

Press

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Press Release

Intertextile Shanghai Home Textiles – Autumn Edition 2017
China International Trade Fair for Home Textiles and Accessories
National Exhibition and Convention Center (Shanghai)
Shanghai, China, 23 – 26 August

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Leading domestic suppliers to present the latest original products at Intertextile Shanghai Home Textiles

Presence of well-known international exhibitors affirms the show's prominence in the industry

First cooperation between Andrew Martin International Interior Design Award & Intertextile Shanghai

With less than two months to go before the largest home textiles sourcing event in Asia – Intertextile Shanghai Home Textiles – takes place, a number of leading suppliers from around the world are gearing up to showcase their latest products. The four-day show, which will unfold from 23 – 26 August, is one of the region's most significant events that connects the entire home furnishings industry. This full spectrum of home textile products and accessories is provided by top manufacturers from Mainland China, as well as Asian and European countries.

With increasingly high quality and competitive prices, Chinese home textile products are gaining in competitiveness, while the government's recent national 13th Five-Year Plan encourages the industry to upgrade by incorporating more innovative ideas and advanced technology. What's more, Chinese suppliers are no longer limited to resellers nor agents of foreign brand names, but are also capable of producing high-end products and developing their own brands. Huatex International is one of these exhibitors. With profound experience in jacquard for over 13 years, it established its own design brand TEXDREAM in 2015 to provide more quality woven fabrics to customers. Hangzhou Aico Home Textile is another well-known brand in China that will present its high-end home textile products like curtains, bedding and other decorative fabrics in the August show.

Amongst the Chinese exhibitors, there is no lack of companies equipped with both sophisticated design and production ability. Yuanzhicheng Home Textile has been cooperating with a famous Italian design company – Arte Tessile – to get new product design ideas for hotel and residential usage. Meanwhile, advanced and professional jacquard

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design software is used to improve the product development process. They have also developed a widespread sales network and worked closely with several international hotel brands including InterContinental, Starwood, Shangri-La, Hilton, Hyatt, Marriott, Accor and more.

Zhejiang Maya Fabrics focuses on designing fabrics for the high-end interior design and home furnishing industries. Their products are supplied to over 200 fabrics distributors, furniture manufacturers, design firms and hotel groups in 25 countries. In addition, they have been partnering with the Art Institute of China and various Italian designers to incorporate the latest technology and innovative elements into their designs so as to keep up with the changing trends in the market.

Apart from the mentioned veteran exhibitors, some newcomers are going to catch buyers' attention this year. Being the sole Asian distributor of leading British bedding brands such as Common Living, Harlequin, Morris & Co., Sanderson and Scion, Qingdao Mirtos Textiles will also have their first participation. Equipped with its own design studio, they will be showcasing mid-range to high-end bedding products and accessories with stylish design and competitive price.

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To satisfy buyers with various sourcing needs, the show will also feature universal big names from different product sectors. German brand JAB Anstoetz will be providing a series of delicate appliques to household textile decoration products, while the UK's Prestigious will offer a diverse range of fabrics for drapes & upholstery, wallcoverings and home décor accessories. Some of the other leading suppliers also include D Décor, one of the world's largest manufacturers of woven curtains & upholstery, and Advansa Marketing, the leading German supplier of polyester fibres.

Apart from fabrics and finished product suppliers, non-textiles suppliers like Somfy are also not to be missed. The Somfy Group from France excels at designing and producing automated controls for doors, windows and other building openings. Its Chinese subsidiary will make its debut in the show, presenting their world class sun protection systems.

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In addition to a sourcing platform, Intertextile Shanghai Home Textiles aims to bring more inspiration to the industry. This year, the show will feature the Andrew Martin International Interior Design Award, for the first time which includes a forum where leading players from the interior design, architectural design, apparel design and art sectors will share their insights on the transformation of design in the new information era. This widely recognised award has been organised by the well-known interior design house, Andrew Martin International annually since it was introduced to China in 2006. There will also be a Trans-border Home Art exhibition which enables new home living styles to be illustrated in the

form of furniture and installation art.

Intertextile Shanghai Home Textiles – Autumn Edition is organised by Messe Frankfurt (HK) Ltd; the Sub-Council of Textile Industry, CCPIT; and the China Home Textile Association (CHTA). To find out more about this fair, please visit: www.intertextilehome.com . For more information about Messe Frankfurt textile fairs worldwide, please visit: <http://texpertise-network.com>.

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Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,300 employees at some 30 locations, the company generates annual sales of around €647 million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

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