



## CHIC Shanghai, March 17 to 19, 2021

- CHIC Shanghai, March 17 to 19, 2021 (due to new regulation to control the infection rate)
- 905 exhibitors are present at **CHIC**
- Parallel: **CHIC ONLINE** as a digital platform with upgrade of the **CHIC APP**
- **CHIC GARDEN**: puts fashion and sustainability in the limelight

Right at the beginning of the Chinese Year of the Ox, which is attributed to patience, diligence, strength and the ability to overcome all difficulties, the **CHIC** spring event takes place from March 17th to 19th under strict hygiene guidelines in the National Exhibition & Convention Center in Shanghai parallel to Intertextile Shanghai, Yarn Expo and PH Value. Due to new regulation to control the infection rate the fairs will take place March 17 to 19, 2021.

The Chinese economy has recovered again after the pandemic in China and already reached pre-crisis level with 6.5% growth in the fourth quarter of 2020. McKinsey estimates are a 5 to 10% growth in sales in China in 2021 compared to 2019. Thanks to good sales in China, the fashion luxury

brands in particular have been able to improve their sales figures. But also regarding online trade, Chinese ecommerce sales were in first place worldwide for the eighth year in a row. The average per capita income of consumers rose by 3.8% last year.

905 exhibitors and 932 brands will present themselves on site at **CHIC**. The experiences of the last offline events of **CHIC** the last year have shown how important personal encounters and contacts are for the industry and trade. Trade visitors are addressed with intensive marketing. Around 95,000 trade visitors from all retail areas, including all relevant online sales platforms, are expected. The **CHIC's** online and live streaming events, which run parallel to the trade fairs, have recorded an average of 150,000 clicks on each show since April last year.

### **CHIC Garden**

With lofty goals, China has committed itself to a clean environment. The country is to become climate neutral by 2060, which of course also affects the fashion sector. Overall, the awareness of Chinese consumers has developed even more towards high-quality, sustainable collections. In their "State of Fashion 2021" report, McKinsey & BoF analyze the awareness development in China that consumers and producers are increasingly recognizing the importance of joint efforts by all participants in the value chain to work together in order to achieve sustainability in the fashion industry.

The **CHIC** flagship event visualizes this topic with the "**CHIC Garden**" theme. With the help of garden design experts, the fair is transformed into an inspiring garden paradise that reflects closeness to nature and the appreciation of natural resources. It gives people a sense of well-being after the period of restrictions and fears caused by the pandemic.

**CHIC** leads to inspiring garden worlds, which put the 10 shows in show in scene accordingly: CHIC Men's, CHIC Women's, CHIC Impulses

(designer), CHIC-YOUNG BLOOD (streetwear), CHIC KIDZ (kidswear), CHIC Accessories, Shoes and Bags, CHIC Tailoring, CHIC Winter's (Fur & Leatherwear, CHIC Sourcing – Superior Factory/Denim, CHIC Sourcing – Future Link (innovations for fashion and retail), etc.

The **CHIC Wonderland** is co-organized with IMG and will display special collections of sneakers that were designed in collaboration with contemporary artists. A special professional forum for the shoes industry will be held by **CHIC** and FN (Footwear News) and give important industry insights into important hot topics such as design, sports, entertainments, and sustainability.

Furthermore, **CHIC X FNAF** awards will be held on site.

Due to the current pandemic situation and travel restrictions, international participation at the fair is reduced to companies that can participate on-site with local partners due to their already established infrastructure, such as CALPIERRE, DUEDEI, Rossonapoli from Italy in CHIC Tailoring and, LangerChen from Germany in CHIC Women's, MANNYLONQ from Korea in CHIC Young Blood etc. AnotherOne from Italy - with 382 shops in China – also shows the current collection at CHIC.

**CHIC ONLINE** is the alternative for all manufacturers and visitors who cannot or do not want to travel to the trade fair. It enables digital participation to set up or maintain the customer and partner network.

### **CHIC digital marketing**

China has the world's largest e-commerce market; more than 830 million people there use the Internet every day - mostly on mobile devices. Digital marketing is essential for marketing to China's consumer market. Live streaming and retailtainment are the tools used by influencers as well as the major national online platforms. Social media apps such as WeChat, Weibo, Tencent QQ, Douban, Xiao Hong Shu (Little Red Book), DouYin

(TikTok) and many more are constitutive components of everyday life for Chinese consumers.

**CHIC** uses all these channels to promote the fair and the exhibitors, live streaming of the fair, WeChat advertising before, during and after the event. The features of the mini-program of the **CHIC APP** are continuously expanded and improved. In addition to all information about the fair, such as the exhibitor catalog, event schedule, show calendar, etc., **CHIC ONLINE** is carried out via this program. Here, visitors can find out about the range of exhibitors and can get in direct contact with the brands. **CHIC** connects visitors and exhibitors in a targeted manner and arranges match-making events through the **CHIC APP**. Representatives of all relevant distribution channels take part, from multi brand shops to boutiques, e-commerce platforms, department stores: Wanda Plaza, Wangfujing Department Stores, LiQun Shopping Center, JD.com, amazon, TMall, you .163.com, xiaomi.com, etc.

### **CHIC events**

**CHIC TALK** and **CHIC SHOWS** will also take place both offline and online. All seminars, workshops and shows are organized as hybrid events. **CHIC TALK** picks up on the latest developments in the Chinese fashion market; the **CHIC SHOWS** present the latest collections from Chinese market leaders and up-and-coming young fashion brands. The designers' show "Reach & Touch" will present well-known brands like Hua Mu Shen, Jie Mo Yuan Chuang, Si Chou Hua Yuan, Yvonne Choi, Dumpty as well as QZ SHEN, the young streetwear label from Beijing. In addition, the men's fashion label HLA and the Hong Trade Development Council will be present at the CHIC shows.

### **CHIC schedule**

As an exception, the **CHIC** autumn event, **CHIC Shanghai** will take place in August this year (25th to 27th August 2021). In addition to individual international exhibitors, groups from France, Turkey, Korea and Japan are again expected here.

From November 3rd to 5th, 2021, after the successful launch of the trade fair in Shenzhen in July last year, **CHIC SHENZHEN** will continue in the Greater Bay Area. For this fair, too, the organizers are expecting international group participations. The next Italian pavilion is planned for this edition, many Italian brands expressed already their interest to take part.

Next dates:

CHIC Shanghai, August 25-27, 2021

CHIC Shenzhen, November 3-5, 2021

More information:

<http://en.chiconline.com.cn/>

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