

news +++ Intertextile Shanghai Home Textiles – Autumn Edition
National Exhibition and Convention Center (Shanghai), 20 – 22 August 2025

intertextile
SHANGHAI home textiles

International turnout reaffirms Intertextile Shanghai Home Textiles as a preeminent global business platform

Shanghai, 11 September 2025. Intertextile Shanghai Home Textiles – Autumn Edition 2025 concluded with clear signs of market vitality, as the fair recorded a rise in international participation and robust sourcing intent from buyers worldwide. Across three days at the National Exhibition and Convention Center (Shanghai), nearly 900 exhibitors from 20 countries and regions engaged with over 35,000 visitors representing 116 countries and regions, underscoring the show’s role as a key business platform for both exhibitors and visitors. Exhibitors reported heightened order activity and new partnership discussions, reflecting strong industry confidence and the fair’s ability to connect global demand with cutting-edge home and contract textile solutions. Alongside this commercial success, the show showcased a forward-looking mix of trend-focused aesthetics, functional innovations, and sustainable practices, supported by a revitalised fringe programme that enriched sourcing and networking opportunities.



Intertextile Shanghai Home Textiles sees surge in global attendance and visiting countries and regions compared to the 2024 Autumn Edition. (Photo: Messe Frankfurt)

At the show’s conclusion, Ms Wilmet Shea, General Manager of Messe Frankfurt (HK) Ltd, remarked on the dynamic atmosphere at the 2025 edition: “As we close the doors on another successful edition, we are proud of the way this fair has cemented its position as the leading platform for stakeholders looking to stay competitive in the Chinese and

broader Asian markets. The breadth and quality of products on display, with a renewed focus on design and innovation, is a true testament to the industry's creativity and responsiveness to evolving consumer demands. With significant international attendance, we have seen valuable discussions already translate into successful business outcomes for both exhibitors and buyers.”

Innovative offerings by exhibitors yield positive business outcomes

Among the 20 exhibiting countries and regions, eight new entrants joined the lineup, including Bulgaria, Egypt, Finland, Indonesia, Iran, Malaysia, the Netherlands, and Vietnam, widening the scope of global sourcing options. Many first-time exhibitors were also pleased with the business outcomes from the fair.

“Intertextile Shanghai Home Textiles reflects a high level of internationalisation, which is why we decided to exhibit for the first time, as we aim to expand into overseas markets. We displayed a range of sofas, curtains, wall materials, carpets, and bedding, allowing buyers to experience the quality and design of our offerings firsthand. We are pleased with our booth traffic and proud of the appeal of our displays, as our bold colour schemes and patterns possess an international flair. This fair has opened more opportunities to connect with a diverse customer base from Southeast Asia, India, France, and North America, compared to our typical domestic focus in Shenzhen.” said Ms Nancy Wang Yanan, Brand Manager of FABOIE (China).

The fair's diverse offerings underscored a clear trend: manufacturers are pairing sustainability and performance with bold design thinking to capture new opportunities in both domestic and global markets. Outstanding new products were unveiled, such as soft chenille from Prestigious Textiles (the UK), which offers a cloud-like touch of ultimate comfort; TerraLoom from Rioma SL (Spain), fabrics that connect with nature through coarse linen textures and outdoor-grade durability; and Fu-Tex's (Hong Kong) anti-dust curtains which utilise anti-static technology to prevent dust adhesion.

Long-term exhibitor Kageyama & Co Ltd (Japan) presented high-end fabrics with antiviral, antibacterial, and moisture management features. “Attendance has been strong, with many professional buyers from across Asia and the Middle East,” noted Mr Shouki Setsu, Section Chief of Foreign Trade. “There is noticeable demand for natural materials like cotton and Tencel, and we've already made promising new connections.”

Visitors showed strong sourcing intent

Major brands such as Culp Fabrics, H&M, IKEA, JD.com, Nitori, Pinduoduo, Walmart, Xiaomi, and many others sourced onsite, ostensibly pursuing solutions that combine contemporary style with high-quality, future-ready features.

This buying momentum was further evidenced by a rise in international participation, with an increase in overseas buyers – nearly 5,000 – and the number of visiting countries and regions reaching a total of 116. Up 73% from the last edition, nearly 2,000 delegates from 30 buyer delegations were also present, representing 23 countries and regions, including Bulgaria, Colombia, El Salvador, Japan, Malaysia, Myanmar, Thailand, and Vietnam and more.

First time VIP buyer, Mr Mohamed Salah, Regional Sales Manager of Oriental Weavers (Egypt), said: “We are one of the world's largest carpets, rugs, and related raw materials producers, also involved in trading. I'm impressed by the fair's size and diverse international attendance. I've found potential suppliers for curtains that would complement our showrooms in Egypt, as well as rug wholesalers in China. The Chinese market is large, we are already selling there and looking to expand. Overall, the fair feels more

international, and I also appreciated the presence of designer booths, which adds a unique element not commonly seen in other fairs.”

Fringe programme spotlighted the industry's creative, connected, innovative and eco-conscious transformation

Offering visitors a multifaceted perspective on the industry's development, the events centred on four thematic pillars: NextGen, Palette, Connector, and Go-Green. The debut Future & Textile Zone, under NextGen – highlighting the latest advancements in the industry – drew strong attention as an innovation hub where new interior textiles met artificial intelligence, sparking conversations about the possibilities of smart living spaces. The zone featured over 20 textile samples highlighting sustainable, regenerative, bio-engineered, and circular materials. It also showcased AI design innovators providing quick visualisations of interior textiles, and demonstrated instant AI transformations that convert textile close-ups into interior designs. By merging technological advancements with social responsibility, the sessions encouraged attendees to consider how best to adapt their businesses to shifting industry demands.

Curator Ms Anja Bisgaard Gaede, CEO of SPOTT trends & business, delivered both a seminar and a guided tour of the Future & Textile Zone. She noted: “Intertextile Shanghai Home Textiles is crucial for sharing these advancements and facilitating connections between buyers and producers. With a growing emphasis on sustainability, it’s great to see more exhibitors adopting eco-friendly practices and seeking certifications. The integration of AI is transforming the design process, allowing for faster visualisation and sample reduction while enhancing creativity.”

Another well-received session came from Danish interior designer Camilla Rudnicki, Founder of Camilla Rudnicki Home & Interior. Through both her seminar and guided tour, she invited attendees to explore her expertise in textile applications and product selection. She inspired visitors with interior design solutions that emphasised warmth and joy in living spaces.

In addition, experts from Colombia, Uzbekistan, and Vietnam offered participants practical guidance on textile sector development for strengthening market positioning, providing insights that could shape future growth strategies. Their discussions on emerging markets highlighted fresh opportunities for global expansion. In this way, the event served as both a source of knowledge and a prompt for potential business development.

Exhibitors’ experiences

“Having exhibited at Intertextile Shanghai Home Textiles since 2016, we are proud to present our self-repairing voiles this year. We emphasise our commitment to natural and sustainable qualities, using materials like recycled yarn in our curtains. We continue to return to this fair because the organisers are highly professional and the brand awareness is effective – bringing us genuine clients. This year, approximately 60% of the buyers we met were from Mainland China, while 40% hailed from various countries and regions, including Taiwan, Thailand, the Philippines, Vietnam, Argentina, Ecuador, Mexico, and Brazil.”

Mr Suleyman Altioek, Sales Manager, Bona Home, Türkiye

"This is our first time at the fair, and it has exceeded my expectations. We see potential for opening new business opportunities. We've connected with interested visitors from the Middle East, China, and beyond, engaging in meaningful discussions about our Persian carpets, which are renowned for quality, variety, pattern, design and use of natural raw materials. The fair provides a vital platform for us to showcase the differences between

handmade and machine-made carpets, allowing customers to experience our quality handmade products firsthand. Besides, the fringe events are important for us to stay informed about industry trends."

Mr Abed Hashemi, Marketing Manager, Tavana Carpet, Iran

"I'm representing the biggest pattern design service provider in Scandinavia, displaying our designs by ten Finland-based designers. So far, it's been very busy for us – many of our target buyers are stopping at our booth. This fair is a great platform for us as it allows us to connect closely with customers, gather feedback on our services, and assess the market's pricing levels. Our designs focus on three concepts: classic, lovely, and whimsical. They differ dramatically, as we aim to follow global home textile trends while also creating timeless patterns."

Ms Kristina Tergujeff, Creative Director, Patternsfrom Agency, Finland

Visitors' feedback

"This fair is a fantastic chance to discover new collections that can enhance our production of home textiles, including cushions, bed covers, and curtains for large customers in Italy and Europe. We are actively seeking suppliers from around the world, particularly from China, India, Pakistan, and Türkiye, due to their high-quality production. We've already made a promising contract with a new supplier. Eco-friendly materials are a crucial focus for us, as customer demand for sustainable textiles continues to rise. It's essential that our materials are sourced responsibly and meet eco-certification standards."

Mr Pasquale Carillo, Member of the Board of Directors at CIS SpA, F.Ili Carillo Tarde srl, Italy

"We are exploring a wide variety of textiles, ready-made curtains, and soft furnishings, while also keeping an eye on fresh designs and innovations. We came across several impressive fabrics we hadn't seen before, many presented by Chinese manufacturers offering diverse prints, patterns, and rolled stock ideal for quick orders. The fair provides a great opportunity to discover suppliers, and we've already identified promising ones for future collaboration. There's a lot to cover within three days, but the event is both comprehensive and high quality. The fringe programme adds further value, and overall, we're pleased with the experience and look forward to returning."

Ms Margot Johnson, Head of Product, Buying & Marketing, Harvey Furnishings, New Zealand

Speaker's insights

"The forum unites textile experts to enhance consumer awareness of home textile products' social responsibility. By discussing management, sustainability, and consumer research, it also aims to show that these products involve R&D and sustainable practices beyond their materials. As a result, it fosters deeper understanding and influences purchasing decisions, generating positive momentum for the industry. This fair is recognised as a premier exhibition in China and Asia, providing valuable insights while significantly contributing to the industry's growth and future development."

Dr Guoxiang Yuan, Graduate Supervisor of Donghua University and Research Fellow of The Hong Kong Polytechnic University, Hong Kong

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, please visit: www.intertextilehome.com.

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Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity.

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