

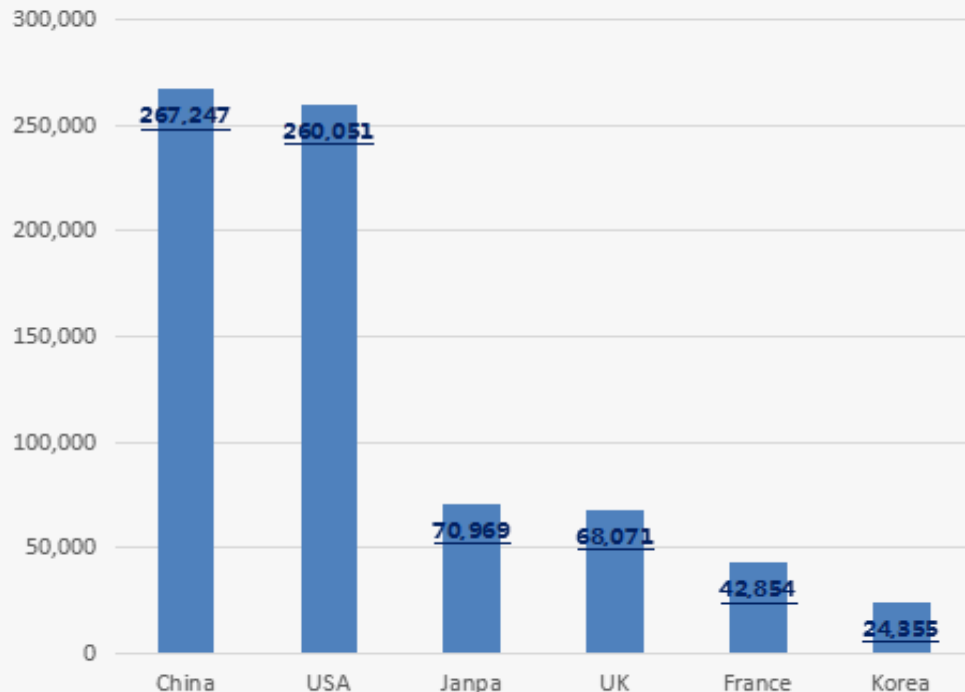


SGIA

FashionSZshow
Shenzhen FashionWeek



2014 Global Apparel Market Scale (Million USD)



LARGEST MARKET SHARE OF THE WORLD

2.67 trillion dollars sales in wholesale & retail of fashion & apparel industry in China (2014)

PRODUCTION

9 trillion RMB Production in fashion & apparel industry in China

FASTEST GROWING

account for 30 percent of the global fashion market's growth over the next 5 years



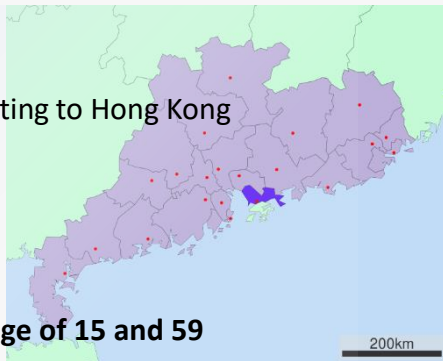
LOCATION

-In southern China, a modern coastal city abutting to Hong Kong

-1,991.64 sq

POPULATION

-18 million population, 88.41% between the age of 15 and 59



CULTURE

- “**Most Dynamic City**”, high culture’s tolerance & open-mindedness
- “**Capital of Innovation in Fashion**”
- “**Capital of Design**”

Economic

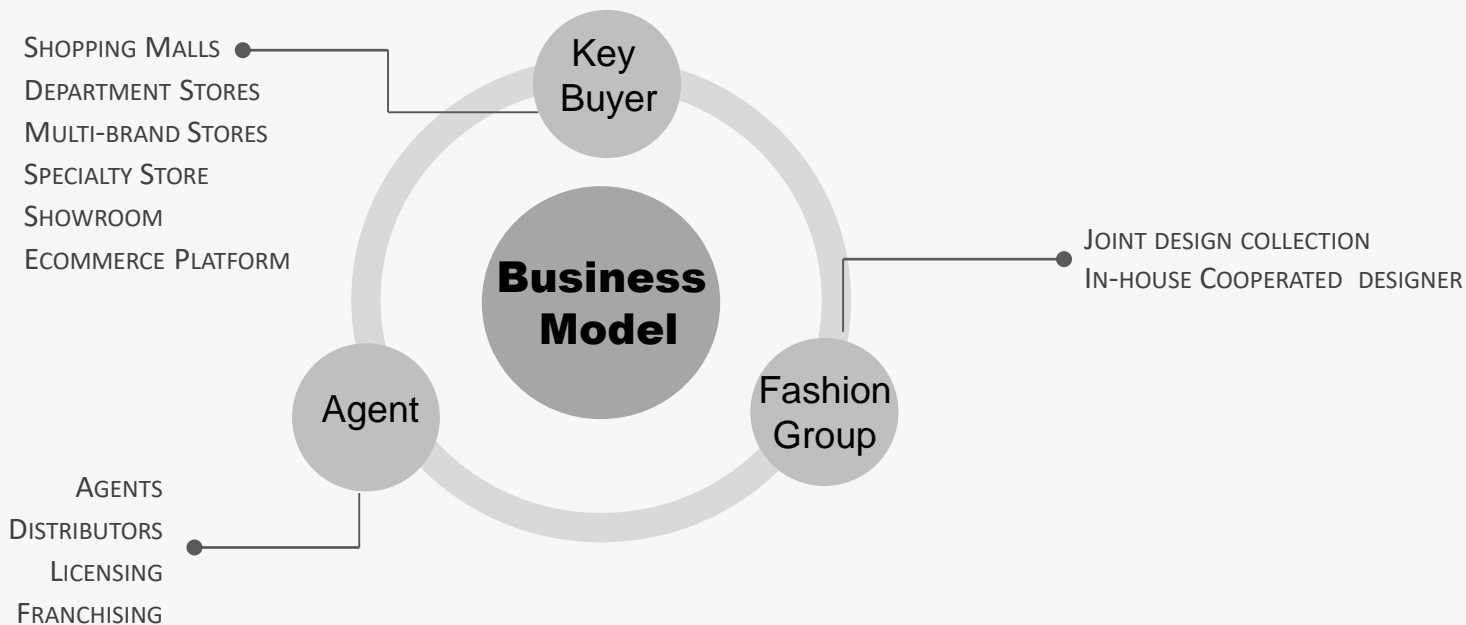
- One of the **earliest** Special Economic Zones opened to FDI
- One of the **most influential & wealthiest** cities in China
- **NO.1** by Annual Income per Capita
- **No. 6** by GDP
- **Cultural and Creative Industries** is one of seven strategic emerging industries





DIVERSE & ADVANCED BUSINESS MODELS

cooperate with international & domestic fashion brands & talented designers
to firmly follow international trends and dominate the Chinese fashion market





SZFW

Since2015

szfashionweek.com

Wechat: szfashionweek

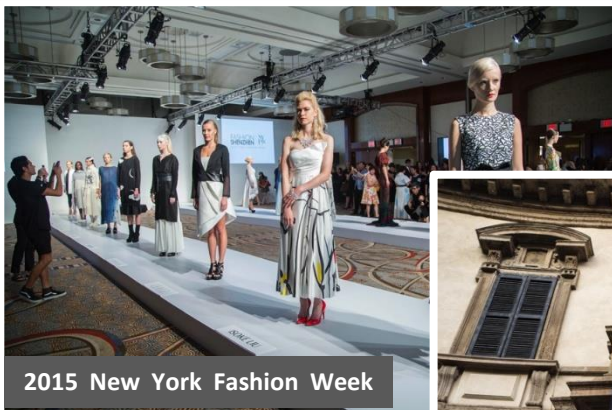


FashionSZshow

Since 2001

fashionszshow.com

Wechat : fashionszshow



2015 New York Fashion Week



2014 New York Fashion Week



2016 Fashion Shenzhen in Milan Fashion Week



2013 New York Fashion Week



2012 London Fashion Week

协办：深圳市服装行业协会
支持：英国大使馆及经商参处
协会

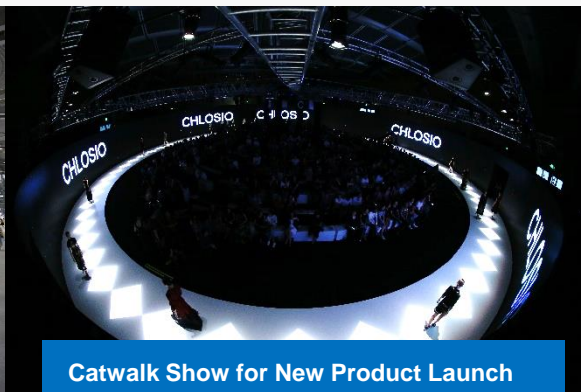




We promote companies, brands and products through



Booth Construction for Static Display



Catwalk Show for New Product Launch



Forum and Seminar



Business Matching Service



Gala Dinners and Fashion Parties

Advertisement

Print: show catalogue, exhibition catalogue, show ticket and invitation

Onsite: banner, lamp stand, ground ball and tripod board etc

Online: Wechat, official website and eDMs

Media Coverage

Online , mobile, TV broadcast, public transportation media



Tony & tony's



ROSEMOO



YINGER FASHION GROUP



Marisfrog



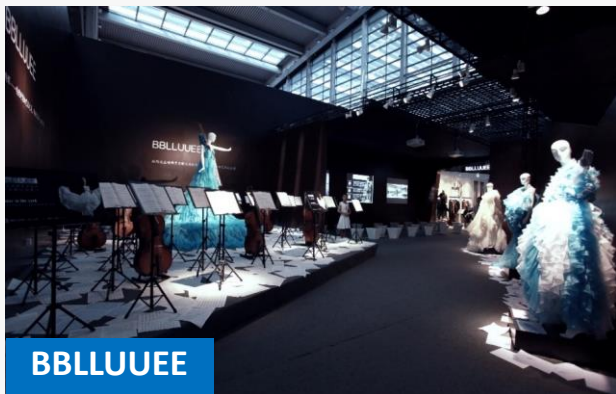
BIG DUCK



CR?Z



BLLUUEE



MYMO





MEDIA SUPPORT

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JUMEI.COM



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CHARTER SHOPPING CENTER



香港新世界百貨

MORE

SUCCESSFUL CASES



MOS EDITION

2018 FashionSZshow

MOS EDITION is a Korean brand designed for women's wear, at the first time joined in our exhibition, received deposits of RMB300,000 during 3 days' exhibition.



Korean Pavilion

2015-2018 FashionSZshow

Organized by Korean Fashion Association, every year since 2015, at least 30 independent designers and brands would come to Shenzhen to expand their market in china, with the financial support of Korean government.



Korea Fashion Association

Axara France

2014 FashionSZshow

The Axara muse is an independent and active woman who creates her own style depending on her desires. Naturally, she holds the secrets of the famous “French elegance” envied the world over: never overdone – never a total look.



LASCANA

Germany

2014 FashionSZshow

LASCANA is a big brand brought from Europe. With over 15 years of retail experience in Europe, LASCANA launched its US online shop early in 2017 with a mission to inspire the American woman to look and feel fabulous in her own body.



Havaianas

Brazil

2014 FashionSZshow

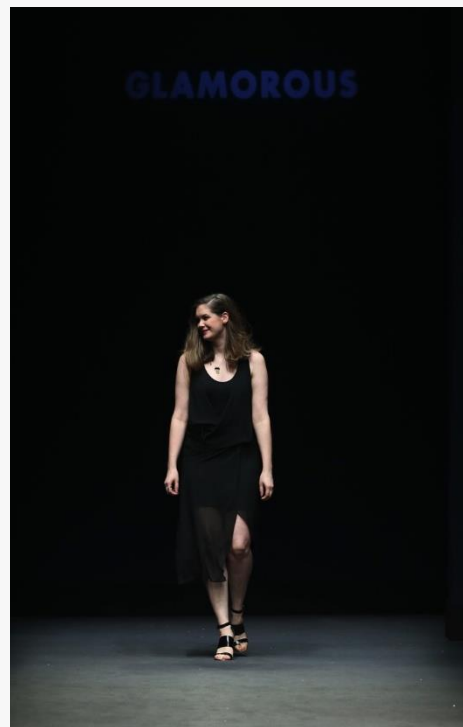
Havaianas is a Brazilian brand of flip-flop sandals created by Scotsman Robert Fraser in 1962. Havaianas flip-flops are the most popular in the world, with 150 million pairs being made every year.



Glamorous UK

2016 Shenzhen Fashion Week

Inspired by high fashion, contemporary night culture and vintage; with fabrics sourced from across the globe glamorous will have a design to suit any mood or occasion.



Carolina Ritzler

France

2017 Shenzhen Fashion Week

Carolina Ritzler is an altruistic designer, with a passion for others and whose generosity is expressed through her art. Her exuberant and instinctive personality feeds from spontaneity and emotion.



SHEN ZHEN



时 尚 深 圳 展
FASHION SZ SHOW



第十八届中国(深圳)国际品牌服装服饰交易会
The 18th China International Fashion Brand Fair-Shenzhen

2018深圳国际纺织面料及辅料博览会
2018 Shenzhen International Trade Fair for Apparel Fabrics and Accessories

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