



YOUNG LABEL AWARDS

— SHANGHAI 2020 —

2020 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.



EUROVET
ASIA



INTERFILIÈRE

PARIS • SHENZHEN • SHANGHAI • NEW YORK

UNIQUE

SWIM × LINGERIE × SPORT
BY MODE CITY



**SALON INTERNATIONAL
— DE LA LINGERIE —**

PARIS

OUR EVENTS



CURVENEWYORK

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

**FROM
ASIA
PACIFIC**

**LAUNCHED
LESS THAN
10 YEARS
AGO**

**LINGERIE &
SWIMWEAR &
ACTIVWEAR &
LOUNGEWEAR
BRANDS**

**WE
WELCOME**

THE AWARDS

TOP 3 WINNERS

One free booth **@UNIQUE by MODE CITY in Paris** – June 2021

FINALISTS

- ❖ Samples from their collection will be showcased **@ INTERFILIERE SHANGHAI** – September 2020,
- ❖ Invitation to a cocktail party with our VIP visitors and exhibitors **@ INTERFILIERE SHANGHAI**
- ❖ Feedback from our team of industry professionals on the collection

ALL PARTICIPANTS:

And because we reward all the hard work, all participants to the competition will receive:

- ❖ **A year membership of INTERFILIERE SOCIETY** (value: 9,000 HKD) or renewal membership fee with 50% discount
- ❖ Participation to Shanghai Brand Show Fall 2021 with 10% discount
- ❖ 1 market, behaviour or geographical study (value: 1,500 euros)
- ❖ 4 fashion reports for year 2021: 2 women's Fashion Week London, Paris, NY, Milan and 2 Haute Couture fashion show (Paris), after the catwalk (value: 3,000 euros)

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

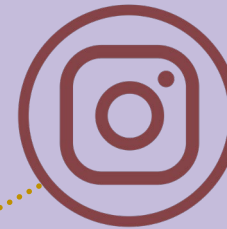
We will have one news for each participant, regarding to the company description, logo, products visuals and website link, which direct to your official website. The average open-rate is around **15,000** times.



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.

WINNERS FROM 2018

VOIMENT



COUTOSS



CREME

CRÈME

WINNERS FROM 2019



YALANKA NEWLIFE



THE BLENDER



MAIMIA

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: 8,000 HKD for each brand

DEADLINE TO PARTICIPATE: 16 AUGUST 2020

THE JURY

More jury members are joining us...



**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, Interfilière 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 Interfilière fashion forums.

THE JURY

More jury members are joining us...



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).



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.

UNIQUE BY MODE CITY

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



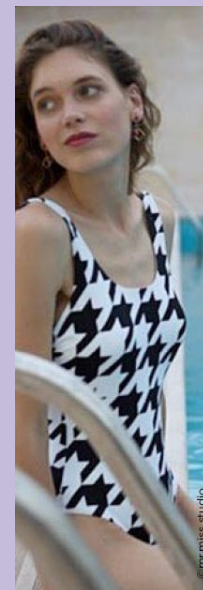
RESORTWEAR



SUMMER BAZAAR



HYPE



MILLENNIALS

UNIQUE
SWIM × LINGERIE × SPORT
BY MODE CITY

ASIA PACIFIC AND CHINA GUANGDONG

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FOLLOW OUR OFFICIAL WECHAT



OFFICIAL WEBSITE

younglabelawards.com

the-lingerie-place.com

interfiliere-shanghai.com

unique-by-mc.com