim and sport, strongly believe that these young brands will be powerful influencers in our industry, and aspire to assist them in their sourcing and development cycle across the globe.

The awards are opening to lingerie, swimwear and activewear brands launched less than 10 years ago, from Asia Pacific region. Winners will be elected by a jury composed of members from trend offices, well established intimates brands, fashion professional press, retail and distribution as well as selected KOLS. The winners of the awards will be announced during **Interfilere Shanghai** on **September, 26th 2018** at the Shanghai Exhibition Center.

Entries to participants are now open until **August 17th 2018**. Full details of all the categories, participation procedures, prizes, show information and more, are available [here](#).

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