



INTERFILIÈRE

SHANGHAI

NEW CHALLENGES NEW OPPORTUNITIES!

24-25 SEPTEMBER 2020

SHANGHAI EXHIBITION CENTER

(1000 Yan'an road, Shanghai)

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PLEASE FOLLOW



SHOW WEBSITE

<https://cn.interfiliere-shanghai.com/>



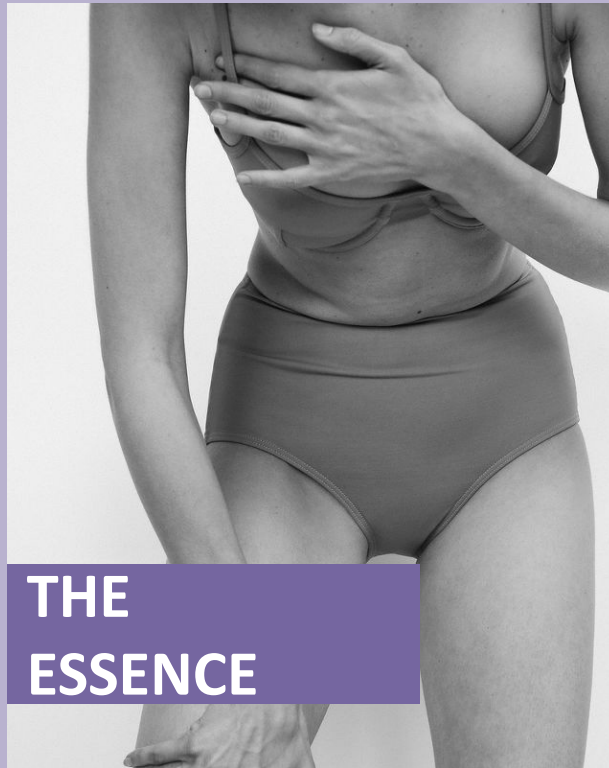
INTERFILERE

**The No.1 INTERNATIONAL
Professional Sourcing Event In China**

Swim X Lingerie X Activewear

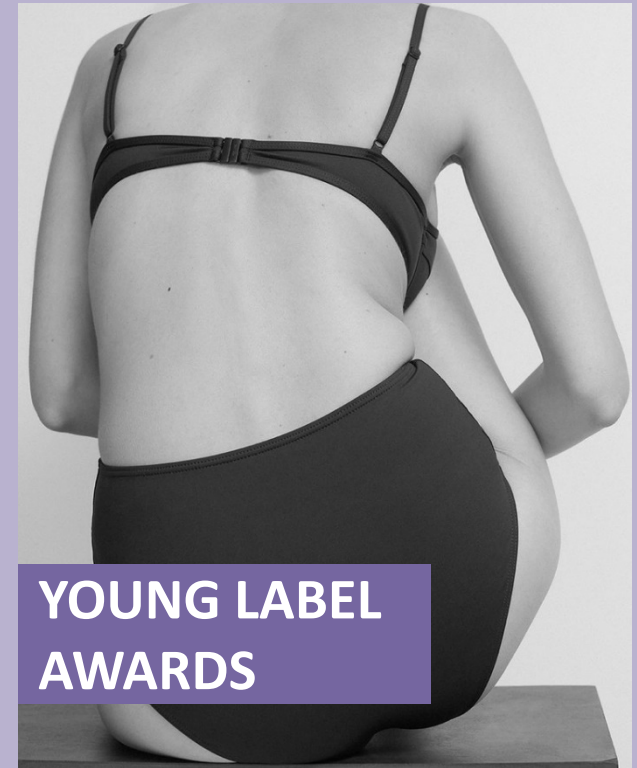
For Whom :

Professionals of Fabrics, Laces,
Embroideries, Accessories,
Technology, OEM/ODM, Machinery,
Textile designers industry



THE ESSENCE

Iconic and creative Chinese brands
selected by Eurovet.
Brands that are born in China, more
than ever, present a stronger
identity, embrace their own culture
and open up to a wider and
international stage. THE ESSENCE
curated by Eurovet and their
experts, offers an opportunity for
Chinese brands to speak their own
languages and unique stories



YOUNG LABEL AWARDS

The awards encourage the up-and-
coming young designer labels from
Asia Pacific, to dream bigger and to
be fearless in telling their visions and
stories beyond their horizon. A
selection of candidates from swim,
lingerie and activewear category
respectively compete to win a free
booth at Unique by Mode City.

FEATURES

WHEN EXHIBITING AT INTERFILIÈRE SHANGHAI, YOU CAN ALSO PARTICIPATE FOR FREE TO:

TREND FORUM PROTOTYPE FASHION SHOW

Uncover a full collection of Spring/Summer 2021 demonstrated with a selection of the latest products and the hottest shopping from global travelling; highlighted by prototypes fashion shows.

Private tour of the Trend Forum can be organised up on request.

*Visits in English, Chinese, Japanese and Russian language

KEYNOTE CONFERENCES

- Trend (Concepts Paris, Color & Design Trend expert Shuna HE, Carlin, WGSN...)
- Market insights
- Sustainability and circular fashion
- Consumer behaviours
- And more hot topics

*English and Chinese simultaneous translation of all conferences

GREEN VILLAGE

In response to the environmental and ethical issues in the industry, Eurovet presents the Green Village in order to publicize the importance of being “Green”, and to showcase “Green”, sustainable solutions existing in the market and proposed by the exhibitors.

INTERFEEL' AWARDS

An outstanding opportunity to be spotted by a jury composed of professionals : brands, trend forecast agencies, manufacturers, buyers and more

WHAT ELSE DO YOU GET WHEN PARTICIPATING?

By participating to one of the Interfilere shows in 2020, you are joining the Interfilere Community and get unique privileges

A unique exposure !

- **Pre-show marketing campaign** : Around 15 targeted e-mailings sent prior to the show to our worldwide buyers database.
- Your company yearly presence on www.interfilere.com, the ultimate platform for the entire worldwide supply platform for Swim x Lingerie x Sports
- **Additional Communication and advertising tools:**
 - Digital invitations to be sent to your clients and prospects
 - **Press releases and editorials** in our major B to B textile partners magazines
 - **Social media** pushes and exhibitor highlights
- **Introduction** of your company and novelties to our Personal Shopper, who can direct visitors to your booth.

Trends and market intelligences

- 1 trend guide and 1 color range per season, 2 seasons per year (reception of the guides and color ranges at your office)
- Receive of market, behavior or geographical studies

All these benefits are included in your registration fee of 6,000 HKD as an exhibitors

Note: Your admission fee is payable on the 1st Interfilere show you participate to in 2020 and valid for the whole 2020 year and all these benefits are included in your registration fees as an exhibitor

HOW TO EXHIBIT ? INTERFILIERE SHANGHAI 2020 EXHIBITOR PACKAGES

Choose your option

1. Turnkey stand – (from 9sqm up to 63sqm)

Standard shell scheme stand for extensive and maximised contacts.



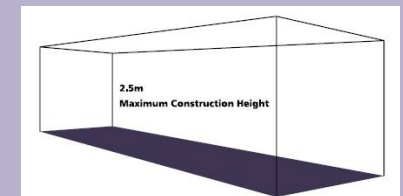
2. Closed showroom - (14sqm or 21sqm)

Fully equipped deluxe showroom, with lockable door. For those wishing to work in a confidential working atmosphere.



3. Bare floor stand - (from 36sqm up to 120sq)

The design and construction must be supplied by you, in compliance with the construction rules of the show.



* **Special Textile Designers packages** – Contact us for more info.

** **CIVIL LIABILITY INSURANCE: Compulsory for all participants**