

Press release

21 June 2023

## International spotlight shines on returning Intertextile Shanghai Home Textiles 2023

Betty Fong  
Tel: +852 2230 9281  
[betty.fong@hongkong.messefrankfurt.com](mailto:betty.fong@hongkong.messefrankfurt.com)  
[www.messefrankfurt.com.hk](http://www.messefrankfurt.com.hk)  
[www.intertextilehome.com](http://www.intertextilehome.com)  
ITSH23 PR2 EN

**Following a strong start at the Spring Edition of Intertextile Shanghai Home Textiles early this year, global industry players have turned their sights to the next international event in August. As the first Autumn Edition to be held in the wake of China lifting many of its pandemic-related border restrictions, the three-day fair will gather around 1,000 international and domestic exhibitors. Traders looking to meet market demand will be able to source from an extensive range of trending and specialised home and contract textile products from 16 – 18 August 2023. Widely considered one of Asia’s most comprehensive industry platforms, Intertextile Shanghai Home Textiles – Autumn Edition 2023 is expected to fill 100,000 sqm plus of floor space across four halls at the National Exhibition and Convention Center (Shanghai).**

According to a recent market report, the global home textile market is expected to show a CAGR of 5.6% from 2023 – 2028 to reach USD 174.1 billion by the end of the forecast period. Asia-Pacific has dominated the global market in recent years, with China one of its most significant contributors.<sup>1</sup>

As the global manufacturing hub for home textiles, China is gradually recovering from social and business disruptions caused by the pandemic. Speaking at the recent Spring Edition, Ms Rosemary Li, Domestic Sales Manager of Zhangjiagang Coolist Life Technology Co Ltd, a long-time exhibitor specialised in bio-based and functional bedding products, said: “Since China relaxed its pandemic-related control and prevention measures, after Chinese New Year we have been flooded with orders. With both domestic and export orders increasing, it has been almost impossible for the production line to fulfil the order demand.”

While the spring show’s promising visitor flow was a positive start to the Chinese home textile industry’s post-pandemic era, a higher participation of overseas exhibitors and buyers is expected at the upcoming Autumn Edition.

### **The return of special zones and international pavilions**

Later this year in Shanghai, exhibitors will showcase their most up-to-date home and contract textile products, ranging from bedding &

Messe Frankfurt (HK) Ltd  
35/F, China Resources Building  
26 Harbour Rd, Wanchai, Hong Kong

<sup>1</sup> Globe Newswire: Global Home Textile Market Report 2023-2028: Increase in Consumer Spending on Home Renovation and Decoration Bodes Well for the Sector. <https://www.globenewswire.com/en/news-release/2023/03/08/2622718/28124/en/Global-Home-Textile-Market-Report-2023-2028-Increase-in-Consumer-Spending-on-Home-Renovation-and-Decoration-Bodes-Well-for-the-Sector.html>

towelling, rugs, table & kitchen linen, upholstery & curtain fabrics, editors, home textile technologies and textile design. With a wealth of choices for buyers, several show highlights are listed below:

- **Editor & Designer Zone:** located in hall 5.1, the zone will feature international, high-end editor and designer brands brought by leading exhibitors J&C, Julai, Qianbaihui, Prestigious, Shanghai Lotus, SohoCut, Yada, and more.
- **Country and region pavilions:** premium suppliers from Belgium, Türkiye and Taiwan (China) will exhibit quality products in their designated pavilions in hall 6.1.
- **Textile Designs:** textile design studios from Japan, Portugal and Taiwan (China), namely Amilia Design Studio, Fine Art Inc and Tela's Design Lda, will also showcase their seasonal designs in hall 6.1.

Adding to buyers' sourcing options, a multitude of domestic players from different categories will also showcase their respective products. Highlighted exhibitors include top curtain and curtain fabric suppliers Fu-TeX, Hangzhou Aico, Hexin and Xiaoxuanhuang; bedding suppliers Coolist, Huizhou Wah Shing and Yantai North Home; as well as Hightex, Huatex, Maya and Suzhou Roufang from the upholstery and sofa fabric sector.

Fairgoers can also learn more about the upcoming global trends and designs by visiting the '2023 – 2024 Intertextile International Lifestyle Trend' area. In aid of this, Intertextile Shanghai Home Textiles has joined forces with NellyRodi™, the renowned French forecasting agency, to present the design theme for 2023 – 2024: 'ALIVE'. HUMAN CAPITAL, ROUSING COMMITMENT and UNREAL REALITIES are the theme's three main trends. Mr Shen Lei from the trend committee will be onsite to share his insights on the upcoming trends in an exclusive seminar for fairgoers. For industry players wanting to acquaint themselves with these new directions ahead of time, the digital trend guide is available [here](#).

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 these fairs, please visit:  
[www.intertextilehome.com](http://www.intertextilehome.com).

-end-

Notes to editors:

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

<https://intertextile-shanghai-hometextiles-autumn.hk.messefrankfurt.com/shanghai/en/press.html>

#### **Follow Intertextile Shanghai Home Textiles on social media**

<https://www.facebook.com/intertextilehome>

<https://twitter.com/IntertextileH>

<https://www.linkedin.com/in/intertextilehome/>

## Newsroom

### **Texpertise, the textile business network**

Intertextile Shanghai Home Textiles is part of Texpertise, the textile business network. The network of Messe Frankfurt unites current topics, trends, and events around the textile business and connects more than 500,000 people from all over the world.

With more than 50 international textile trade fairs in 12 countries, Messe Frankfurt is the global market leader for textile trade fairs. Texpertise covers the entire textile value chain: research, development, yarns, fabrics, apparel, fashion, contract manufacturing, home and household textiles, technical textiles, processing and cleaning technologies. In collaboration with the United Nations Office for Partnerships, supported by the Conscious Fashion and Lifestyle Network, the Texpertise Network informs and mobilises the textile sector to implement solutions for social, economic and environmental change. Our aim is to create awareness for the Sustainable Development Goals at all our textile trade fairs worldwide – from Frankfurt, to New York, Atlanta, Shanghai and Paris.

For more information from the international textile sector and Messe Frankfurt's global textile events, visit:

<http://www.texpertise-network.com>

<https://www.linkedin.com/company/texpertise-network/>

### **Background information on Messe Frankfurt**

The Messe Frankfurt Group is one of the world's leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of some 2,200\* people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2022 were around €450 million\*. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt's key strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of the world. Our 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. We are using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity. For more information, please visit our website at: [www.messefrankfurt.com/sustainability](http://www.messefrankfurt.com/sustainability). 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). For more information, please visit our website at: [www.messefrankfurt.com](http://www.messefrankfurt.com)

\* Preliminary figures for 2022