

Press release

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## Keep pace with market and trend developments at Intertextile Shanghai Home Textiles

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**Intertextile Shanghai Home Textiles has always been at the forefront of the China and Asia markets for participants to find the latest products from around the world and learn about the current market trends. This year, a series of fringe programme events together with some new show features will inspire fairgoers throughout the four-day fair.**

### **New features for contract business**

Given the growing demand for textile solutions for architecture, interior design and the hotel industry, the coming August fair will highlight leading contract upholstery suppliers with distinctive labels. In addition, the show will feature a showcase area at hall 5.1 which displays quality contract upholstery from exhibitors. The area will be decorated by interior designers, demonstrating the functionalities of different contract textile products.

To introduce the opportunities that the textile industry can capture from contract business, both domestic and international architects, hoteliers, interior designers and industry experts have been invited to share their insights about design, market, materials and project management on the Contract Business Days, on 28 & 29 August.

Naima A Khan, founder and interior designer from The Green Design in UAE, for instance, will be speaking on The Art of Sustainable Interior Design. She has worked with many international home fashion retail store developers, as well as textile and interior companies, and is experienced in using therapeutic colour schemes, sustainable materials and sunlight in different design projects. Another guest, Esra Lemmens, who is also a designer and active speaker at design events, will talk about the expanding importance of design throughout Dubai as well as her suggestions for doing business in Dubai.

Other speakers also include Martin Oliu from the international design company, Harmony World Consultant and Design (HWCD). He has participated in a broad area of design such as architectural construction & interior design and is responsible for various luxury residential and hotel design projects. Professor Thomas Charles, who has been working on industrial product design and research for user experience & consumer behaviour study, business strategy and branding designs will give a talk on 'The Power of Innovative Design'. Trevira CS will also

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participate in the Contract Business Day through their Chinese representative, Jenny Zhang, who will share how the permanently flame retardant Trevira CS textiles can fit into contract business.

### **Digital printing and technics remain a focal point**

The Digital Printing Micro Factory concept was first introduced in the 2017 edition of Intertextile Shanghai Home Textiles, and received much attention and positive feedback. To cater to the growing demand for efficient, one-step textile solutions, Global Fortune Limited from Hong Kong will work jointly with Kornit Digital and Bullmer to set up a Micro Factory at this August's fair. An advanced digital printing system – Allegro & Cut by Kornit Allegro – will be introduced. The system streamlines the entire production process by combining printing and drying together so multiple machinery is not needed. It is also eco-friendly as one single ink set suits various fabric types, and designs will be printed in shapes and sizes that are ready for cutting. Visitors can learn more about the complete production process from printing and cutting to sewing via the onsite demonstration.

In addition to forums discussing how digital printing helps flexible production, there will also be an array of forums where some top domestic industry players will share their experience in resolving technical problems in productions and satisfying requirements in different product tests.

### **Forward-looking events to ignite inspiration**

The trend committee formed by international trendsetter the NellyRodi™ Agency has developed three themes, namely Caring Future, Crazy Future and Emo Future for the 2019 International Lifestyle Trends. Apart from the trend area where product displays are located, visitors can get a better understanding about the future living styles from the panel discussion and trend area tour. The agency's creative director, Vincent Grégoire, will guide tours to explain the trend concept. He will also join other industry experts in the panel discussion on consumer lifestyle trends.

Another inspiring event during the show is the Future Talk in which representatives from different industries including fashion brand Shiatzy Chen, home appliance giant Haier, gourmets and lifestyle experts will share their perspectives on the future trends.

The show will be held from 27 – 30 August in the National Exhibition and Convention Center in Shanghai. 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](http://www.intertextilehome.com). For more information about Messe Frankfurt textile fairs worldwide, please visit: <http://texpertise-network.messefrankfurt.com>.

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### **Further press information & picture material**

<https://www.hk.messefrankfurt.com/hongkong/en/press/fair-press/textiles-and-textile-technologies/intertextile-shanghai-home-textiles-autumn.html>

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Information from the international textiles sector and Messe Frankfurt's textiles fairs worldwide can be found at: [www.texpertise-network.com](http://www.texpertise-network.com).

### **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 2,400 employees at 30 locations, the company generates annual sales of around €669 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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