



CHIC to focus on Autumn edition from Aug. 29-31, 2022, in Shanghai

- **Pandemic development in China requires CHIC in Nanjing to be postponed again, focus on CHIC Autumn August 29-31 in Shanghai**
- **New: CHIC LIVESTREAMING, the WeChat industry talk in the run-up to the show**
- **Premiere of the new exhibition area CHIC LIST OF THE BEST at CHIC in August**

Scheduled to take place in Nanjing in May, CHIC Spring requires another postponement due to the pandemic development of Covid19 in China. Organizers are focusing on the autumn edition of CHIC in Shanghai. From Aug. 29-31, the latest trends in the Chinese consumer market will be on display at the National Exhibition and Convention Center.

"Our main concern is to guarantee the safety of all exhibitors and visitors. We act with maximum flexibility to current developments and take into account the wishes of all participants to guarantee a successful participation in the fair. Planning for CHIC Autumn is in full swing. We look forward to innovative concepts making their debut in Shanghai." Chen Dapeng, President China National Garment Association and CHIC.

The trade fair concept is being revised for the autumn edition, which is expected to attract around 900 exhibitors. Ahead of the show, the CHIC LIVESTREAMING format will provide information on relevant topics during talks with industry experts on social media. The CHIC LIST OF THE BEST section of the trade show will also be launched. Based on industry research, it will showcase best practices and particularly successful brands in the areas of research and design, cultural values, technical innovation, best selling, etc.

CHIC is organized by Beijing Fashion Expo Co. Ltd. and China World Exhibitions sponsored by China National Garment Association, China World Trade Center and SubCouncil of Textile Industry (CCPIT).

Next Dates:

CHIC AUTUMN | August 29-31, 2022 | NECC Shanghai

CHIC Shenzhen | November 2022 | Shenzhen World Exhibition & Convention Center (Bao'an)

More Information:

www.chicfair.com
www.jandali.biz

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