

intertextile

SHANGHAI home textiles

中国国际家用纺织品及辅料(秋冬)博览会

China International Trade Fair for Home Textiles and Accessories — Autumn Edition

2026.8.18-20

国家会展中心(上海)

National Exhibition and
Convention Center (Shanghai)

观众指南

| 展会地图 |

Visitor Guide
Fair Guide

家纺展小程序



E-catalogue



messe frankfurt

intertextile
SHANGHAI home textiles

2027.8.25 – 27

National Exhibition and Convention
Center (Shanghai), China
中国 • 国家会展中心 (上海)

China International Trade Fair for Home Textiles
and Accessories – Autumn Edition
中国国际家用纺织品及辅料(秋冬)博览会

At Home in Asia
秋韵绵长，为家而归

www.intertextile-home.com.cn
www.intertextilehome.com

一览图 Ground Plan



5.1 馆 品牌软装馆 Brands Fabrics Hall | **5.2 馆** 潮流布艺馆 Trendy Fabrics Hall | **6.1 馆** 国际品牌精品家居馆 International Brands Household Hall | **6.2 馆** 家具面料馆 Furniture Fabrics Hall



观众登录处
Visitor Registration



问询处
Information Counter



存包处
Cloak Room



医疗室
First Aid Station



新闻中心
Press Centre
M501 (8m)



主办单位办公室
Organiser's Office
国内展区M601 (8m)
海外展区6.1H-A110



国家会展中心派出所
Police Station
Tel: 021-5972 0110



地铁2号线国家会展中心站
NECC Station, Metro Line 2



地铁17号线国家会展中心站
NECC Station, Metro Line 17



网约车停靠点
E-Hailing



2 5 7 步行进馆入口
Venue Entrance walking



18 VIP车辆 / 大巴车辆 / 社会车辆南地下停车场入口
Venue Entrance for VIP / Shuttle / Public Parking
Towards South Underground Parking Area

凭有效证件实名登记入场，不转借、伪造参观证件
配合安检，严禁携带违禁品，服从现场工作人员疏导指挥，有序观展、文明观展。

2026

中国国际贸易促进委员会 纺织行业分会

践行“科技、时尚、绿色、健康”
的全球专业展会网络

中国国际贸易促进委员会纺织行业分会(简称纺织贸促会)成立于1988年
同时使用“中国国际商会纺织行业商会”名称
由中国国际贸易促进委员会和中国纺织工业联合会领导
成立三十多年来
致力于促进中国 and 世界各国(地区)纺织服装业的贸易往来和经济技术合作
立足为纺织行业服务、为企业服务
以我们高质量的工作促进纺织服装行业的不断发展

我会主要任务:

- 一、在境内外举办纺织服装行业国际展览会、博览会。
- 二、组织纺织服装行业的国际贸易、专业技术交流活动。
- 三、开展同世界各国纺织服装业及贸易界的联络工作,邀请和接待外国和地区纺织服装业及其他各界的经贸、技术人士和代表团组的来访,促进国际合作。
- 四、组织中国纺织服装界的国际贸易、技术代表团组出国访问,开展各种商务活动,拓展国际市场,扩大出口贸易和向境外投资。
- 五、开展经贸、投资环境信息的搜集、整理研究工作,向国内外有关企业和机构提供经济技术合作和贸易方面的信息、咨询及法律服务。
- 六、办理其他促进对外贸易、经济技术合作的事宜。



网址: www.ccpittex.com
地址: 北京市朝阳区朝阳门北大街18号

全球 展览 计划

GLOBAL
EXHIBITION
PROGRAM



5.1-F61 轻奢雪尼尔

集研发,生产和贸易为一体。产品主要分类:仿麻布、麂皮绒、灯芯绒、雪尼尔,可再生面料,包含三防,易去污,遮光,压胶,烫金,印花等各类后整理加工。面料通过了OEKO-TEXSTANDARD 100认证,再生纺织GRS认证。



江苏省苏州市吴江区盛泽镇经纬路188号
No.188 JingWel Road, Shengze, 215228
Wujiang, Jiangsu, China
T: +86 512 63521010
M: +86 158 5166 8968
Email: christina@decorationtexp.com

窗帘及窗帘布
Curtains & Curtain Fabrics

装饰布及沙发布
Upholstery & Sofa Fabrics

遮阳窗饰
Sun Protection

设计师面料
Designers' Selected Brands

问询处
Information

咖啡区
Coffee Area

休息区
Rest Area

设计汇
InterDesign

直梯
Lift

海外进口布艺
Editors

智能设备
Intelligent Equipment

辅料
Accessories

商用/工装订制供应商
Contract Business Supplier

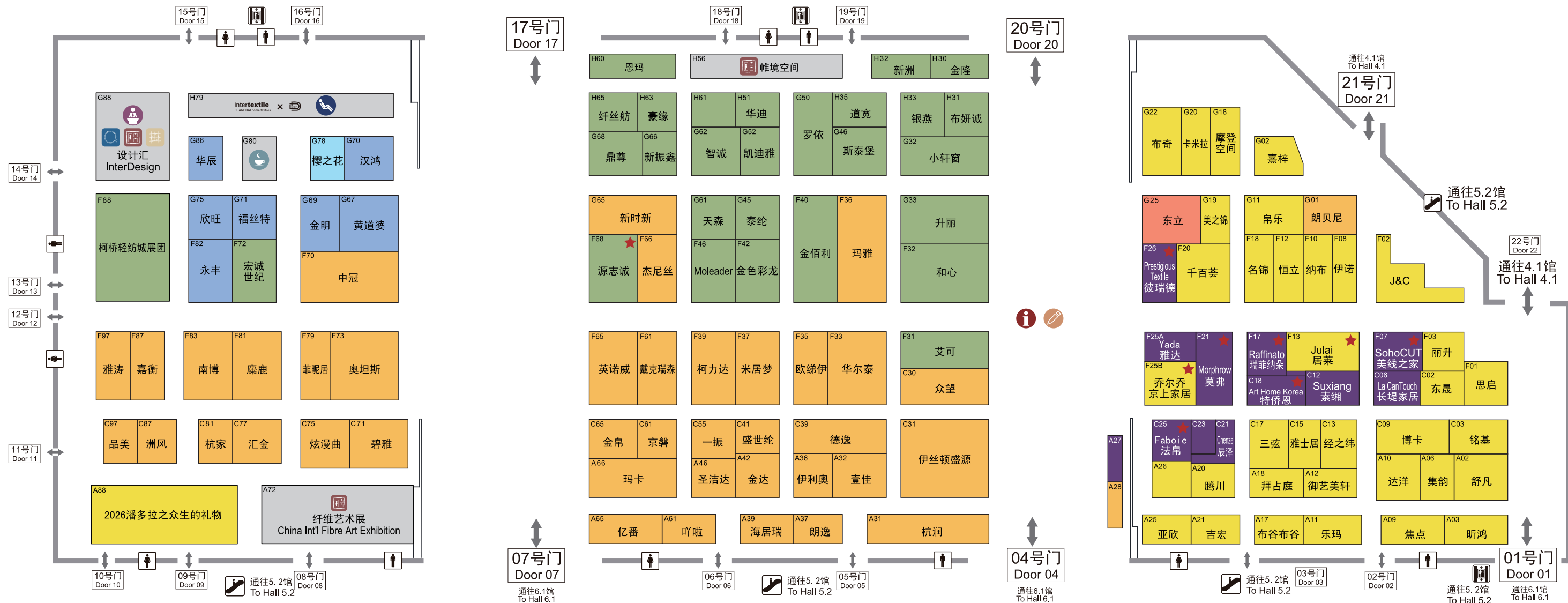
科技新势力
Next Gen

设计新势力
Palette

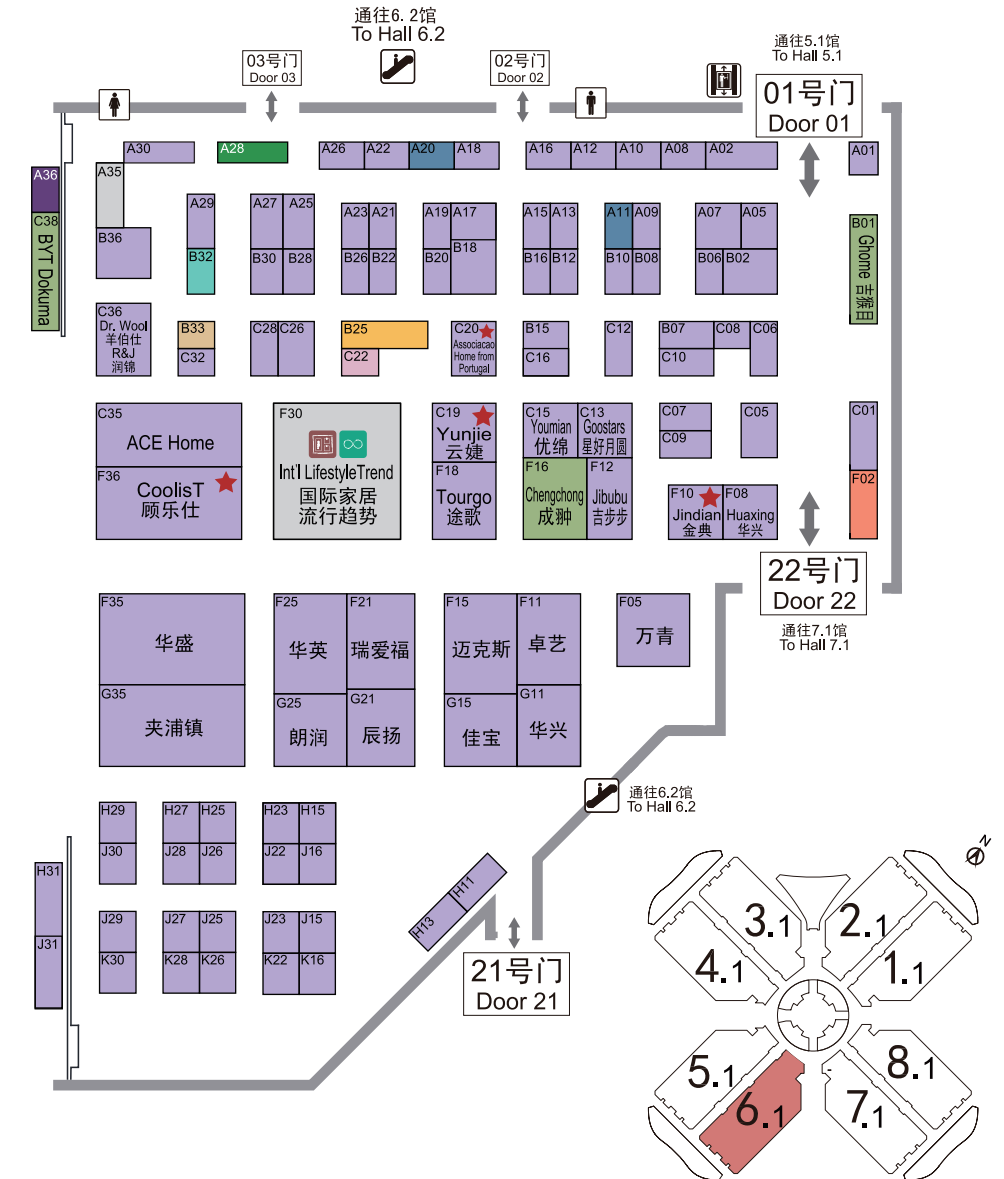
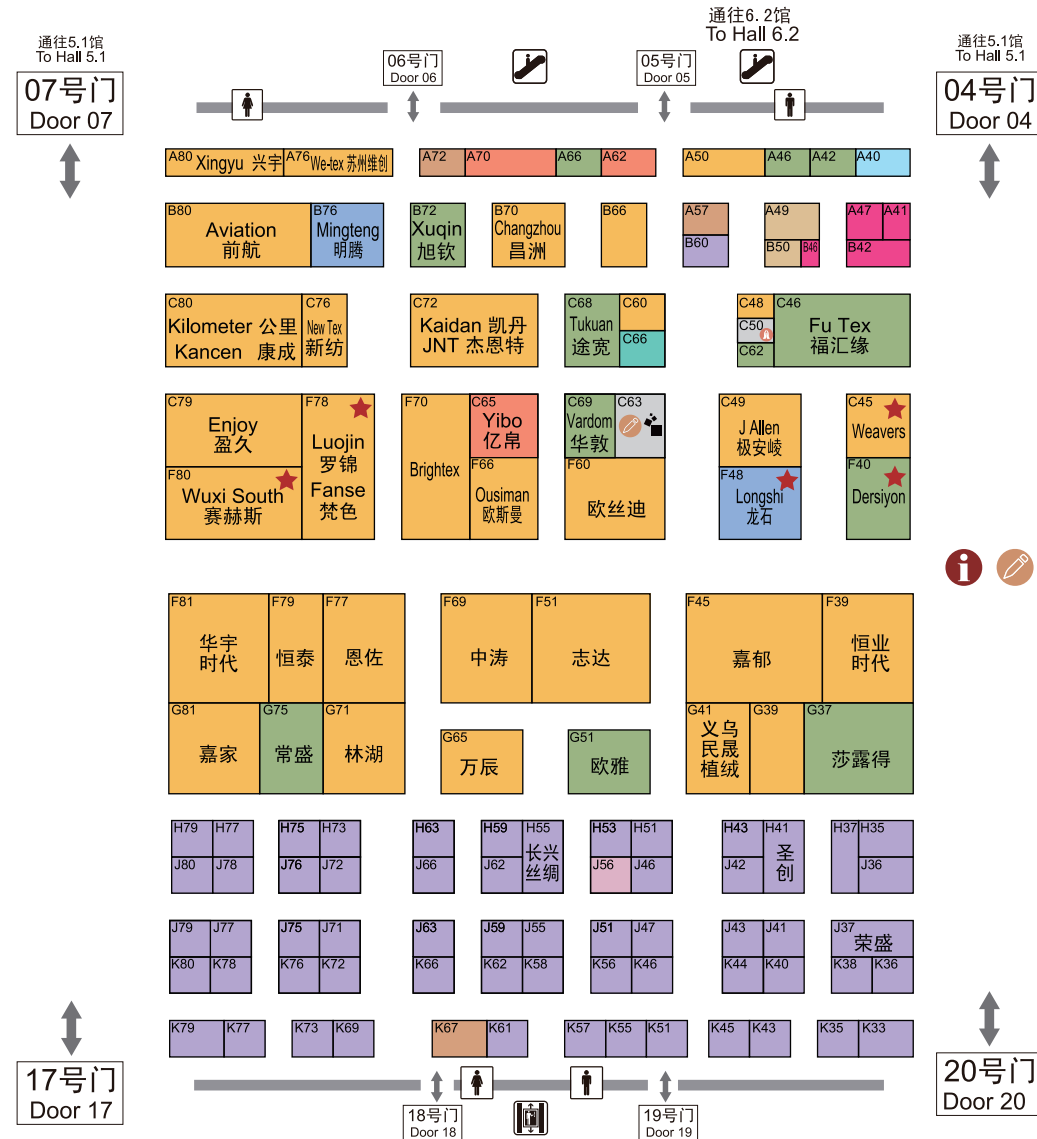
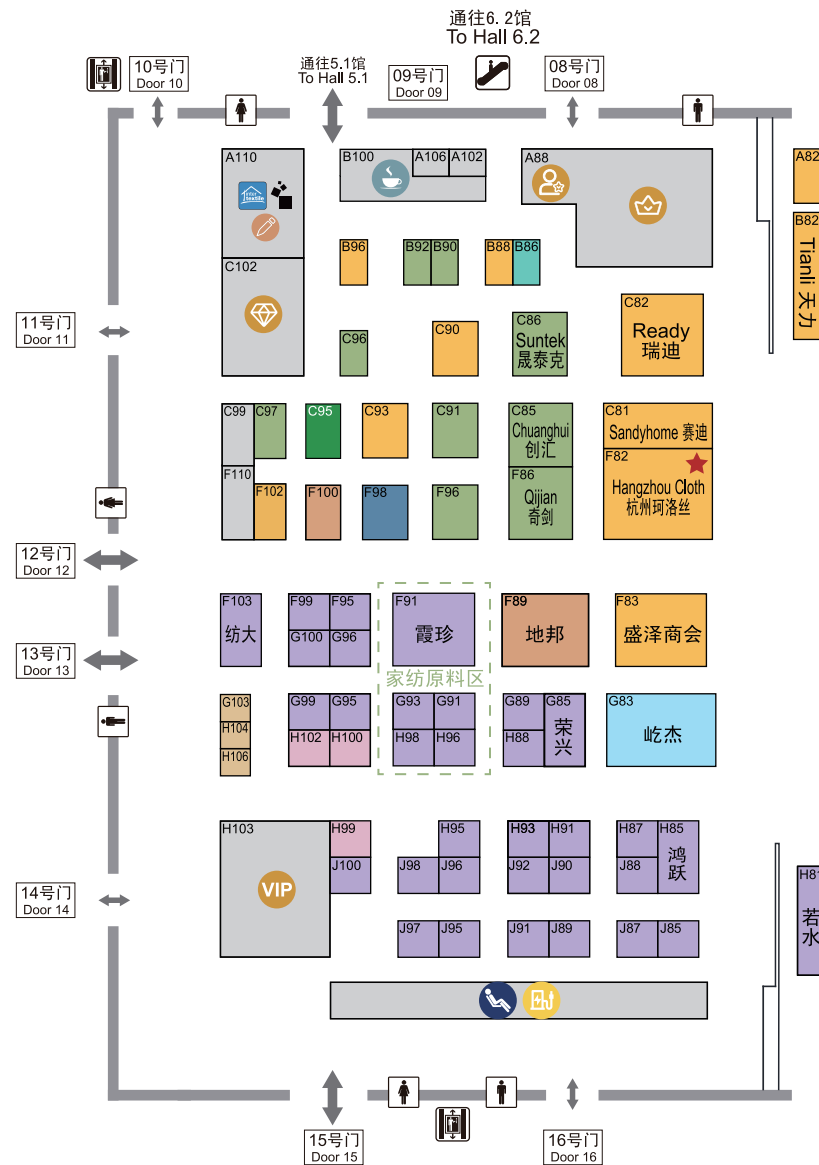
产业融合力
Connector

展位预定处
Booth Reservation

扶梯
Escalator



6.1
馆Hall





展位号5.1F70

吴江中冠纺织有限公司
WUJANG ZHONGGUAN
TEXTILES CO.,LTD



工厂面积
Current
factory area

7W⁺
m²



生产设备
Production
equipment

700⁺

工厂设备 | 剑杆机
喷气机 | 喷水机
门幅190—360cm

Over 700 units including imported air-jet
looms, water-jet looms, rapier looms,
and texturing machines



日产能
Daily
production
capacity

30W
万米
meters

雪尼尔 | 灯芯绒
仿麻布再生面料
三防易去污功能性面料等

Products: Velvet fabrics,
chenille, linen-look fabrics



地址

苏州市吴江区
盛泽镇长虹路118号

 扶梯
Escalator

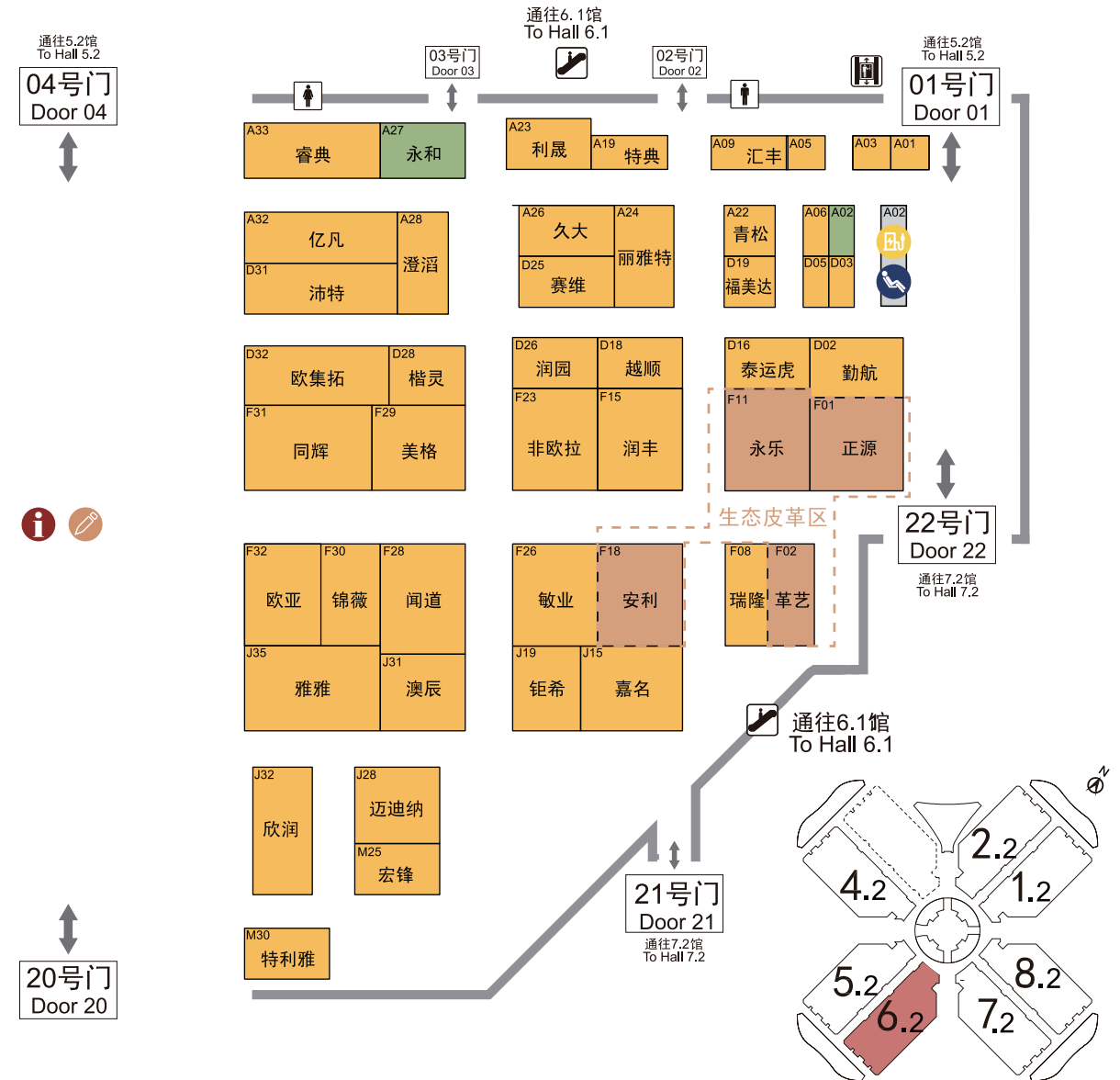
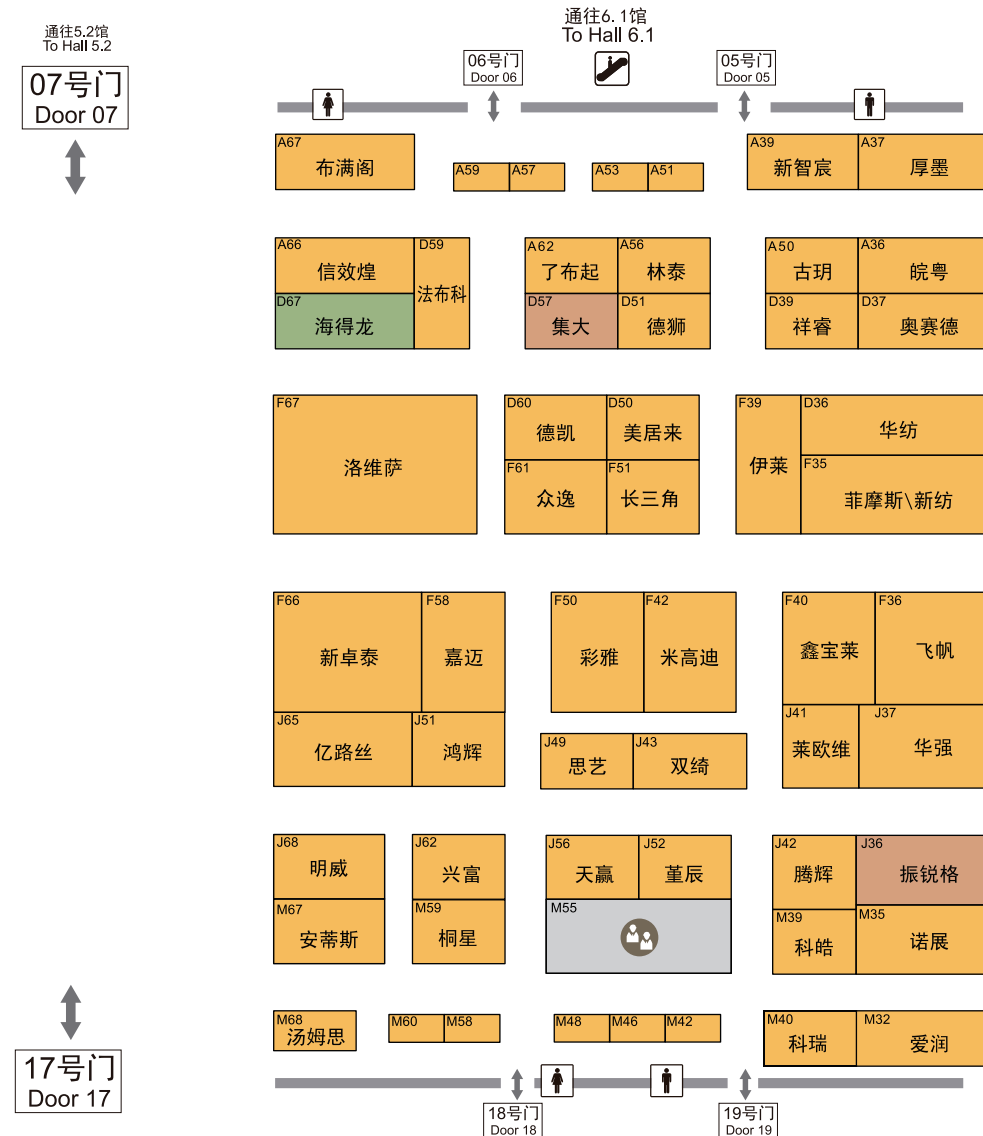
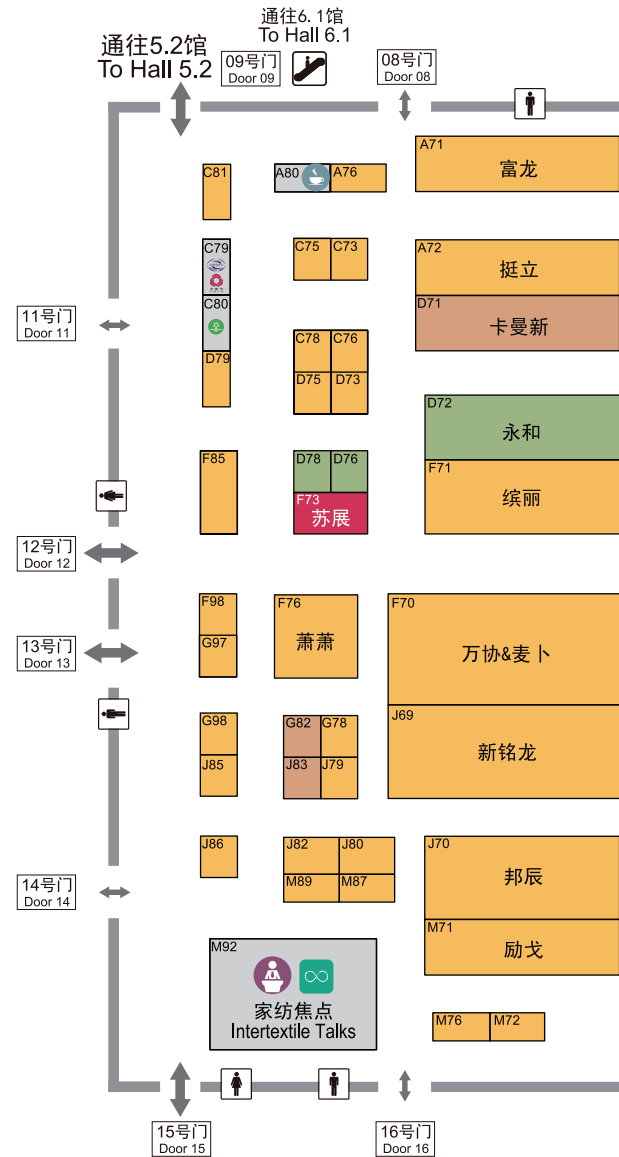


6.2 馆Hall

- 装饰布及沙发布
Upholstery & Sofa Fabrics
- 皮革
Leather
- 窗帘及窗帘布
Curtains & Curtain Fabrics
- 家饰用品
Interior (non-textile)

- 问询处
Information
- 咖啡区
Coffee Area
- 休息区
Rest Area
- 家纺焦点
Intertextile Talks
- 知识产权办公室
IPR Office
- 商用/工装订制供应商
Contract Business Supplier
- 展位预定处
Booth Reservation
- 纺织贸促会展览问询中心
CCPIT-TEX Information Counter

- 商贸对接区
Business Match
- 充电桩
Charging Station
- 绿色循环力
Go-Green
- 直梯
Lift
- 扶梯
Escalator
- 中国纺协会展台
China Home Textile Association Booth





**Your Home
for Business**

Interior & Contract Textiles

heimtextil
Frankfurt, Germany

interiorlifestyle
TOKYO
Tokyo, Japan

heimtextil
COLOMBIA
licensed to
Fundacion Inexmoda
Medellín, Colombia

intertextile
SHANGHAI home textiles
Shanghai, China

heimtextil
UZBEKISTAN
licensed to
LLC BMC-LLP
Tashkent, Uzbekistan

VIATT
Ho Chi Minh City, Vietnam

**hometextiles
sourcing**
Los Angeles, USA
New York, USA



Textpertise Network
Website

JIAJIA FABRIC
嘉家纺织

**BOOTH
6.1 G81**

JIANGSU JIAJIA TEXTILE
TECHNOLOGY CO.,LTD



浙江吉尔圣纺织科技有限公司

ZHEJIANG JIERSHENG TEXTILE
TECHNOLOGY CO.,LTD

Newly Launched, Awaiting Your Palate.

JES
Visit us in Hall 6.2 Booth F67

Upholstery Fabric
Woven Fabric
Warp Knitted Fabric
Weft jacquard knitted Fabric
Printing Fabric
And

VIATT

2027.2.24 – 26

Saigon Exhibition and Convention
Center (SECC), Ho Chi Minh City
越南•胡志明市
西贡会展中心 (SECC)

Vietnam International Trade Fair for Apparel,
Textiles and Textile Technologies
越南国际服装、纺织品及纺织技术博览会

Home & Contract Textiles
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intertextile

SHANGHAI home textiles

中国国际家用纺织品及辅料(秋冬)博览会

China International Trade Fair for Home Textiles and Accessories — Autumn Edition

同期活动

Fringe Programme

2026.8.18-20

国家会展中心 (上海)

National Exhibition and Convention
Center (Shanghai), China



messe frankfurt

China International Trade Fair for Home Textiles
and Accessories – Spring Edition
中国国际家用纺织品及辅料(春夏)博览会

At Home in Asia 春日质感，为家而来

www.intertextile-home.com.cn
www.intertextilehome.com

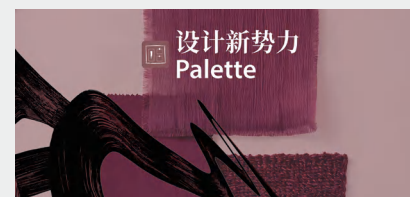
intertextile
SHANGHAI home textiles

2027.3.10 – 12
National Exhibition and Convention
Center (Shanghai), China
中国 • 国家会展中心 (上海)

同期活动主题介绍 Fringe Programme Introduction

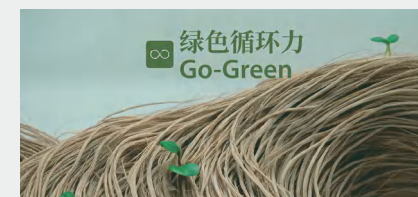
行业正经历由技术革新、可持续发展和新兴商业模式驱动的转型，同时伴随着年轻专业人士的加入，Intertextile 上海家纺展同期活动紧扣行业趋势，围绕「创意、连接、创新与可持续」四大核心主题，策划多元化内容，覆盖产业链不同领域的参与者，回应当下市场与行业发展的关键需求。

The home textile industry is undergoing a profound transformation driven by technological innovation, sustainability, and emerging business models, alongside the rise of a new generation of professionals. In response, the fringe programme of Intertextile Shanghai Home Textile is curated around four key themes – creativity, connectivity, innovation, and sustainability – addressing the most critical priorities in today's market. A diverse range of events is designed to engage different segments of the industry and foster cross-sector dialogue.



聚焦可持续发展，探索家纺产业从材料到生产的绿色转型路径。涵盖环保材料、低碳工艺及循环技术应用，推动产业迈向更具责任感与可持续性的生产模式。

Focusing on creativity, aesthetics and emerging trends in home textiles, this theme highlights how design shapes modern living and interior spaces. It brings together a new generation of designers, blending global influences and cross-disciplinary inspiration to drive product innovation and redefine contemporary lifestyles.



聚焦家纺创意美学与趋势发展，呈现设计如何赋能家居生活及室内空间。汇聚新生代设计力量，融合全球美学与跨界灵感，驱动产品创新升级，引领家居生活方式的演变。

Centred on sustainability, this theme explores pathways for the home textile industry's green transformation – from materials to production. It covers eco-friendly materials, low-carbon processes, and circular technologies, supporting the shift toward more responsible and sustainable practices.



聚焦产业链整合与跨界协同，促进资源对接与合作创新。分享前沿商业策略与全球市场洞察，推动行业从单一产品向整体生活解决方案升级，拓展多元应用场景。

This theme focuses on industry integration and cross-sector collaboration, enabling resource sharing and partnership opportunities. By presenting business strategies and global market insights, it supports the industry's evolution from product-based offerings to holistic lifestyle solutions.



聚焦前沿制造技术与创新材料，展示智能科技在家纺领域的应用。涵盖人工智能设计、智能纺织品等发展方向，探索科技驱动下的未来家纺解决方案。

Dedicated to advanced manufacturing and material innovation, this theme showcases the application of intelligent technologies in home textiles. From AI-driven design to smart textiles, it explores future solutions shaped by technological advancement.

同期活动总览 Fringe Programme Schedule



设计新势力
Palette



绿色循环力
Go-Green



产业融合力
Connector



科技新势力
Next Gen

2026.08.18 星期二 Tuesday

时间 Time	题目 Topic	地点 Venue
10:30 - 12:00	“缕象” - 现代纤维艺术分享与交流 Thread Visions: Sharing & Exchange on Modern Fiber Art 艺术文化专题分享: 崔岩教授 - 湖北美术学院 Art & Culture Sharing: Prof. Cui Yan - Hubei Institute of Fine Arts 材料技术专题分享: 王阳教授 - 北京服装学院 Material Technology Sharing: Prof. Wang Yang - Beijing Institute of Fashion Technology 纤维艺术多场景应用分享: 阿萨杜尔·马卡洛夫教授 - 中国美术学院 Multi-scenario Application of Fiber Art: Prof. Assadour Markarov - China Academy of Art	5.1H G88 设计汇 InterDesign
13:00 - 15:00	吐纳! - 重塑联结 循环新生 Breathe up! – Reconnect · Reuse 主持人: 吕旻 - 《理想家》主编 Moderator: Lyu Min - Chief Editor of IDEAT China 演讲嘉宾: Guest Speakers: 沈雷 - 内建筑设计事务所创办人及设计总监 Shen Lei - Founder and Design Director of the Interior Architects Design 李白 - Order Studio 空间设计创始人 Byron Lee - Founder of Order Studio 张耀天 - 宇合光年FUNCONN创始人兼设计总监 Tim Zhang - Founder and Design Director of FUNCONN 李君 - 「小有资产」创始人 Nicole Li - Founder of XIAO YOU 语言: 中文 (提供英语同声传译) Language: Chinese (English simultaneous interpretation is provided)	
15:00 - 15:30	设计同行 - 家居软装灵感巡礼 Designer's Walk: Home Textile & Interior Inspiration Tour 李白 - Order Studio 空间设计创始人 Byron Lee - Founder of Order Studio 语言: 中文 (提供英语同声传译) Language: Chinese (English simultaneous interpretation is provided)	
15:30 - 16:15	AI 已来: 家纺企业的智能化落地 AI Has Arrived: Practical Intelligence for Home Textile Enterprises 陈谦 - 凌迪(浙江)科技股份有限公司纺织行业数字化顾问 Dylan Chen - Textile Industry Digitalization Consultant of Style 3D 语言: 中文 (提供英语同声传译) Language: Chinese (English simultaneous interpretation is provided)	
16:15 - 16:45	AI 助力家纺行业销售增长之内容运营篇章 Content Operations Chapter: AI-Driven Sales Growth in the Home Textile Industry 刘新明 - 石榴粒子(杭州)智能科技有限公司联合创始人 Xinming Liu - Co-Founder of Pomegranate Particles AI	

时间 Time	题目 Topic	地点 Venue
13:30 - 14:00	2026绿色纤维创新组合家纺面料新品推介 2026 Green Fiber Showcase 顾名忠 - 江苏瑞爱福生态科技有限公司采购部经理 Mingzhong Gu - Procurement Manager of Jiangsu Ruiaifu Ecological Technology	6.2H M92 家纺焦点 Intertextile Talks
14:00 - 14:30	一块布的安全旅程: 全球阻燃标准地图深度解读 Navigating Global Flame - Retardant Standards: The Journey of Safe Textiles 王天聪 - 海宁花剪子布业有限公司总经理 Tiancong Wang - General Manager of Haining Huajianzi Textile	
14:30 - 15:00	2026原液晴纶(亚克力)高性能户外面料推介 2026 Solution-Dye Acrylic, Functional Outdoor Fabrics Showcase 陈永岗 - 沂水恒泰纺园有限公司副总 Yonggang Chen - Deputy General Manager of Yishui Hengtai Textile Park	
15:30 - 15:50	2027 国际家居流行趋势导览 Intertextile Int'l Lifestyle Trend 2027 Guided Tour Cécile Rosenstrauch - NellyRodi™ Agency全球创意总监 Cécile Rosenstrauch - Global Creative Director of NellyRodi™ Agency 语言: 英语 (提供中文同声传译) Language: English (Chinese simultaneous interpretation is provided)	6.1H F30 2027国际家居 流行趋势专区 Intertextile Int'l Lifestyle Tread Area 2027

2026.08.19 星期三 Wednesday

时间 Time	题目 Topic	地点 Venue
10:00 - 11:00	聚力纺城 - 柯桥纺织产业项目推介会 Keqiao Textiles Project Presentation	5.1H G88 设计汇 InterDesign
11:15 - 12:00	塑造未来的居住方式 - 吐纳! Shaping the Future of Living - Breathe Up! Cécile Rosenstrauch - NellyRodi™ Agency全球创意总监 Cécile Rosenstrauch - Global Creative Director of NellyRodi™ Agency 语言: 英语 (提供中文同声传译) Language: English (Chinese simultaneous interpretation is provided)	

	时间 Time	题目 Topic	地点 Venue
	13:00 - 13:45	解码拉美市场:家纺市场趋势、新商机、策略 Latin America in Focus: Home Textile Trends, Opportunities, and Entry Strategies Adriano Tadeu Barbosa - 文化趋势研究专家、作家和国际讲者 Adriano Tadeu Barbosa - Cultural Trend Researcher, Author and International Speaker 语言: 英语 (提供中文同声传译) Language: English (Chinese simultaneous interpretation is provided)	5.1H G88 设计汇 InterDesign
	14:00 - 16:00	家具 × 家纺协同出海资源对接会 Home Furniture x Home Textiles Global Expansion Conference	
	10:00 - 10:30	2026功能性家纺面料新品推荐 2026 Functional Fabrics Showcase 沈濂 - 浙江皮意纺织有限公司总经理 Lian Shen - General Manager of Zhejiang Piyi Textile	6.2H M92 家纺焦点 Intertextile Talks
	10:30 - 11:00	2026割绒变色家纺面料新品推介 2026 Cut-Pile Colour-Changing Showcase 姚震宇 - 桐乡腾辉纺织品有限公司总经理 Zhenyu Yao - General Manager of Tongxiang Tenghui Textiles	
	13:00 - 13:30	新一代呼吸皮 New Generation Breathable Leather 陈柳丞 - 浙江振锐格纺织科技有限公司工程师 Liucheng Chen - Engineer of Zhejiang Zhenrui Textile Technology	
	13:30 - 14:00	轻奢肌理雪尼尔, 环保全屋软装新时尚 Light-Lux Textured Chenille: Eco-Friendly Whole-Home Aesthetics 金晓红 - 吴江市戴克瑞森纺织有限公司总经理 Xiaohong Shen - General Manager of Wujiang Daikruisen Textile	
	14:00 - 14:30	2026高日晒防水防霉新品户外面料 2026 UV, Waterproof & Mildew-Resistant Outdoor Fabrics Showcase 沈依婷 - 浙江金色彩龙纺织股份有限公司设计总监 Yiting Shen - Design Director of Zhejiang Golden Dragon Textile	
 	14:00 - 14:20	2027 国际家居流行趋势导览 Intertextile Int'l Lifestyle Trend 2027 Guided Tour Cécile Rosenstrauch - NellyRodi™ Agency全球创意总监 Cécile Rosenstrauch - Global Creative Director of NellyRodi™ Agency 语言: 英语 (提供中文同声传译) Language: English (Chinese simultaneous interpretation is provided)	6.1H F30 2027国际家居 流行趋势专区 Intertextile Int'l Lifestyle Tread Area 2027

以上活动除特别注明外,均以中文形式进行。
The above programmes will be conducted in Chinese unless otherwise specified.

静态展示 Display Area		
2026.08.18-20		
	第九届中国国际纤维艺术展 The 9 th China International Fibre Art Exhibition	5.1H A72
	帷境空间软装品牌静态展示区 Interior Design Brands Display Area	5.1H H56
 	2027 国际家居流行趋势专区 Intertextile Int'l Lifestyle Trend Area 2027	6.1H F30
截至2026年8月3日, 如有更改, 恕不另行通知 As of 3 August 2026, subject to change without prior notice.		

2027 国际家居流行趋势

Intertextile Int'l Lifestyle Trend 2027

演讲、专区导览、静态展示
Seminar, Guided Tour and Display

5.1H G88

设计汇
InterDesign

6.1H F30

2027国际家居流行趋势专区
Intertextile Int'l Lifestyle Trend Area 2027

intertextile
SHANGHAI home textiles



BREATHE
UP! 吐纳!

2027 国际家居流行趋势由国际潮流趋势预测专家Nelly Rodi女士在巴黎领衔的趋势委员会精心打造。委员会汇集了来自不同领域的专家，他们综合考虑了消费者需求、社会学洞察、零售经验、商用/工装订制市场以及新兴技术等多方面因素，共同分享了各自的专业知识与创作灵感，编写出2027 国际家居流行趋势三个主题。

在当下这个充满不确定性与压力的世界里，一股新的气息正悄然涌现，为创意领域重新注入乐观与活力。这股气息起初微妙难察，如今已汇聚成一股开辟全新视角的强大力量。呼吸，是一呼一吸间的持续韵律，在吸纳新鲜能量的同时，也释放掉负面思绪。它让身心重归平衡，让视野得以拓宽、动力得以焕然新生。这股生命力激发了我们对生活与家居塑方式的全新思考：无论是通过丰盈的创意表达、宁静的极简主义，还是对未来的独创性重塑。而这一切，最终都将沉淀成一种隽永的感受——那份渴望留下、安居于此的心情。

Intertextile Int'l Lifestyle Trend 2027 is curated by trend committee led globally renowned trend forecaster by Ms Nelly Rodi in Paris. She brought together experts from various fields to share their knowledge and inspirations, guided by consumer demands and sociological insights, retail experience, contract markets and new technologies. They developed three themes for the International Lifestyle Trend 2027.

In an uncertain and demanding world, a new breath is emerging, bringing optimism and vitality back to the creative landscape. Once fragile and almost imperceptible, it has grown into a force that opens new perspectives. Breathing is a continuous rhythm – inhale and exhale – welcoming fresh energy while releasing negative thoughts. It restores balance between body and mind, expands horizons, and renews momentum. This dynamic inspires new ways of living and shaping our homes, whether through creative abundance, calming minimalism, or inventive reinventions of the future. Ultimately, it creates leaves a lasting feeling: the desire to stay.

重塑饰界 Re-Decorate

创意的气息将家居空间化为一座恣意挥洒的舞台。在此，极致的丰盈与卓越的匠心工艺交融碰撞。

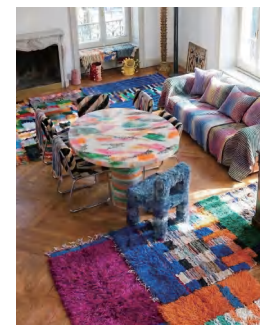
The creative breath transforms the home into a stage for flamboyant expression – where opulent richness meets exceptional craftsmanship.



重塑联结 Re-Connect

一缕柔风，为安逸舒缓的室内空间注入了释然与静谧。其风格徘徊于感性的极简主义与内敛的智慧之间。

A gentle breeze instills a sense of release and serenity within a soothing interior. Between sensitive minimalism and quiet intelligence.



循环新生 Re-Use

一股循环再生的浪潮，激发了层出不穷的实验，也由此创造出全新的叙事。其风格融合了循环创意与焕新美学。

A wave of recycling sparks experimentation and invents new narratives, blending circular creativity and renewed aesthetics.

日期 Date	时间 Time	地点 Venue
2026.08.19	11:15 – 12:00	5.1H G88 设计汇 InterDesign

题目和演讲嘉宾 Topic and Guest Speaker

塑造未来的居住方式 - 吐纳!
Shaping the Future of Living - Breathe Up!

Cécile Rosenstrauch - NellyRodi™ Agency 全球创意总监
Cécile Rosenstrauch - Global Creative Director of NellyRodi™ Agency

日期 Date	时间 Time	地点 Venue
2026.08.18	15:30 – 15:50	2027 国际家居流行趋势专区 Intertextile Int'l Lifestyle Trend Area 2027
2026.08.19	14:00 – 14:20	

题目、演讲嘉宾 Topic, Guest Speaker

2027国际家居流行趋势导览
Intertextile Int'l Lifestyle Trend 2027 Guided Tour

Cécile Rosenstrauch - NellyRodi™ Agency 全球创意总监
Cécile Rosenstrauch - Global Creative Director of NellyRodi™ Agency

语言：英语（提供中文同声传译）
Language: English (Chinese simultaneous interpretation is provided)

家具 x 家纺出海资源对接会

Home Furniture x Home Textiles Global Expansion Conference

演讲
Seminar

5.1H G88

设计汇
InterDesign

5.1H



汇聚家具与家纺头部品牌，打破品类壁垒，从产品出海迈向品牌与产业出海，通过“权威解读+标杆案例+资源对接”三位一体赋能，共建大家居全球化生态。TOP品牌实战分享，精准对接资源，提供从跨境电商到全案服务的出海路径参考。涵盖跨境电商、上市企业、办公家具、国货软体、高端定制等多领域头部企业，围绕消费趋势、全球化布局、智能化出海等议题深度对话，探索出海新场景。

Leading furniture and home textile brands to breakthrough category barriers, shift from product exports to brand and industry globalization. Via insights, cases, and resource matching, we build a global home ecosystem. Top brands share real-world experience and connect resources, offering clear pathways from cross-border e-commerce to full-service solutions. Players from e-commerce, listed firms, office furniture, upholstered brands, and custom makers discuss consumer trends, global expansion, and smart manufacturing, exploring new overseas growth scenarios.

Bringing together leading furniture and home textile brands from product exports toward building as global brands. Through expert insights, case study and resource matchmaking, to empowers a global ecosystem in home sector. Top brands share their strategies, offer matchmaking and e-commerce global pathways. Experts from various aspects share consumer trends, global expansion for going global.

日期 Date	时间 Time	地点 Venue
2026.08.19	14:00 – 16:00	5.1H G88 设计汇 InterDesign

流程 Agenda

第一章 领导致辞

第二章 平台赋能

- TikTok Shop助力家居品牌出海
Jerison Ma - TikTok Shop 美区行业经理
- Wayfair破解家居出海增长密码
Lucia Xu - Wayfair亚太区运营负责人

第三章 实践案例

- 《从世界工厂到美学高地，高端客户我们是如何服务的》
童建英 - 瑞彤国际家居董事长
- “产业带+跨境电商”超强合力，正成出海新风口
李进 - 浙江省门业（定制家居）协会秘书长
- 中国家居品牌出海的营销机遇与挑战——全球化征程中的策略与实践
周学淳 - 浙江事业部负责人
- 富丽国际家居的出海布局
张胜凯 - 富丽国际总经理
- 家居跨境出海营销实战攻略
周沫 - 兔克出海联合创始人

Session 1 Opening Remarks

Session 2 Platforms Insights

- Empowering Home Brands to Go Global with TikTok Shop
Jerison Ma - US Industry Manager, TikTok Shop
- Decoding Growth Strategies for Home Brands on Wayfair
Lucia Xu - Asia Pacific Operations Lead, Wayfair

Session 3 Case Sharing

- From World Factory to Excellence Design: How We Serve High-end Clients
Tong Jianying - Chairman of Ruitong International Home
- Industrial Clusters + Cross-border E-commerce: Powerful Engine for Global Expansion
Li Jin - Secretary-General of Zhejiang Door & Custom Home Furnishing Association
- Opportunities and Challenges in Global Marketing for Chinese Home Brands: Strategies and Practices
Zhou Xuechun - Head of Zhejiang Division
- Global Expansion Strategy of Fuli International
Zhang Shengkai - General Manager of Fuli International
- Practical Strategies for Cross-border Marketing in the Home Industry
Zhou Mo - Co-founder of Tuke Global

语言：中文
Language: Chinese

吐纳！- 重塑联结 循环新生

Breathe up! – Reconnect · Reuse

5.1H G88

设计汇
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5.1H

小组讨论
Panel Discussion

吐纳 - Breathe up!

Reuse

循环新生

Date ● 2026.08.18
Time ● 13:00 – 15:00

主持人
Moderator
吕旻 - 《理想家》主编
Lyu Min - Chief Editor of IDEAT China

演讲嘉宾
Guest Speakers

沈雷先生
内建筑设计事务所创办人及设计总监
Mr Shen Lei
Founder and Design Director of the Interior Architects Design

李白先生
Order Studio 空间设计创始人
Mr Byron Lee
Founder of Order Studio

张耀天先生
宇合光年FUNCONN创办人兼设计总监
Mr Tim Zhang
Founder and Design Director of FUNCONN

李君女士
「小有资产」创始人
Ms Nicole Li
Founder of XIAO YOU

以2027 Intertextile 国际家居流行趋势关键词「吐纳 Breathe Up!」为背景，探讨城市的生长和更新，吐故纳新，自提的循环和再造，思考城市、设计、建筑和人关系的第二次机会。

Against the 2027 Intertextile Int'l Lifestyle Trend keyword "Breathe Up!", this programme delves into the growth and renewal of the city, exploring cycles of letting go and taking in, self-driven regeneration, and circular re-creation. It reflects on "second chances" in the relationships between cities, design, architecture and people, inviting visitors to rethink how home spaces can breathe, adapt and evolve.

日期 Date	时间 Time	地点 Venue
2026.08.18	13:00 – 15:00	5.1H G88 设计汇 InterDesign

演讲嘉宾 Guest Speakers

主持
Moderator:
吕旻 - 《理想家》主编
Lyu Min - Chief Editor of IDEAT China

演讲嘉宾
Guest speakers:
沈雷 - 内建筑设计事务所创办人及设计总监
Shen Lei - Founder and Design Director of the Interior Architects Design

李白 - Order Studio 空间设计创始人
Byron Lee - Founder of Order Studio

张耀天 - 宇合光年FUNCONN创办人兼设计总监
Tim Zhang - Founder and Design Director of FUNCONN

李君 - 「小有资产」创始人
Nicole Li - Founder of XIAO YOU

语言：中文（提供英语同声传译）
Language: Chinese (English simultaneous interpretation is provided)

设计同行 - 家居软装灵感巡礼

Designer's Walk: Home Textile & Interior Inspiration Tour

5.1H G88

设计汇
InterDesign

5.1H

专区导览
Guided Tour



跟随资深室内设计师李白，开启展会现场深度导览。行程将带您精准造访优质展商，深度解析家居面料的挑选门道，涵盖材质工艺、色彩叙事与前沿趋势的落地应用。观众将获得切实可行的专业设计洞察，为未来的空间项目注入灵感。

Join senior interior designer Byron Lee for an immersive, guided tour of the show floor. Handpicking top exhibitors, he will unpack the essentials of selecting home textiles - covering fabric craftsmanship, color storytelling, and the practical application of key trends. Attendees will gain actionable, professional insights to directly elevate their own projects.

日期 Date	时间 Time	地点 Venue
2026.08.18	15:00 – 15:30	5.1H G88 设计汇 InterDesign

演讲嘉宾 Guest Speaker

李白 - Order Studio 空间设计创始人
Byron Lee - Founder of Order Studio

语言：中文（提供英语同声传译）
Language: Chinese (English simultaneous interpretation is provided)

第九届中国国际纤维艺术展 The 9th China International Fiber Art Exhibition

演讲、静态展示
Seminar, Display

5.1H G88

设计汇
InterDesign

5.1H A72

纤维艺术展
China Int'l Fibre Art Exhibition



纤维艺术贯穿人类文明,承载历代工艺智慧与审美理念,从基础生活物资演进为兼具工艺、艺术与精神价值的当代艺术形态。本届纤维艺术展以“缕象”为主题,搭建海内外学术交流、技术共享与产业对接平台,探索传统工艺当代活化、新型功能纤维研发与创新表达,推动艺术赋能产业、融入日常。展会同期举办学术论坛并上线数字图文展,促进跨界发展,助力中国纺织文化与纤维艺术走向世界。

Fiber art runs through the course of human civilization, carrying the craftsmanship and aesthetic ideals of every era. Evolving from basic living necessities, it has become a contemporary art form that blends craft, artistry and spiritual value. Centered on the theme "Thread Visions" this Fiber Art Exhibition builds a platform for international academic exchange, technical sharing and industry matchmaking. It explores the contemporary revitalization of traditional crafts, the R&D of new functional fibers and innovative artistic expressions, promoting art's role in empowering industry and integrating into daily life. Accompanied by an academic forum and an online digital exhibition, it fosters cross-boundary development and helps bringing Chinese textile culture and fiber art to the global stage.

日期 Date	时间 Time	地点 Venue
2026.08.18	10:30 – 11:50	5.1H G88 设计汇 InterDesign
题目 Topic		

“缕象”-现代纤维艺术分享与交流
Thread Visions: Sharing & Exchange on Modern Fiber Art

语言: 中文
Language: Chinese

解码拉美市场: 家纺市场趋势、新商机、策略

Latin America in Focus: Home Textile Trends, Opportunities, and Entry Strategies

演讲
Seminar

5.1H G88

设计汇
InterDesign

5.1H



拉丁美洲正逐步成为全球最具潜力的家用纺织品市场之一。本研讨会将探讨推动拉丁美洲需求增长的消费行为、文化变迁及生活方式趋势。观众将获得有关该市场机遇的实用洞见,了解建筑师及设计师在其中所起的关键作用,并掌握品牌进军拉丁美洲、实现长期发展的有效入场策略。

Latin America is becoming one of the world's most promising markets for home textiles. This seminar explores the consumer behaviors, cultural shifts, and lifestyle trends driving demand across the region. Participants will gain practical insights into market opportunities, understand the influence of architects and designers, and discover effective entry strategies for brands seeking long-term growth in Latin America.

日期 Date	时间 Time	地点 Venue
2026.08.19	13:00 – 13:45	5.1H G88 设计汇 InterDesign
演讲嘉宾 Guest Speaker		

Adriano Tadeu Barbosa - 文化趋势研究专家、作家和国际讲者
Adriano Tadeu Barbosa - Cultural Trend Researcher, Author and International Speaker

语言: 英语 (提供中文同声传译)
Language: English (Chinese simultaneous interpretation is provided)

2026 秋冬家纺展新品专场推介会

Intertextile Home Textiles 2026 - New Product Spotlight

6.2H M92

家纺焦点
Intertextile Talks



演讲
Seminar

[绿色循环力 Go-green]

2026秋冬家纺展 新品专场推介会

活动聚焦功能性软体家具新材料与环保再生家纺两大热门赛道，汇聚再生纤维、生物可降解面料、抗菌凉感、阻燃防螨等创新材料，为采购商打造一站式前沿新品对接平台。每场 20 分钟主题分享，助您深入了解技术亮点、观摩面料实测性能，并与源头研发企业面对面交流，把握绿色科技面料新商机。

The Spotlight focuses on two high-growth areas: innovative materials for functional soft furnishings and eco-friendly home textiles. Showcasing recycled fibres, biodegradable fabrics, anti-bacterial cooling finishes, flame-retardant and anti-mite materials, the session offers buyers a one-stop platform to discover cutting-edge innovations. Each 20-minute presentation highlights key technologies, live performance demos, and direct access to R&D teams - helping you seize new opportunities in green and functional fabrics.

日期 Date	时间Time	地点Venue
2026.08.18	13:30 - 15:00	6.2H M92 家纺焦点 Intertextile Talks
2026.08.19	10:00 - 14:30	

语言：中文
Language: Chinese

AI 已来：家纺企业的智能化落地

AI Has Arrived: Practical Intelligence for Home Textile Enterprises

5.1H G88

设计汇
InterDesign



演讲
Seminar



从全球与中国的真实数据切入，剖析 AI 在家纺行业的落地现状，讲清企业上 AI 要做哪些事、对企业有什么好处，并给出可复用的落地方法论。

Starting from real global and China data, this talk examines how AI is being implemented in the home textile industry. It explains what enterprises need to do when adopting AI, the benefits it brings, and offers a reusable methodology for implementation.

日期 Date	时间Time	地点Venue
2026.08.18	15:30 - 16:15	5.1H G88 设计汇 InterDesign

演讲嘉宾 Guest Speaker

陈谦 - 凌迪(浙江)科技股份有限公司纺织行业数字化顾问
Dylan Chen - Textile Industry Digitalization Consultant of Style 3D

语言：中文（提供英语同声传译）
Language: Chinese (English simultaneous interpretation is provided)



“璀璨家纺 布同反响”家居老友记 探访2026秋冬家纺展标杆品牌

Highlighted Home Textile Brands Live Interview

直播采访
Live Interview



行业KOL站台:赵龙博士(中国家具协会常务理事、培训中心主任, 12年“家纺&家具配对”IP操盘手)带队打卡展位,与企业负责人面对面交流,凭借专业背景与行业流量为品牌背书。
直击消费心智:紧扣“璀璨家纺”主题,从技术、设计、品牌温度三个维度呈现核心优势,用短视频的共鸣内容强化终端用户的好感与记忆。
宣发覆盖行业:内容首发于「赵龙博士家居老友记」及「中国家纺协会」官方视频账号,锚定“布同凡响”标签,借展会热度精准触达采购商与消费者,助力品牌声誉提升与高效获客。

Led by Dr. Zhao Long: Standing Director and Training Director of the China National Furniture Association, and a 12-year veteran of the "Home Textile & Furniture Matchmaking" IP. Dr Zhao will lead the tours, engage in face-to-face discussions with brand leaders, and leverage his domain expertise and industry influence to empower participating brands.

The sessions will highlight brand strengths across three dimensions: Technology, Design, and Brand Value. Engaging short-video content will be crafted to connect with terminal buyers and build strong brand recognition.

Content will launch exclusively on Dr. Zhao's official video account. By leveraging exhibition momentum, the campaign precisely targets buyers and consumers—boosting brand visibility and driving lead generation.

直播回放及精彩视频, 敬请扫描下方二维码查看协会官方视频号
Scan QR code to watch replays and highlights on official WeChat Video Channel.



日期 Date

2026.8.18-8.20

备忘录 Note

