news +++ Intertextile Shanghai Home Textiles – Autumn Edition
National Exhibition and Convention Center (Shanghai), 18 – 20 August 2026

intertextile
SHANGHAI home textiles

Intertextile Shanghai Home Textiles – Autumn Edition 2026 concludes as Asia's premier hub for trend-led innovation

Shanghai, 8 September 2026. Intertextile Shanghai Home Textiles – Autumn Edition 2026 wrapped up on 20 August having brought the global home textiles community together in Shanghai. Over 900 exhibitors from 19 countries and regions attracted nearly 36,000 visitors from 113 represented markets to the National Exhibition and Convention Center (Shanghai). This edition further strengthened the fair's status as a strategic gateway to the wider Asian buyer market, with strongly represented regions including Greater China, Southeast Asia, and increasingly Central Asia. Beyond sourcing, the fair connected trend-led, sustainability-driven and value-added product innovation with real-world business needs. Visitors combined premium sourcing objectives with an appetite for market intelligence and industry insights from the fringe programme – underscoring the fair's role as Asia's leading home textiles show and the sector's core manufacturing base.

Crowds fill the 100,000+ sqm exhibition space at Intertextile Shanghai Home Textiles – Autumn Edition 2026, underscoring the event's position as the sector's core manufacturing and sourcing platform in Asia. [Photo: Messe Frankfurt]

At the show's conclusion, Ms Wilmet Shea, General Manager of Messe Frankfurt (HK) Ltd, reflected on the fair's – and China's – role as a nexus for the Asian home textiles industry: "This edition brought together a truly multinational and high-quality exhibitor and buyer base. The strong performance of the fair underscores the resilience of China's industrial supply chain and reinforces confidence in the industry's long-term growth. Exhibitors and visitors alike highlighted how sustainability and new technologies are accelerating product development, improving operational efficiency and enhancing supply

chain transparency, creating a dynamic, business-focused atmosphere where innovation and real-world sourcing needs translated into concrete outcomes for both exhibitors and buyers."

Innovation across the home and contract textiles industry
Spanning more than 100,000 sqm, the fair brought together international and domestic exhibitors across four halls, showcasing a comprehensive range of products and solutions, including bedding, fabrics, curtains, carpets and design-led collections.

The breadth of products on display reflected the fair's role as a platform for both established sourcing categories and emerging areas of innovation. Exhibitors presented new collections, sustainable materials, technology-enabled solutions and value-added products designed to respond to evolving consumer preferences and market requirements. Among the exhibitors highlighting these developments were Antonio Salgado (Portugal), with its signature bedspreads made from 100% Masters of Flax Fibre linen; Tongxiang Gelin Textile (China), showcasing Merino Wool Velvet and W-TDC series fabrics with natural fire resistance, antibacterial properties and formaldehyde adsorption; and Shenzhen Lidai Environmental Protection Intelligent Technology (China), which presented its AI-powered Maybo fabric recognition engine and intelligent wallpaper sampling and matching systems.

The strong presence of qualified buyers also enabled exhibitors to gather direct feedback, monitor market trends and better understand the priorities shaping future product development. Reflecting on the platform's value, Ms Janine Bisset, National Sales & Marketing Manager of Jaspa Herington Pty Ltd (Australia), commented: "This show is a triple-win for us. It's a good opportunity in the Chinese market, to attract international visitors, and to source from other exhibitors. Our Australian-wool quilts and pillows include a machine washable range which protects asthma sufferers, with over 45 million of them in China alone. Wool is temperature regulating, breathable, natural and highly sustainable, which aligns with the show's focus. All the visitors we've met here have been new, with various promising leads very open to diversifying their product offerings. Buyers are actively looking for polyester alternatives, and wool offers that alternative."

Targeted sourcing and market insights
International attendance continued to grow, building on the strong rebound in overseas visitor numbers seen at recent editions. This edition attracted a diverse mix of international buyers with clear purchasing objectives, such as Bouclair, H&M, HEMA, IKEA, Li & Fung, Tesco, and more**.**

Buyer delegations from key growth markets across Central Asia, Southeast Asia, and North Africa further strengthened the fair's role as a regional meeting point for decision-makers seeking new suppliers, product inspiration and practical insights into the sector's direction. This visitor diversity emphasised China's continued position as the global hub for the home and contract textiles sector.

The combination of product discovery, face-to-face business conversations and expert-led market intelligence enabled buyers to move from inspiration to more informed sourcing decisions. VIP Buyer Mr Allen Zhou, Director of Sourcing of Bouclair Home (Canada), said: "As a long-time textile professional, this is my first time focusing on home textiles. We're a Canadian retail chain with about 60 stores, serving middle to high-level customers, and I'm sourcing for furniture fabrics and bedding related materials. The fair is exciting because it brings direct manufacturers and the chance to see new fabrics, technologies, and innovations in person. Sustainability is a must in North America – green materials and certifications matter – and I already met suppliers to align on those standards."

Fringe events inspired industry creativity
The fair's commercial relevance was complemented by the fringe programme – themed Palette, Go-Green, Connector, NextGen – which provided a platform for thought leadership and cross-sector dialogue. Bringing together designers, trend forecasters, industry experts, and decision makers, the programme's curated talks, guided tours and industry panel discussions focused on design and product development, changing lifestyles, sustainability, business strategies and the future of home textiles.

A key highlight was Intertextile International Lifestyle Trend 2027 – Breathe Up!, the themed trend area and related events which explored key lifestyle directions for the upcoming season. The fringe programme also explored urban renewal, a group panel curated by Mr Shen Lei, Founder and Design Director of Interior Architects, alongside a session on AI implementation in the sector by Mr Dylan Chen, Textile Industry Digitalisation Consultant at Style3D, and Latin American market opportunities by Mr Adriano Tadeu Barbosa, offering buyers and suppliers practical insights into emerging demand and sourcing trends in the region.

Trend curator and presenter Ms Cécile Rosenstrauch, Global Creative Director of NellyRodi™ Agency, added further insight into the ideas explored at the fair: "For home and hospitality, to create an experience, it's important to imagine very creative spaces. 'Breathe Up!' is a great concept because there are so many meanings behind it – to inhale fresh air and exhale bad energy, to create an environment that adds to wellbeing. Everything is freed between technology and craftsmanship, totally connected to the colours of nature, and the space is very calm and peaceful. I'm delighted with the fabric selection as it's perfectly embodied each concept we wanted to celebrate and dramatise."

Exhibitors' experiences

"We have exhibited at the fair for many editions to build visibility among both domestic and international designers and furniture manufacturers. Our focus is on blended fabrics and functional textiles; this edition, we met high-quality visitors from Brazil, Japan and Korea who showed strong interest in our practical products and innovative patterns. There is a clear trend towards a more 'homey' aesthetic, with buyers seeking designs that balance comfort and functionality. We are satisfied with the foot traffic and supporting events, and we will return next year."
Mr Yang Ziyi, Manager, Green City Textile Co Ltd, Taiwan

"In the past, we exported a significant volume of upholstery fabrics and finished products to China, and we are now exploring opportunities to expand that business. Carpets are a relatively new category for us, and this is the first time we're actively targeting the Chinese market. This international fair gave us access not only to buyers in the country but also to visitors from Central Asia, the Middle East, and North Africa. Over the first two days, we've generated a strong number of contacts; we exchanged samples and specifications and look forward to following up after the fair."
Mr Tolga Emrah, Sales Marketing Manager, Isik Kadife, Türkiye

Visitors' feedback

"We supply materials for interior designers on B2B projects – mainly hospitality, including real estate projects and hotels like Marriott and Hilton. Walking through the fair, about 90% of what I'm seeing is useful for our upholstery and curtain sourcing for both indoor and outdoor use. In two days, I've already met plenty of innovative potential suppliers, mostly from China. In Thailand, trends are shifting toward simpler, earthy styles with detail, as well as environmentally friendly materials for MNC customers especially."

Mr Patiweth Promtun, Assistant Director (Space Planning Department), Sangetsu Goodrich Thailand, Thailand

“As one of the world’s top DIY retailers, we have over 1,000 physical stores in 26 countries, and over 14 private label brands. We’re here sourcing fabrics for curtains, throws, cushion covers and more, from targeted and existing suppliers. Some are also connecting us with their own upstream sources for trending functional materials such as 100% blackout, heat protection and noise cancellation. We’re also seeking fully recyclable TPU coatings. Many exhibitors here can already put this into practice, which was an unexpected discovery. We will come back next year for sure.”
Mr Andy Zeng, Sourcing Leader, Decoration & Textile, adeo, France

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.

Other upcoming shows:

Vietnam International Trade Fair for Apparel, Textiles and Textile Technologies (VIATT)
24 – 26 February 2027, Ho Chi Minh City

Intertextile Shanghai Home Textiles – Spring Edition
10 – 12 March 2027, Shanghai

Press information and photographic material:
https://intertextile-shanghai-hometextiles-autumn.hk.messefrankfurt.com/shanghai/en/press.html

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About the Texpertise Network

Texpertise Network by Messe Frankfurt connects over 500,000 industry participants worldwide, combining trade fairs with networking and digital offerings focused on textile business. With over 60 international textile trade fairs in 15 countries, it spans the entire textile value chain and secures a place as the main platform for business and information about the global textile industry.

Background information on Messe Frankfurt

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With a workforce of some 2,700 people at its headquarters in Frankfurt am Main and in 29 subsidiaries, it organises events around the world. Group sales in financial year 2025 were about € 766 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.

Messe Frankfurt develops new business models based on its digital expertise. Its range of services encompasses venue rental as well as exhibition stand construction, marketing services, staffing services, and catering.

Sustainability is a central pillar of our corporate strategy. Maintaining a balance between environmental and economic responsibility, social responsibility, and diversity lies at the heart of its approach.

For more information, please visit our website at: 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).

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