



CHIC, China International Fashion Fair

Realignment of the CHIC shows:

- **CHIC:** universal platform for the entire fashion industry and fashion retail: networking with all relevant sales channels in China, the supply chains and production plants, as well as the digital worlds
- **CHIC Shanghai Spring** focusing on the distribution of fashion brands into the Chinese consumer market
next date: **March 8-10, 2023**
- **CHIC Shanghai Autumn** targeting supply chain and ODM/OEM productions
next date: **March 8-10, 2023** (the edition of 2022 will be integrated into the spring event, the fall date this year is cancelled due to pandemic control in China)
- **CHIC Greater Bay Area** in Shenzhen conquers the metaverse, focusing on digital worlds, NFTs and new retail
next date: **November 2-4, 2022**



CHIC - China International Fashion Fair, the largest fashion fair in Asia, serves the entire fashion chain from production and distribution to digital new developments of the industry with clear orientation of each edition of the fair. With three trade fair dates a year, **spring and autumn in Shanghai** and the event in the economically strong Greater Bay Area in **Shenzhen at the end of the year**, **CHIC** once again proves itself as the universal platform for industry and trade for the Chinese fashion market.

With the reorientation of the individual shows, the reorganization of resources and a strong service upgrade, **CHIC** provides a comprehensive integrated platform. It incorporates all stages of the fashion business and places a strong focus on digitalization. **CHIC** thus not only follows the trends in the important Chinese consumer market, but also provides targeted impetus for the industry.

CHIC Shanghai Spring

From **March 8 to 10, 2023**, **CHIC Shanghai** will showcase the latest fashion trends, designer collections and brands from all fashion sectors, from womenswear, menswear, and kidswear to shoes, bags and accessories. About 900 exhibitors are expected at the flagship event of **CHIC** in spring at the NECC Shanghai.

German companies have the opportunity to participate in the joint company exhibition of the German government and to present themselves in the **CHIC Worldwide** area in order to establish their networks in the Chinese consumer market. The joint participation will be organized by DEGA Expo Group. Registration forms will be sent out shortly.

Other participants in **CHIC Worldwide** are expected from countries and regions like Italy, France, Korea, India, China Hong Kong, etc.

Efficiently, **CHIC** networks attendees with all retail channels, from buyers, large department stores, multi-brand boutiques, agents, distributors to major ecommerce players.

CHIC Shanghai Autumn

The focus here is on the supply chain. Chinese qualified ODM and OEM fashion producers will show their innovative portfolio. The digitalization of all textile areas along the entire production chain is resetting the business. The changing business environment and market demands make high-quality, intelligent and sustainable fashion production necessary. **CHIC Autumn** enables the successful coordination of resources along the industry chain. Upstream and downstream are brought together. Companies like the Dayang Group, Jinshixiu and Jore Baudry, manufacturers of many domestic top level fashion brands, belong to the exhibitors as well as the Qili Group, well known denim manufacturer or Zhejiang Tianchi, producer of high-end-no-ironing shirts.

CHIC Shanghai Autumn 2022, originally postponed to **October 21-23, 2022**, will be integrated into **CHIC** in spring due to pandemic control.

CHIC Shanghai Autumn 2023 is scheduled for August 2023.

Welcome to the Metaverse - CHIC Greater Bay Area

CHIC Greater Bay Area dives into the metaverse. The innovative trade fair concept will highlight business opportunities for the fashion industry in the digital space in the southern Chinese economic metropolis of **Shenzhen** from **November 2 to 4, 2022** at the Shenzhen World Exhibition & Convention Center (Bao'an New Hall). Around 1000 exhibitors and 60 000 visitors are expected.

Centering on the theme of digital fashion technology, the exhibition provides five different areas: "Digital Fashion Zone", "Superior Factory", "Brand Galaxy", "Influencer Club" and "Cross-border E-commerce Lab". Expert forums, order meetings, product and technology releases, technology awards and additional events further discuss the interaction between digital technology and the fashion industry. Companies like Amazon, TikTok

(DouYin), the China National Apparel Technology Innovation Institute or Style3D show their innovations on-site.

Morgan Stanley estimates that NFTs and metaverse gaming alone could represent a \$50 billion (RMB 350 billion) opportunity in the global luxury market by 2030, expanding the total addressable market of luxury groups by more than 10% in eight years.

Fashion, new retail and ecommerce, as well as the latest developments in social commerce, are playing an increasingly important role for Chinese consumers. According to a recent PwC report, young Chinese are more enthusiastic about the metaverse than their peers globally, 36% of Chinese consumers surveyed said they have used virtual reality devices for entertainment in the last six months compared to 16% globally, 23% of Chinese consumers have purchased NFTs compared to 10% of consumers globally.

Alibaba Group just revealed that its marketing technology platform Alimama has plans to launch an immersive space called “Metaverse” for this year’s Double 11 festival. Within the digital environment, consumers will be able to browse virtual shops and engage in exclusive entertainment experiences. Tmall Luxury Pavilion recently announced that it will host an augmented reality fashion show and introduce a Meta Pass for early access to products.

According to the NFT Market Quarterly Report Q1 2022 by NonFungible mainland China is globally in third position after Singapore and China-HongKong in terms of interest in NFTs.

Shenzhen, an internationally renowned technology hub, is home to many IT companies as well as the Tencent Group (WeChat, TenPay, Tencent QQ, etc.), one of the country's largest Internet companies.

Next Dates:

CHIC Greater Bay Area | November 2-4, 2022 | Shenzhen World Exhibition &
Convention Center (Bao'an)

CHIC March 2023 | March 8-10, 2023 | NECC Shanghai
(including CHIC Autumn 2022)

CHIC Autumn 2023 | August 2023 | NECC Shanghai

More Information:

<https://enmar.chicfair.com/>

www.jandali.biz

Follow CHIC on Instagram:

[@chic_shanghai](https://www.instagram.com/chic_shanghai)

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The logo for JANDALI is rendered in a dotted, pixelated font. The letters are composed of small grey dots arranged to form the shape of each character. The word 'JANDALI' is centered horizontally.

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