

Shanghai



Sourcing • Manufacturers • Brands

Mode Lingerie

19.20 Oct. 2009
Shanghai Exhibition Center

In the run-up to its fifth session, Shanghai Mode Lingerie has **confirmed its position as Asia's benchmark trade show in the intimates and beachwear domain.**

Strategic location

An increasingly well-structured logistics platform in a central geographic location, **Shanghai** is preparing for its universal exhibition in 2010, strengthening **its position as Asia's key business hub and high-profile showcase.**

Key date

10 October 19th and 20th Ahead of Shanghai's fabric trade shows, it is scheduled to suit the sourcing calendars of major international buyers. With specialists foreseeing the first signs of a recovery in 2010, Shanghai Mode Lingerie is ideally timed.

A modern image

In 2009, Shanghai Mode Lingerie is demonstrating renewed energy in white, red and black, a striking and modern trio whose heroine, a clearly silhouetted Chinese shadow, offers the utmost in modernity: confident femininity, combining unbeatable seductive appeal and unashamed aplomb.

Figures that speak for themselves

2 days
of networking and excitement

8 000 m²
of exhibition space

200 exhibitors
from some fifteen different countries

4800 visitors
expected from some sixty countries



International players

A number of leading exhibitors have already confirmed their presence at Interfilière Asia and Private Lingerie:

Fibres, fabrics, lace, accessories: Bemis, Bischoff, Brunet, DJIC, ECI Elastics, Macpi, Noyon, Powernet, Shinhan, Sunny lace, Takeda Lace, Taubert, Utax, Zengcheng Oriental Embroidery, ...

OEM and ODM: China Nice Underwear, Tian Run, Monifit group, Shanghai Mageria, Jet Hero Universal, ...

International labels: Aimer Lingerie, Aubade, Chantelle, Passionata, Gerbe, Lise Charmel, Simone Perele, Eva B Bitzer, Furstemberg, Marjolaine, ...

Prestigious French presence

Lingerie Française, a prestigious international promotion group, is looking forward to attending Shanghai Mode Lingerie for the first time, particularly the gala evening on October 19th: *the labels Chantelle, Passionata, Gerbe, Aubade, Lise Charmel, Simone Perele* and many more will unveil their sense of refinement and quality during a selective and chic catwalk show.

What influenced their decision and convinced them to travel to the show despite the difficult economic context?

'Eurovet's expertise, the presence at Shanghai Mode Lingerie of benchmark exhibitors in all sectors, the show's well-established reputation, its status as the only major focal point for intimates in this part of the world. Finally, the belief that, if the economy picks up in 2010, China, in particular, is a crucial market.'

French labels are hoping that their presence will achieve the following goals:

'Promoting their know-how ever more effectively, consolidating their image and reputation for excellence, and, by doing so, attracting the interest of potential partners, agents, retailers, department store chains, etc.'

Veritable fashion perspective

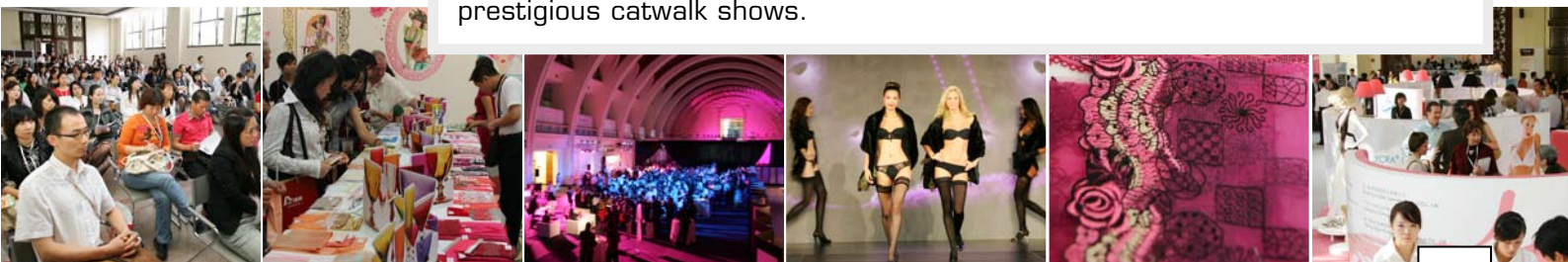
As was the case at previous sessions, **Shanghai Mode Lingerie gives pride of place to fashion at its most creative.**

Fashion features include:

A trends forum, designed by specialists, offering visitors an overview of future lines and impressions, as well as marketing and merchandising ideas and tools.

Themed meetings and debates.

A gala evening in the presence of VIPs, key buyers, journalists etc., an ideal opportunity for networking and optimizing brand images, stimulated by two prestigious catwalk shows.



An expert organizer

An undisputed leader in the organization of textile and apparel trade shows for over 25 years, Eurovet deploys its expertise throughout the year on a resolutely worldwide scale.

Its portfolio includes:

17 international trade shows,
37 offices throughout the world,
Nearly 100,000 professional visitors worldwide.

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