

# Interfilière Shanghai Successfully Concluded with Record Numbers

The 15th edition of Interfilière Shanghai closed its door on Sept. 27<sup>th</sup>, 2019, with exhilarating record numbers of attendance and event programme, presenting a stronger bodyfashion community and an exceptional performance driven by new business leads and partnerships, new initiatives, unparalleled inspirations and experiences.

“This highly anticipated edition celebrated great success. The show was immersed in a very dynamic and business-driven ambience, where we’ve seen booths being fully occupied across 2 days, visitors actively hopping from hall to hall for sourcing and seeking for inspirations. The high contentment and involvement of our industry stakeholders has once again proven Interfilière Shanghai to be the most professional and quality B2B sourcing and networking event of the year in Asia.” said Yvette HU, new Managing Director, Eurovet Asia, the organizer of Interfilière Shanghai.

The 2-day trade fair welcomed **150 exhibitors**, representing **15 countries and regions**, with wider range of offerings from fibers, fabrics, lace, accessories, embroidery, OEM & ODM, machinery, textile designers, trend agencies to testing and certification institutions. Amongst which, **53% of exhibitors were committed to sustainable solutions**. Sustainability continued to be the focal point of the show particularly highlighted by **a new area – the Green Village sponsored by Testex**, showcasing **eco-products and eco-manufacturing processes** presented by a selection of suppliers and 4 Indonesian partner manufacturers who are engaging in a **Public Private Partnership project** initiated by Eurovet, and developed and funded hand in hand with the German Federal Ministry for Economic Cooperation and Development (BMZ).

**The show registered a gratifying number of visitors increased by 15%. Attendees expressed high level of satisfaction and endorsement for the show**, owing to the smooth entrance registration service, diversified offerings by selective exhibiting suppliers, exclusive trend preview and inspiration from the Trend Forum curated by Concepts Paris, as well as a comprehensive event agenda such as keynote conferences and fashion shows.

Visitors from Mainland China and Hong Kong China continued to top the ranking as the major visiting regions, steadily followed by Japan, South Korea and Taiwan Area China. Thailand moved up one place to 6<sup>th</sup> whereas United States experienced a slight decrease. Notably, Russia, Vietnam and Poland witnessed significant increases. Sri Lanka and India dropped on the ranking. In terms of visitor profiles, close to 50% of the visitors were from brands and the rest comprised of OEM, distributions (buying offices, chain stores, imports & exports etc.), design offices, agents and media.

## TOP 12 Visiting Countries & Regions

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|----------------------|------------------|
| 1. China             | 7. United States |
| 2. Hong Kong China   | 8. Russia        |
| 3. Japan             | 9. Vietnam       |
| 4. South Korea       | 10. Sri Lanka    |
| 5. Taiwan Area China | 11. Poland       |
| 6. Thailand          | 12. India        |



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"This is our second time participating at Interfilière Shanghai. During this exhibition, we managed to meet with a lot of different brand designers and garment factories, which is a very ideal platform for entering the China market."

--- Oliver LIN, SUN TAK INDUSTRIES GROUP LIMITED

"Eurovet and its events definitely offer a unique and international platform for the development of Chinese brands. Thanks to their efficient and professional services, I am able to source ideal products and connect with quality suppliers. It's truly a blessing to have Interfilière in this industry, where it always reaches my expectation!"

--- Yingying ZHOU, Founder, ATOG

"I really appreciate the opportunity of collaborating with Interfilière Shanghai. In the past 7 years, our brand have been receiving valuable support from the show organizer Eurovet, who has been providing us with a lot of international resources to help us grow and thrive."

--- Xiaolu LIU, Founder & CEO, NEIWAI

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In the 6th edition, **INTERFEEL' AWARDS** recognize the excellence and innovation of the material and manufacturing specialists presenting at Interfilière Shanghai, rewarded by international experts from the bodyfashion industry.

#### 6 Interfeel'Awards Winners:

**Interfeel'Award Lace: GAYOU INTERNATIONAL**

**Interfeel'Award Natural: ASAHI KASEI**

**Interfeel'Award Solution Design: SEIREN**

**Interfeel'Award Surface Decoration: LIBERTY TEX**

**Interfeel'Award Shapewear: HONGXIN KNITTING**

**Jury'S Favourite Interfeel'Award: 3T- TRANSFERS**

The 2nd edition of **YOUNG LABEL AWARDS** rewarded the up-and-coming young designer labels from Asia Pacific. On Sept.26th, 2019, the international jury announced the winners of the year:

**1st place: THE BLENDER (China)**

**2nd place: YALANKA NEWLIFE (China)**

**3rd place: MAIMIA (Japan)**

The finalists (by alphabetical order):

BLACK MANGO (Korea) / BOKETTO (Japan) / CHUT! INTIMATES (Japan) / FREELASS (China) / ILLUSION GAME (China) / KAT THE LABEL (Australia) / LIVARYMIO (China) / NAITANGPAI (China) / NUDE (Taiwan, China) / YOU BRAS (Hong Kong, China)

For the very first time, Interfilière Shanghai introduced **THE ESSENCE**, a curated area showcasing impressive collections by 5 domestic Chinese brands comprised of NEIWAI, CRÈME, KUVA, COUTOSS and SINCERE HEART, recognizing the promising future of China's bodyfashion market and believing in their powerful influences on an international stage.

Last but not least, "**IT'S OUR ERA**" FASHION SHOW generated quite a buzz attracting KOLs, bloggers, media, industry players and the general public. 5 lingerie brands with various styles: LIVARYMIO, MAIMIA, MMUSES, NEIWAI and YOU BRAS, graced the runway by presenting their latest collections and unique manifestos.

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