

POST SHOW
PRESS
RELEASE

A dynamic edition driven by innovation and inspiration!

OCTOBER 2017

The 13th edition of Interfilière Shanghai taking place on Oct 10 – 11, 2017, has succeeded in presenting a global body fashion rendezvous under a vibrant business atmosphere. With the body fashion industry being progressively reviving, though under a complex economic environment, the industry players have identified the urgent need of change and reform in order to meet with the emerging market demands. Interfilière Shanghai has once again committed to serve the industry as a catalyst facilitating business communication between suppliers and buyers, and act as an innovation hub introducing advanced technology and creativity.


INTERFILIÈRE
SHANGHAI

The show once again maintained its **soundness and premium quality** in exhibitor participation owing to the rigorous screening procedure upheld by Interfilere selection committee. In addition to the continuous support from loyal exhibitors, Interfilere Shanghai was delighted to have brought in fresh dynamics generated by **58** new participants. The exhibitor-ship represents **18** countries with **68%** of Chinese companies and **32%** of internationals, with **balanced** and **diversified offerings** from fabric, lace, embroidery, machine, accessory, OEM/ODM, textile design sectors. Exhibitors witnessed busy traffic at their booths over the 2-day trade show, their dedication and focus on business networking resulted in **high satisfaction** and **fruitful outcomes**.

WHAT DO EXHIBITORS SAY...

“Interfilere Shanghai has been the one and only professional intimates trade fair that we participate every year in China. We highly appreciate the professionalism and quality of the visitors. In this edition, we had the opportunity to build up business connection with Aimer, Embry Form, Triumph and more. More than ever, we have met a lot of quality brands in search of small quantity orders. We will continue our participation at Interfilere Shanghai to meet old and new customers in the coming years.”

Ms Chenbing Xia, CEO of QINGDAO LANFANG FASHION CO.,LTD.

“With the support of Interfilere Shanghai, we have gained significant increase in the visibility of domestic and international market, which has boosted our business collaboration with customers from around the world. We are looking forward to working with Interfilere Shanghai in 2018!”

Mr. Hanks Wang, Sales Manager of BO YING

“Interfilere Shanghai 2017 was a show on the same success level as the ones before. We have met around 45 contacts, 70% of which are new customers. It is very important for us to have a show like Interfilere happening frequently in the Asian region. This gives us the chance to see the customers who are normally not traveling to the shows in Europe or Americas.”

Hannes Hermann, WILLY HERMANN - SUPERFINE GMBH & CO KG

Visitors endorsed the show as a **not-to-miss professional event** in Asia where quest of inspiration, innovation and business collaboration have been fulfilled. Loyal visitors took the opportunity to reconnect and reinforce the existing partnerships whilst seek for potential new suppliers. New visitors discovered the show as a new platform for sourcing new materials and inspiration. The visitor flow remained stable in quantity compared to the 2016 edition, and improved in quality thanks to a stronger filtering and pre-registration system implemented by the organizers.

WHAT DO VISITORS SAY...

TOP 10 VISITING COUNTRIES

China
Hong Kong
Taiwan
South Korea
Japan
Thailand
Russia / India
USA
Australia

“We highly appreciate the efficiency of pre-registration process. The VR Fashion Show was impressive in terms of its creative way of product presentation.”

Kitty LAM, Material Design Manager of EMBRY FROM

“The prototypes fashion show is a great format of presenting exhibitors’ products. Conferences conducted by WGSN and Carlin Creative Trend Bureau were inspirational and informative. We look forward to attending more trend and market conferences next year!”

Sue WANG, Design Team Leader of DECATHLON

“The show was very well organized and professional thanks to organizers’ rigorous visitor validation system.”

Ying ZHOU, Division General Manager of GRACEWELL



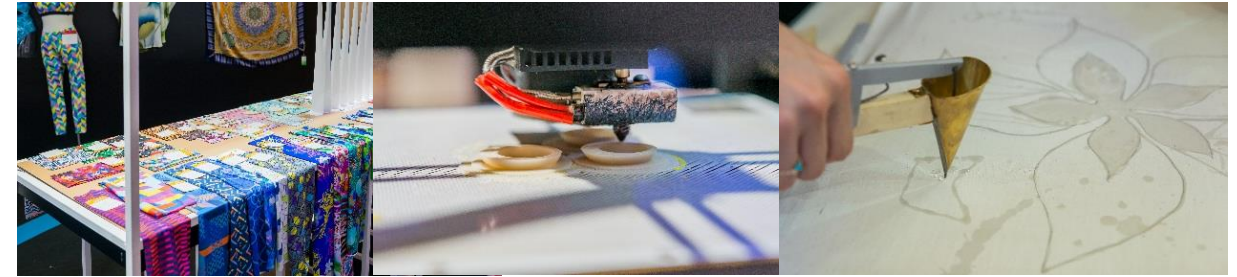
As one of the core features of the show, the **Trend Forum**, curated by **Concepts Paris**, showcased a selection from the exhibitors' array of expertise encompassing their latest product innovations, fabrics samples, accessories and new colors reflecting the 2019 spring/summer trends. In the meantime, the Forum interpreted the parameters of change, reflected the melting pot of daily influences inherent in the new social media era, as well as the thinking behind THE ART OF BLENDING. Visitors were immersed in the innovations presented under two themes: ON THE MOVE in exploration of leisure and fitness; BEAUTIFYING in seek of body attractiveness.



Resonating with the spirit of the Trend Forum in reflection of the ART OF BLENDING, Interfilier Shanghai, in partnership with Concepts Paris, presented a live **Prototypes Fashion Show** featuring the collection from WELON, YVETTE, HUNG YEN, BEMIS, SINOTEX, ILUNA, BAIKAI, WELL TECH, LIBERTY TEX, NAIA by EASTMAN, PENN TS, TENGFEI, CHANTY. The fashion show created dynamic and inspirational vibes among the visitors, and promoted new industry codes, with original combinations of fabrics and outstanding manufacturing techniques.



Having spotted that **PRINTS** are becoming strategic elements in ready-to-wear, swimwear collections and now have penetrated into intimate apparel market, Interfilier Shanghai collaborating with the “**Fédération de la Maille et de la Lingerie**” curated an **Innovation Forum** laying emphasis on the techniques and expertise of print manufactures and professionals: a selection of sophisticated fabrics and accessories from Interfilier exhibitors were displayed showcasing printing process and technique; special thanks to **Darshi Keerthisena De Livera**, Creative Director of Buddhi Batiks, Sri Lanka who demonstrated the process of **Batik** (wax) traditional printing. The demonstration created a vivid buzz at the forum and mesmerized the audiences with the beauty of the craftsmanship which perfectly integrates contemporary fashion with traditional technique; special thanks to **HK3DA** for presenting the latest innovation in **3D printing**. The presentation brought a brand new experience and inspiration to the forum, where visitors were impressed by the advanced 3D printing machine which modeled and produced accessories for intimates during the show.



“ OPTIMUM SOURCE OF INSPIRATION, FOOD FOR THOUGHT...”



In this edition, Interfilier initiated a new inspiring area “**An Eye on Everything**”, dedicated to professionals from stylists, production managers, brands, buyers, retailers and artistic directors, and to those who are curious to be informed and to be inspired, expressing the emerging consumer behaviors and life styles of modern women echoing the major trends in design. The displays articulating 3 unique philosophies of fashion consumers: BEING EXPRESSIVE, BEING SIMPLE & INNOVATIVE, BEING AUDACIOUS, intrigued and inspired visitors' creativity with consideration of modernity.

Despite the ingenious creativity, unique aesthetics and concepts, small and young designer labels are lacking sufficient support from the industry and are facing obstacles from material sourcing to manufacturing, from supply chain to brand credibility... Interfilier Shanghai curated a **Young Designer Event** aspiring to draw the industry's attention onto such group of talents, set up a dedicated domestic and global network introducing fresh momentum in the body fashion world. During the event, young designer brands (AURORA ALBA, FISHBELLY, NEIWAI...), trend expertise, key opinion leaders and suppliers (BRODERIES DESCHAMPS, GOLDEN AUTUMN, WELL'S CLOTHING...) actively exchanged ideas and networked, which were highly appreciated by the designers for the trend inspiration and what Interfilier suppliers had to offer in terms of quality materials and order flexibility for their collections. Miya SU, Creative director & Co founder of CRÈME LINGERIE complimented: “The matchmaking event offered Chinese young designers a unique opportunity in connecting with the intimates professionals as well as promoted the development of young designer label in the industry.”





INTERFEEL'AWARDS

Warm congratulations to the Interfeel' Awards winners!

**INNOVATION,
TECHNOLOGY,
EXCELLENCE,
SERVE A
BETTER
TOMORROW'S
INDUSTRY**

On the first day of Interfiliere Shanghai, the 4th Ceremony of the **Interfeel' Awards** opened the show with a round of applause and joy. A selection of worldwide recognized professional of the intimates, swimwear and sportswear industry rewarded the know-how and collections of Interfiliere Shanghai exhibitors, appreciated their contributions to the body fashion world and embraced a firm belief in our joint efforts with exhibitors which would continue to infuse added value to the industry.



EMBROIDERY
Broderies Deschamps (France)

Awarded for the perfect blend between market focus & design. The jury appreciated the beautiful colors of this new collection, the variety of design and the perfect adaptability.



LACE
Gayou Lace (China)

Awarded for the modernity and the perfect equilibrium between lightness and modulus. The jury appreciated the width and stretch innovation of the collection.



ACCESSORIES
Takefast (Hong Kong)

Awarded for the variety of different aspects, lightness and design. The jury appreciated the relevance between fashion and inspirational ideas and the possibility of customization of the collection.



HIGH-TECH
Seiren (Japan)

Awarded for the customization of design and contention of the engineering collection. The jury appreciated the control for shapewear and activewear with the different decoration and shape



SLOUNGERIE
Sinotex (China)

Awarded for the super soft aspects of the collection. The jury appreciated the beautiful "velvet effect" adapted to the developments of hybridization of loungewear.



ATHLEISURE
DJIC (Taiwan)

Awarded for the variety of different weights and endues of the collection. The jury appreciated the sustainable focus of the company. A perfect mix between lingerie, activewear and ready to wear.



JURY'S FAVOURITE
Bemis (USA)

Awarded for the technology and fashion elements of this collection. The jury appreciated the very creative design ideas and the new technological variants in this collection.

“ TREND FORECASTS, MARKET INSITGHTS, TECHNICAL SOLUTIONS...”

A 2-day full schedule of **conference and seminar programs** offered insightful speeches and brainstorming concerning global supply chain, sustainable fashion, prints, and trend forecasts conducted by expertise from Weave Consulting, Redress, Inside Fashion, Eurovet, Concepts Paris, WGSN and Carlin Creative Trend Bureau. Each of the programs greeted a full house of audience and initiated interactive discussions on the current hot topics, notably Fred Lemoine from Weave Consulting raised the hurdles in supply chain that the textile industry has been facing and motivated the attendees to think steps further in response of the future of sourcing offices.



Following its successful debut at Interfiliere Hong Kong in March 2017, **Studio** made its first presence in the Shanghai edition. In a private room, visitors had the opportunity to exclusively witness the launch of a new product, solution or innovation from one of the exhibitors. In this session, the Studio recorded a high level of attendance and appreciation, thanks to BEMIS for introducing 5 ways Chinese millennials are transforming the intimates industry, and SHANTOUNEW PARTNER for presenting innovative solutions for laces to respond to tomorrow's moving trends.



Coinciding with the Shanghai Fashion Week, Interfiliere Shanghai in collaboration with the intimates e-commerce platform the IPS, presented a **Virtual Lingerie Fashion Show Preview** featuring Amoralle, Aubade, Chantal Thomass, Marjolaine and many more. It was an absolutely immersive visual experience for the visitors to feel the excitement and advanced technology of having fashion shows virtually located around the world all in one place and one time.



Finally, special thanks to **BEMIS** for its thoughtful contribution to the VIP lounge and **WELL TECH** for co-organizing a cocktail event at the show.



INTERFILIÈRE
HONG KONG

SAVE THE DATE

27 28
MARCH 2018

KAI TAK CRUISE
TERMINAL - Hong Kong

WHERE THE
BODYFASHION
WORLD MEETS

EUROVET
ASIA

INTERFILIÈRE 2018 FABRIC EVENTS

PARIS • HONG KONG • SHANGHAI • NEW YORK



JANUARY 20|21|22
PARIS



MARCH 27|28
HONG KONG



JULY 07|08|09
PARIS



SEPTEMBER
NEW YORK



OCTOBER
SHANGHAI

EUROVET
ASIA

PRESS CONTACTS

Amelie LAVERGNE

alavergne@eurovet.fr

+852 2185 0667

Jessie LI

jli@eurovet.fr

+852 2895 6993

Jenny YAO (China Only)

jenny@adventi.com.cn

+86 21 5169 2006 ext. 830

www.interfiliere.com