



# INTERFILIÈRE

SHANGHAI

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## POST SHOW REPORT

OCT. 2018

14<sup>th</sup> EDITION



EUROVET  
ASIA

# INTERFILIÈRE SHANGHAI

## A DYNAMIC EDITION WITH NEW INITIATIVES !

The 14<sup>th</sup> edition of Interfilier Shanghai concluded with applause and fulfilment on the 27<sup>th</sup> Sept, 2018, demonstrating a dynamic and business-driven ambiance. The show has once again reinforced its commitment to a networking community where orders were placed, new leads were generated and unparalleled insights were decoded by a selection of industry experts.

The Shanghai edition has welcomed 151 high-caliber suppliers with wide-ranging offerings from fabrics, lace, accessories, embroidery, OEM & OEM, machinery, fibers and textile designers. **Notably, 55% of the suppliers have engaged their manufacturing process and products towards sustainability. Meanwhile, acceptance of low MOQ was proposed by more than 20% of the suppliers.** Exhibitors from mainland China accounted for 70% of the exhibitorship and the rest was taken up by international exhibitors, together representing 16 countries and regions.

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“This was our first time exhibiting at Interfilier and the outcome is beyond expectation! We have seen busy traffic at the show and met a lot of quality and professional customers. We would like to thank Interfilier and highly recommend it to the industry. We are looking forward to our collaboration in the upcoming events!”

**GUANGZHOU FANER GARMENT  
MANUFACTURING CO., LTD**

“Interfilier Shanghai has strong identity and professionalism. We are very satisfied with its onsite coordination and high quality of the visitors. We also appreciate that the Trend Forum ingeniously reflected the market needs and innovations”

**DONGGUAN XIN FEI LIN TEXTILE  
(EMBROIDERY) CO LTD**

“This is our first participation at Interfilier Shanghai. We have seen many quality domestic and international visitors. We have achieved fruitful outcomes and increased our company visibility thanks to Interfilier!”

**SUN TAK INDUSTRIES GROUP LIMITED**

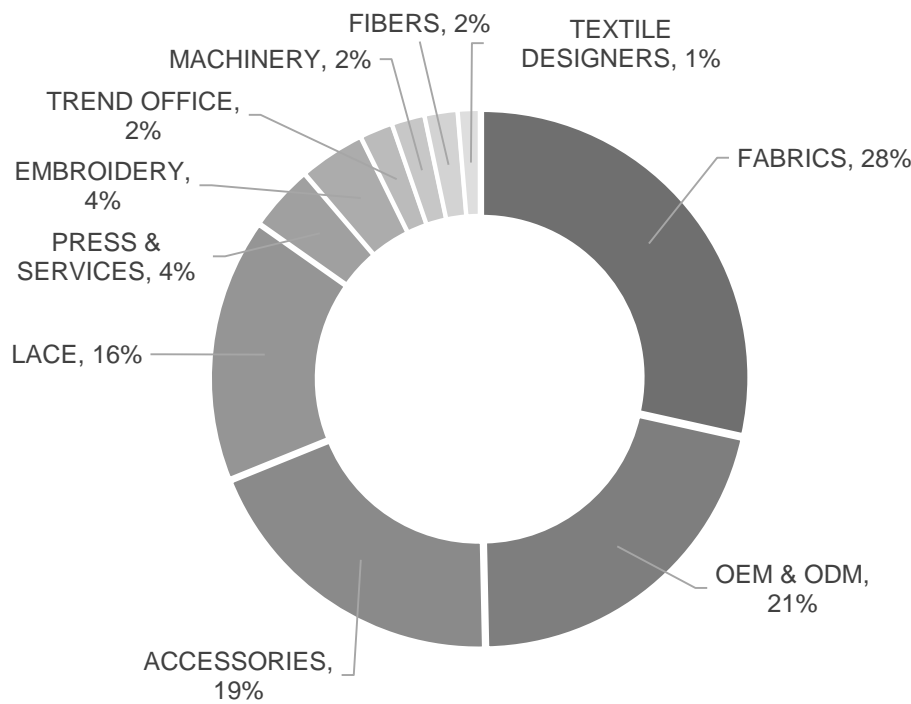
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EXHIBITOR KEY FIGURES

151 EXHIBITORS

- 53 NEW EXHIBITORS
- 70% EXHIBITORS FROM CHINA
- 30% INTERNATIONAL EXHIBITORS
- 16 COUNTRIES AND REGIONS

EXHIBITORS BY SECTOR



TOP 10 VISITING COUNTRIES AND REGIONS

- |             |                  |
|-------------|------------------|
| China       | United States +1 |
| Hong Kong   | India +1         |
| South Korea | Thailand -2      |
| Japan +1    | Indonesia (NEW)  |
| Taiwan -1   | Sri Lanka +9     |

# TRENDS NOT TO MISS...

## GLOBAL COLLECTIONS FOR A MAGNIFICENT S/S 2020

Standing at the heart of the show, Concepts Paris made a voyage of the **Trend Forum** with inspirations from the world as a global village, and handpicked spectacular pieces of craftsmanship from the exhibitors, unleashing a real feast of colours and techniques laying out a foundation to enrich the wardrobes of modern women. The Forum encouraged the audience to be creative and to indulge in a healthy life environment where a balance of comfort & aesthetics, culture & wellness could be reached.

Inspired by the movie BLACK PANTHER, the **Prototype Fashion Show** presented a selection of finished products around the theme TRIBAL TECH, articulating to the visitors the technology, motifs and substantial elements engraved in each showpiece.

Collective efforts contributed by:

CHANTY LACE / DE MONTFORT UNIVERSITY / GAYOU /  
HANG GANG / HANGZHOU SANGDUO / ILUNA /  
KUNSHAN EMILY GARMENT / L&A LINGERIE / LIBERTY  
TEX / NEIWAI / PENN TS / PIAVE MAITEX / SANKO /  
SHANGHAI MXW SPORTS GOODS / SHANGHAI PRESS  
INTIMATES / TRIBUNA ZAO / VALERY / WELON / WU  
TONG LACE

### 6 major themes were presented:

#### GREEN HOUSE

Flower Power continues with a focus on sensual exotic blooms and leaves. Inspiration from horticulture and botanical plant studies, with 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 focused, very expressive. Artistic street art, brush strokes, high-tech body knits and spinnaker lightweights. new see here new dynamics and optical patterns for lace and embroidery.



#### SURVIVALISTS

It is 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.



#### TRIBAL TECH

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



#### FAMILY TIME

All about 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 get re-invented, meeting with ruffles, transparency and sweet colours.





# SUSTAINABILITY REDEFINING TEXTILE INDUSTRY

The **Innovation Forum** curated by the French Knitwear and Lingerie Federation provided the visitors with a thought-provoking experience to rethink the textile clothing industry from a **sustainability perspective**, with **Reduce, Reuse and Recycle** as pillars. The exhibits enlightened the industry players to optimize the environmental impact whilst maintaining the product performance through various eco-approaches. Visitors have witnessed the innovative technology and eco-designs from industry pioneers, such as Lenzing who has presented a set of prototypes manufactured with its latest innovative eco-filament technology TENCEL™ Luxe, and Sanko who has displayed a collection demonstrating its utilization work in the organic, recycled and sustainable cotton textile manufacturing.



A close-up photograph of a person's hand, palm up, holding a small amount of dark, sparkling material, possibly sand or glitter. The material is being held between the thumb and index finger, with some of it falling away. The background is a light, textured surface, possibly sand or a light-colored wall. The overall tone is soft and artistic.

**IT'S A  
SEASON OF  
REWARDING  
TALENTS...**

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



#### INTERFEEL'AWARD ADORNMENT

##### XIN FEI LIN (CHINA)

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 (JAPAN)

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 (CHINA)

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 (ITALY)

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 (CHINA)

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 (CHINA)

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





# 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 and inspirations. **New brands have arisen with a strong identity** and speak a new language to their customers. With the belief that those young talents will significantly contribute to the future of our industry, Interfiliere Shanghai launched the very first edition of **Young Label Awards** dedicated to new industry forces, with the wish to assist them in going a step further by linking with industry experts.

We would like to thank all the applicants for their contributions and supports. Each of the finalists has presented their latest collections with inspiring stories and designs at a dedicated stage. On Sept. 26th, the first day of the show, the 3 favourite brands from the jury were announced during the award ceremony. Warm congratulations to the young talents for generating new dynamics to the bodyfashion world!

### N° 1

#### CRÈME LINGERIE

##### WINNER OF A FREE BOOTH AT PARIS UNIQUE BY MODE CITY 2019

Founded in 2017, Crème has each of her items exquisitely hand-crafted in China with exotic embroidery, romantic lace and the smoothest Chinese silk. Crème Lingerie named 1<sup>st</sup> place winner of the Young Label Awards for her exceptional styling, unique colour selection and ingenious application of delicate fabrics.

### N° 2

#### VOIMENT

Founded in 2017, the Chinese brand VOIMENT is carrying out a quiet and none-radical movement, expressing ideas with introspection, to interact with their customers through the designs. Voiment has won the 2nd place of the Young Label Awards for her extraordinary selections on colors and fabrics, which resonates with her original design concepts and distinctive brand identity.

### N° 3

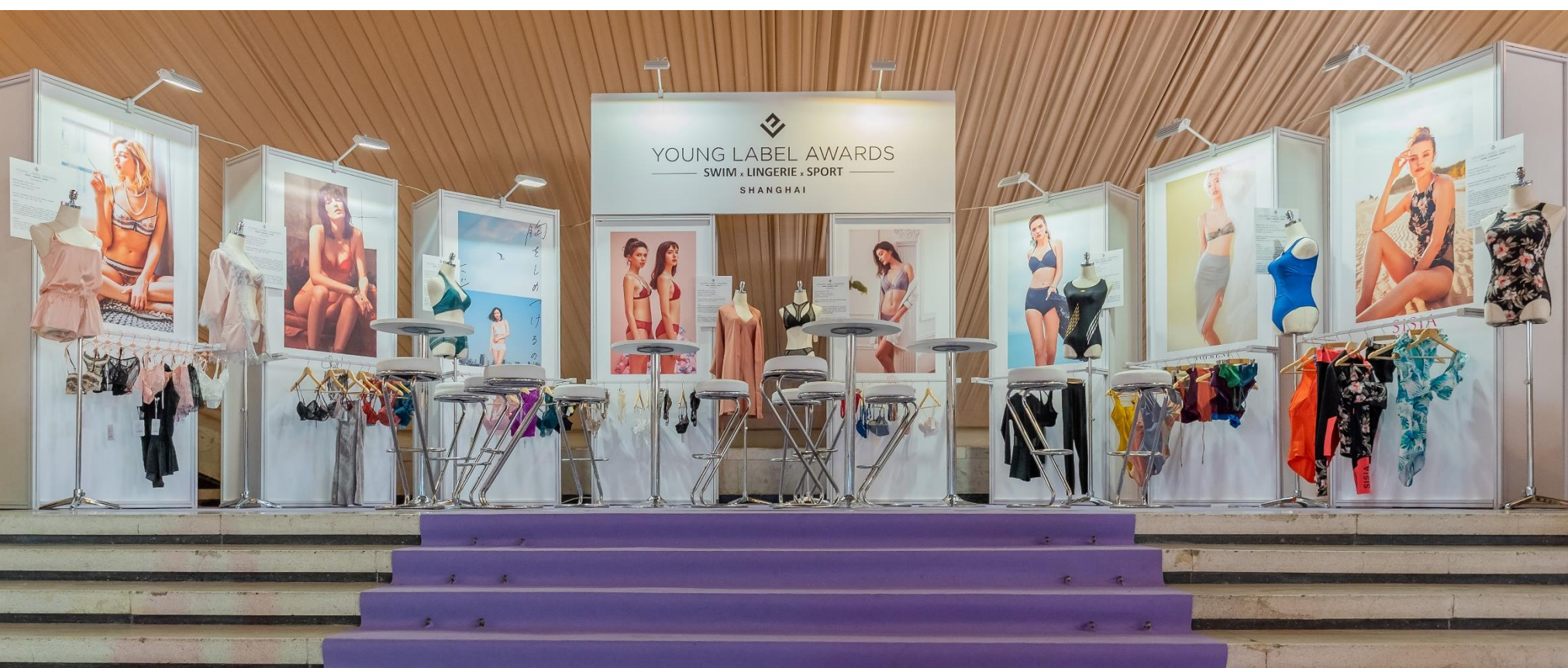
#### COUTOSS

Founded in China in 2017, Coutoss is a luxury women's underwear brand that combines advanced craftsmanship, ultimate standards and stylish luxury texture. Coutoss has won the 3<sup>rd</sup> place of the Young Label Awards for her outstanding designs and use of delicate fabrics, capturing a wide range of audiences with her sensual charisma.

## The other finalists

**Bijorie** - Japan (Lingerie), **Chut!Intimates** - Japan (Lingerie),

**Pink Dear** - China (lingerie), **MXW** - China (Swimwear), **Sisia** - China (Swimwear)





# INTERFILIÈRE SOCIETY

Interfilière Society member club organized an **annual lucky draw** for rewarding its members with free flight tickets to visit one of the Interfilière shows around the globe.

Congratulations to **TRIBUNA ZAO** for winning a free flight ticket to attend Interfilière Hong Kong which will take place on 20 – 21 March, 2019!



## ABOUT INTERFILIÈRE SOCIETY

INTERFILIÈRE SOCIETY is an international buyers club that helps fabric buyers, designers, merchandisers, R&D managers and more professionals from the body fashion industry to develop their business through a series of customized matchmaking services and networking events.

# TRENDS INSPIRATIONS INDUSTRY INSIGHTS NAVIGATING TODAY'S DIVERSE MARKET ALL IN ONE PLACE...



2 days of **conferences and seminars** delivered by keynote speakers were well received by the audiences. Specialists from CONCEPTS PARIS, WGSN, CARLIN CREATIVE TREND BUREAU and DAXUE respectively shared their insights on the upcoming bodyfashion trends and helped the audiences to navigate towards new markets. On the other hand, experts from REDRESS and SUPPORT LTD dived deep into the intersection of fashion and sustainability, motivating the audiences to undress wastes issues and explore circularity for fabrics and product design.

While being close in age to Millennials, Gen Zs are arising with their tech-savvy innateness and progressive social values. They are outpacing millennials in every aspect, expected to become the major consumer segment. Interfiliere Shanghai in collaboration with Taobao iFashion presented the **Gen Z Fashion Show** in the evening on Sept 26th, featuring 5 iFashion lingerie and loungewear brands - **Miss Curiosity**, **Ubras**, **Miss Kiss**, **PJM** and **Six Rabbit**. By connecting digital world with real life experience, the fashion show facilitated the communication between brands and Gen Z consumers, supported brands in delivering their strong identities and values to the audiences.



# BUILDING NETWORK CATALYSING PARTNERSHIPS GENERATING NEW LEADS...



Shucong HONG, the president of JJSIA (left) and Marie Laure BELLON, the CEO of Eurovet Group (right)

2018 marks as a year that Eurovet has built a stronger connection with Chinese industries, starting with the launch of long term strategic partnership with TMall in July.

## On Sept. 26, Eurovet took a step further by **signing a partnership agreement with Jinjiang Swimwear Industry Association (JJSIA)**

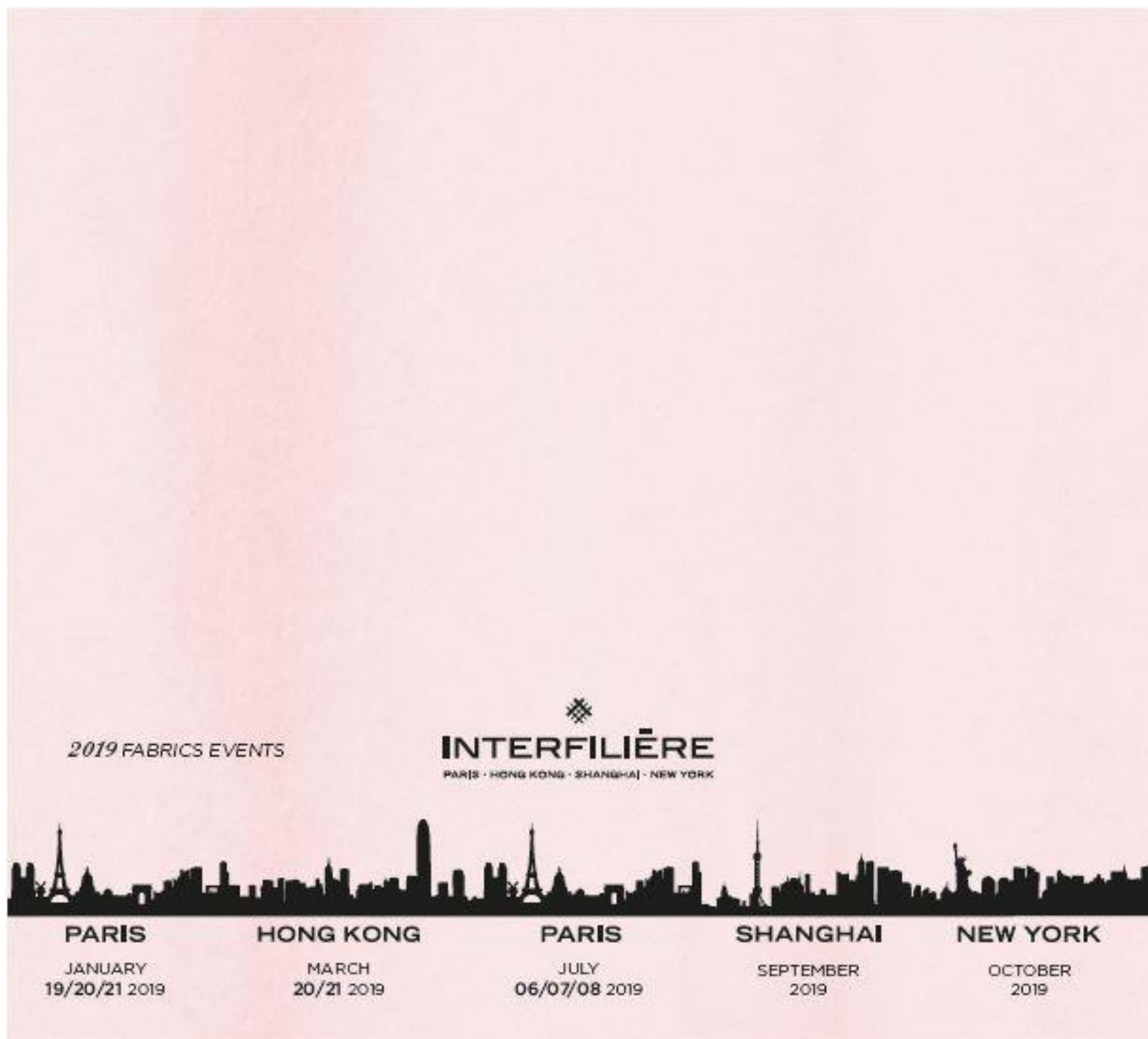
during a press conference. Marie Laure BELLON, the CEO of Eurovet Group stated the vision of the collaboration: “Interfilière Shanghai 2018 is only a start, the first stone of our cooperation, and today we are signing with the Association an agreement, that will be the framework of a more global cooperation between us. Because we believe that together, we are stronger and we grow faster.” Marie Laure BELLON also emphasised: “With China being the largest market in the world, we do believe that swimwear will experience exponential growth in the coming years, and associations such as JJSIA will play an important role in this industry.”

In light of the difficulty for brands owners who desire to develop their own collections to find the right resources and connect with suppliers and manufactures with flexible MOQ, Interfilière Shanghai hosted a

**networking cocktail** making the match between brands with either concepts under formation or small collections and exhibitors with low MOQ offerings. The event has catalysed new connection and stimulated potential partnerships, which concluded with high satisfaction among the attendees.

Last but not least, Special thanks to **Covestro** for café sponsorship. Congratulations to its newly developed aliphatic polyurethane foam technology which was officially unveiled at Interfilière Shanghai





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