



# YOUNG LABEL AWARDS

— SWIM x LINGERIE x SPORT —

SHANGHAI

**DREAM  
BIGGER**



2019 Asia Pacific Edition



# ABOUT EUROVET

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** every year.

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



  
**CURVE**  
MODE LINGERIE AND SWIM  
NEW YORK — LAS VEGAS

  
**INTERFILIÈRE**  
SHANGHAI

  
**INTERFILIÈRE**  
PARIS

  
**INTERFILIÈRE**  
NEW YORK

**UNIQUE**  
SWIM × LINGERIE × SPORT  
BY MODE CITY

  
**SALON INTERNATIONAL**  
— DE LA LINGERIE —  
PARIS

  
**INTERFILIÈRE**  
HONG KONG

# OUR EVENTS

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...

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

LINGERIE  
&  
SWIMWEAR  
&  
ACTIVEWEAR  
BRANDS

FROM  
ASIA  
PACIFIC

LAUNCHED  
LESS THAN  
10 YEARS  
AGO

# WE

# WELCOME

# THE AWARDS

## 1<sup>ST</sup> PRIZE IN EACH CATEGORY\*

(swimwear, lingerie and activewear)

One free booth @ **UNIQUE BY MODE CITY in Paris** – July 2020

## FINALISTS IN EACH CATEGORY

(up to 5 finalists per category designated by the Jury)

- ❖ Samples from their collection showcased @ **INTERFILIERE SHANGHAI** – Sept. 2019,
- ❖ Invitation to a cocktail on 26 or 27 September to meet with selected suppliers
- ❖ 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 2020: 2 women's fashion week London, Paris, NY, Milan and 2 Haute Couture fashion show (Paris), after the catwalks (value: 3,000 euros)
- ❖ A membership of **INTERFILIERE SOCIETY** - 2 trend books + 2 color ranges per year, Customized match making service to meet selected exhibitors, Personal shopper service all year long, Access to 5 networking events per year to meet with your pairs and professionals onsite, exclusive access to preview trend conferences hosted by Jos Berry from **CONCEPTS PARIS**

*\*Minimum 10 participants per category*

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

# PROMOTION PLAN

- Official Website News
- Official Wechat News
  - Emailing
- Official Instagram
- Official LinkedIn

**Before  
The  
Show**

- Official Wechat News
- Official Website News
  - Visitor Guide
  - Press Kit

**Onsite**

- Official Website News
- Official Wechat News
  - Emailing
- Official Instagram
- Official LinkedIn
- Post-show report

**After  
The  
Show**

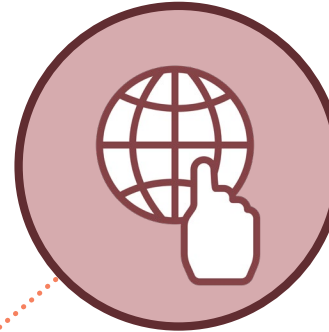
## Emailing

We will send an Enews, regarding to your brand introduction with your logo and visuals to around 15,000 people from more than 120 countries. The average open-click rate is over 60% and reply rate is around 42%.



## Website News

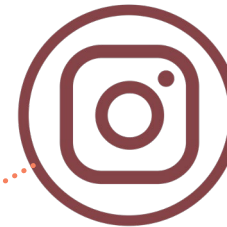
We will have one news for each participant, regarding to the company description, logo, products visuals and website link, which direct to your official website. The average open-rate is around 15,000 times.



# OUR CORE VALUES

## Social Network

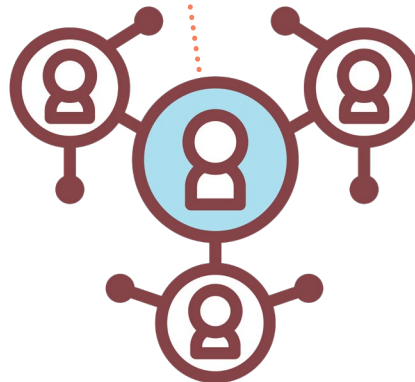
We will release your brand's introduction and visuals and logos in our official Instagram and LinkedIn. If your brand have a official account, we could tag it on your social network.



## Wechat News

@interfiliere ; @younglabelawards

We will release an article news of your brand's introduction, including company description, company logo and products visual. Our total followers are around 3,000, open-click rate is over 85%.



## Onsite Networking

We will arrange speed-meeting for you with selected exhibitors; matmaking meetings with buyers you may interested. Also, we will have networking cocktail with Interfiliere Society members, that formed by worldwide well-known brands.

**CREME**



**WINNERS FROM  
2018**

**VOIMENT**



**COUTOSS**





# 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: 7,500 HKD for each brand

DEADLINE TO PARTICIPATE: 16 AUGUST 2019

# THE JURY

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**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, Interfilère 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.



**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 Interfilère fashion forums.

# THE JURY



**Pauline  
SU**

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 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.



**Yoshie  
KAWAHARA**

Yoshie graduated from Bunka Fashion College (with a bachelor's degree in Merchandising). Yoshie has been writing articles for magazines, websites, and international media in the field of lingerie and beauty products until the present. In particular, she has been conducting a study on the Japanese and overseas lingerie industries for the past fifteen years, including on-the-ground research at Salon International de la Lingerie, and write about it in major fashion media such as WWDJapan.com, Elle.com, and Senken Shimbun (a Japanese major trade publication).



**Nadia  
HAOUACH**

ESMOD Beijing Teaching Director. She has taught for more than ten years and has extensive teaching experience. Graduated from ESMOD, she was awarded the Men's Design Award by Olivier Lapidus (now Lavin Creative Director). She worked for ICOMAIL, a famous menswear brand in Casablanca as the director of ready-to-wear. (Cooperative brands: VAN GIRLS, Pierre Cardin, Richard Burton, etc.) Since 2002, she has been a stage and film fashion designer for 12 consecutive years.

# THE JURY

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**Celia  
KONG**

Celia studied intimate apparel in HK Poly University 10 years ago, then she joined Concepts Paris after graduated, since then she has a lot of great opportunities to see and be involved in the latest designs/materials/colors developments, also met a lot of fantastic designers and leaders in the industry.

**Daini  
XU**

Daini Xu, founder and CEO of O2BRA, a premium lingerie platform that serves more than 1,000,000 young women in China. Daini was born in Shanghai and raised in Canada. Prior to O2BRA, Daini worked at a number of IT start-ups as mobile product manager, where she saw an opportunity to build a mobile APP only to help women find their perfect bras. O2BRA is now backed by 4 venture funds and working with more than 50 intimate brands worldwide. O2BRA is known for producing high quality content via social media to let Chinese ladies become more knowledgeable about intimates and lingerie, and to pursue a healthier, sexier lifestyles of their own.



# INTERFILIÈRE SHANGHAI

**50%** presenting an  
**Eco-Friendly solution**  
(collection or production process)

**21%** of the exhibitors have flexible  
**MOQ**  
(Low minimum order or stock service)

  
**INTERFILIÈRE**  
SHANGHAI

*\*2018 exhibitors data*

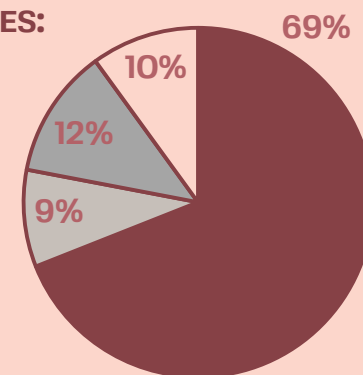
**180 EXHIBITORS**  
**FROM 16 COUNTRIES**

**61%** of the exhibitors exclusively on Interfilière Shanghai.

**35%** New exhibitors.

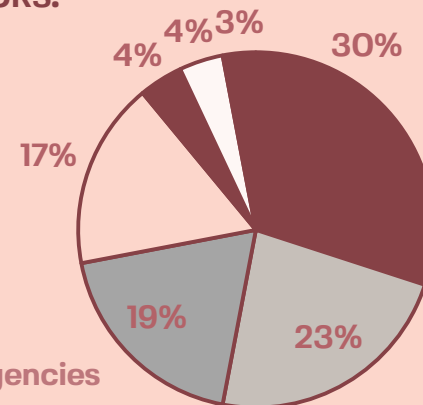
**EXHIBITORS SPLIT PER COUNTRIES:**

- China
- Hong Kong
- Rest of Asia
- Rest of the world



**EXHIBITORS SPLIT PER SECTORS:**

- Fabrics
- OEM/ODM
- Accessories
- Lace
- Fibers & Machinery
- Embroidery
- Textile designers & Trend agencies



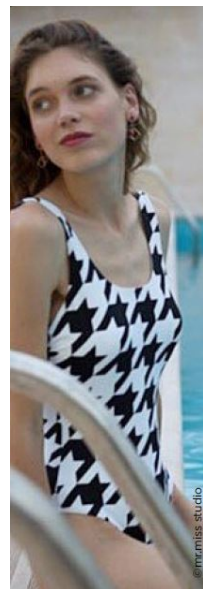
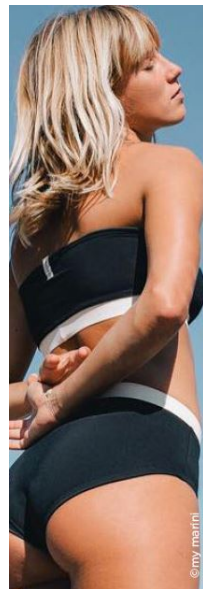
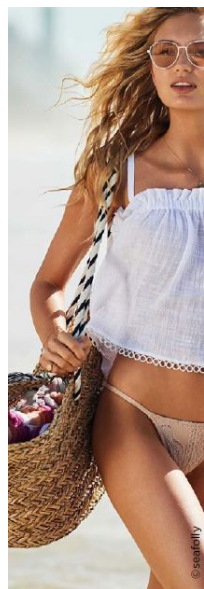
# UNIQUE BY MODE CITY

NEW 2019:  
MATCHMAKING –  
CONTACT BUYERS  
AHEAD OF THE  
SHOW

3 DAYS OF CONFERENCES,  
CATWALKS, COCKTAILS AND  
NETWORKING OPPORTUNITIES

400 BRANDS, INCLUDING 130 NEW  
BRANDS, FROM 37 COUNTRIES

13,000 VISITORS, 28% FROM FRANCE  
AND 72% FROM OVERSEAS  
(10% OF PRESS & MEDIA)



DESIGNER  
LABELS

THE ESSENTIALS  
& COCOONING

CREATIVE  
LABELS

ACCESSORIES

EXPOSED

RESORTWEAR

SUMMER  
BAZAAR

HYPE

MILLENNIALS

## UNIQUE

SWIM × LINGERIE × SPORT  
BY MODE CITY

# CONTACT US

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[younglabelawards.com](http://younglabelawards.com)  
[the-lingerie-place.com](http://the-lingerie-place.com)  
[interfiliere-shanghai.com](http://interfiliere-shanghai.com)  
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