



- **CHIC Shanghai** starts on October 9, 2021 with around 500 fashion and lifestyle brands on 53,000 square meters in the National Exhibition & Convention Center in Shanghai
- Growing importance: "Green Fashion" in all segments of **CHIC**
- Large number of visitors expected, digital marketing tools expanded
- **CHIC** Match Making: Top-class participants to network supply and demand

Next **CHIC Shanghai** will take place from October 9th to 11th with 487 fashion & lifestyle brands in the National Exhibition & Convention Center. Clearly structured, the 53,000 sqm offer in three halls gives the perfect overview of new fashion products for the next season in the areas of menswear, womenswear, kidswear, denim, shoes and bags, designers (Impulses), accessories and streetwear.

CHIC INSIGHTS

Green Fashion @ CHIC

The growing demand from consumers in the ecological sector becomes clear at **CHIC**. The online fashion medium WGSN has proven to be a competent partner of

CHIC in matters of fashion & ecology. The latest trends in sustainable fashion S / S 22 are presented together. The pandemic has raised awareness of ecological issues among Chinese consumers. Concern for the environment is growing, the McKinsey Global Institute speaks in its current report "Seven segments shaping China's consumption landscape" of the trend of the "eco-shopper" with an increasing willingness to pay for sustainable products. Chinese designer brands are researching the effects of sustainable developments in the fashion industry through ecological, recycled or waste materials. Inspired by the figure of a diver, the collection by designer Venus Lo combines elements from streetwear, workwear and sportswear with a unisex experience. Handcrafted innovative crochet techniques and fabrics give the work a unique texture and semi-transparency. Venus Lo uses recycled elements such as leather, ribbons and barbed wire, which address the issue of sustainability on several levels. Her collection will be presented in the IMPULSES designer area. A total of 76 designer brands, including well-known names such as Yu Jian Tian, KMUSSO and Fu Ni Shang, are shown at **CHIC**.

Sustainability is present in all areas of **CHIC**: COFNA (kidswear) uses yarn from recycled PET bottles, Jore Baudry (womenswear) puts focus on slow fashion or KASHIYAMA (menswear) has been recycling old clothes for 15 years and donating the new items to poorer regions.

In cooperation with the media publisher China Fashion and WWD, **CHIC** selects companies to be awarded at the fair that meet best the criteria of sustainable production as part of the activity "Pursuer of excellence in sustainability".

CHIC digital

As a pioneer in the field of digital trade fairs, **CHIC** is increasingly expanding digital contact forms as a service provider for the fashion industry. The presence of the participants on site is accompanied and supported by the digital tools and social media networks of **CHIC**. **CHIC** is the interface between exhibitors and all sales channels and connects the brands with the right partner. The **CHIC** WeChat Mini program has integrated the trade fair's e-catalog directly to coordinate the business

interests of the business partners. The functions of the mini-program are continuously being expanded, even now with the possibility of ordering catering during the fair. Digital developments and networking are the key factors for market success. China's consumers, whether millennials or Gen Z, spend over 100 hours a month on social networks, short video platforms and on mobile shopping platforms. China's seniors have also turned strongly to the use of online services, fueled by the pandemic. In 2015 they made up 13% of the population, but by 2050 they will make up 25%. Access to this is supported by the government; simplified versions for the apps with larger letters and other features are to be offered by the providers.

CHIC Match Making:

Top-class participants - constant growth of the e-commerce platforms

Top-class visitors have announced themselves for a total of 36 match making events at the fair in order to find the right partner in the Chinese fashion business on site.

These include brands such as Folli Follie, cocoon, Mo & Co, Eland, tanni, VERSINO etc., online brands such as Elephant and Giraffe, Ayuko Studio, SunDayMerry, Artist Hui or Eggka.

E-commerce platforms such as Little Red Book, JD, Dou Yin (TicToc), Wang Yi Yan Xuan or SHEIN, China's expansion-friendly online shooting star with US \$ 8 billion in worldwide sales in 2020, have also announced themselves, as have trading houses such as Walmart, the Bailian Group , Wangfujing, the Eurasiagroup, SKP, LIQUN or the Hualian Commercial Building.

Seven out of ten Chinese consumers use e-commerce; this share could rise to 83.5% by 2025, according to the statistics portal Statista. The online fashion industry in China is projected to grow to US\$ 285,981.4 million through 2025. GlobalData primarily blames the corona pandemic for the strong increase in e-commerce sales. The sharp lockdown in China has led to such an increase in online orders.

Sales in the Fashion segment will amount to around € 340,000 million in China this year, with an expected global sales of € 777,781 million. China offers US\$ 5 trillion growth opportunity over the next decade, according to the McKinsey Global Institute report. Income increases rapidly in the middle income bracket and above. Today there are fewer of these households in China than in Europe. In just ten years, China could be almost as much as Europe and the United States combined with about 400 million.

The enormous volume of the Chinese consumer market plays the decisive role.

"With **CHIC Shanghai** we are building the bridge for the fashion industry and the trade of supply and demand. **CHIC** brings market participants together and offers an overview of current market developments and trends. Our platform is essential for the fashion business in China. We are delighted , while observing the necessary security measures, to welcome exhibitors and visitors again on site at the fair and wish all participants a successful show! "

Chen Dapeng, President China National Garment Association and **CHIC**

Next dates:

CHIC Shenzhen | November 3-5, 2021

CHIC Shanghai | March 9-11, 2022/ Asia's largest fashion and lifestyle trade show

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