

FASHION 时尚深圳展 SZ SHOW



时尚深圳展
FASHION SZ SHOW

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Exhibition & Business Cooperation

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中国深圳国际品牌服装服饰交易会

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官方微信公众号

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第十九届中国(深圳)国际品牌服装服饰交易会

The 19th China International Fashion Brand Fair-Shenzhen

2019深圳国际纺织面料及辅料博览会

2019 Shenzhen International Trade Fair for Apparel Fabrics
and Accessories



深圳会展中心

Shenzhen Convention & Exhibition Center

2019.7.4 - 6 4-6 JULY 2019



时尚深圳展
FASHION SZ SHOW

2019

FASHION 时尚深圳展 SZ SHOW

时尚深圳展于 2001 年在深圳首次举办，深耕服装服饰行业十八载，已发展成为中国乃至亚太地区极具影响力的专业服装服饰展览会。

2019 时尚深圳展以“品牌导向、原创精品、商业落地、趋势引领”为核心定位，针对品牌开辟零售渠道及订单类企业的发展需求，精细划分“精选品牌”及“产业价值链”2 大主题展区，通过静态展示、时装发布、先锋论坛、商贸对接、趋势发布、设计大赛、行业盛典等行业活动，为参展企业精准配对商业渠道拓展及品牌推广所需资源，高效务实助力商业成功；同时，为业内人士提供全方位多元的交流场景，助力业界精英捕捉商业机会，收获专业的决策参考。

全球经济文化一体，塑造中国服装服饰行业前所未有的多元发展局面。时尚深圳展在细探行业发展的基础上不断寻求突破，携手业界同仁探索、共筑一条可持续的商业发展之路。

2019 年 7 月 4-6 日，深圳会展中心，时尚深圳展与您携手并进！

Founded in Shenzhen in 2001, FashionSZshow has been cultivating the fashion industry persistently for 18 years and becoming one of the most influential professional fashion tradeshows in China and Asia Pacific area.

With the core positioning of “Brand-Driven, Original Design, Business Networking and Trend-Setting”, FashionSZshow2019 has evolved to embrace 2 main theme zones which are “Premium Label” and “Industry Value Chain” to match with the growing demands of brand building and channel developments from OEM/ODM suppliers. It provides a wide range of services in terms of exhibition of products, catwalks, summits and forums, business matching activities, trend releases, design contests, fashion parites and exhibitors’ awards in order to provide reference and guidance for the sake of innovative development of the industry.

Globalization shapes the China apparel industry into diversified development mode. FashionSZshow seeks for breakthroughs amount challenges with the comprehensive understanding of Chinese modern fashion market, and looks forward to working together with our industry friends to explore and create a sustainable development path.

Join us in Shenzhen Convention and Exhibition Center on 4-6, July 2019!

2019

2018 关键数据

FSZS 2018 DATA

110000m²+

展览面积
Floor Space

130000+

专业观众人次
Number of Visits

1800

展商数量
Number of Exhibitors

36

国家及地区
Countries & Regions

304

商贸对接
Business Matchmaking

3160000+

媒体曝光
Media Exposure

为何参展 WHY EXHIBITS

- 华南区精专服装服饰展览会 One of the most influential fashion tradeshows in southern China
- 获 UFI、BPA 双认证 Endorsed by UFI and BAP
- 专业展区划分 Expertly curated show sectors
- 数十万买手网络 Highly permeable buyer networks
- 精准商贸对接 Effective business matchmaking services
- 国际标准展览设施及配套服务 International standard exhibition facility and trade service

优质展商 Premium Exhibitors



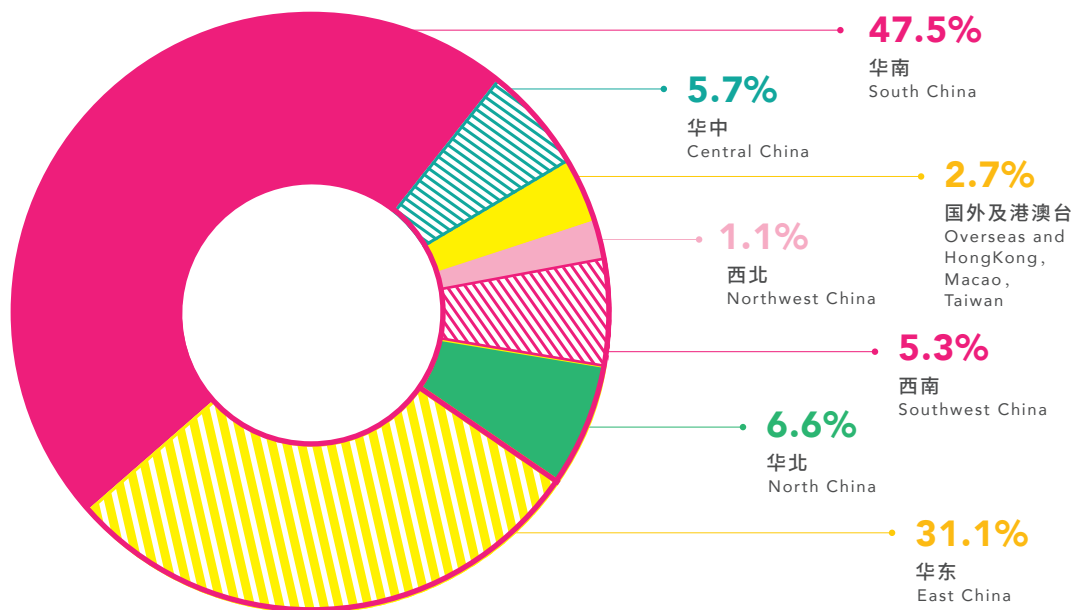
优质买家群体 精准商业对接

SELECTED PROFESSIONAL BUYERS
EFFICIENT BUSINESS MATCHMAKING

- 近百买家团参观展会
Nearly 100 buyer groups
- 18年积累的庞大买家数据库, 定期发送展会电子快讯
Frequent EDM to buyer database accumulated for 18 years
- 与 130000+ 买家建立商业联系, 拓展商机
Connect with 130000+ high-calibre visitors for business opportunities maximization
- 304 场商贸配对, 高效对接需求双方
304 business matchmaking meetings to effectively connect suppliers and buyers

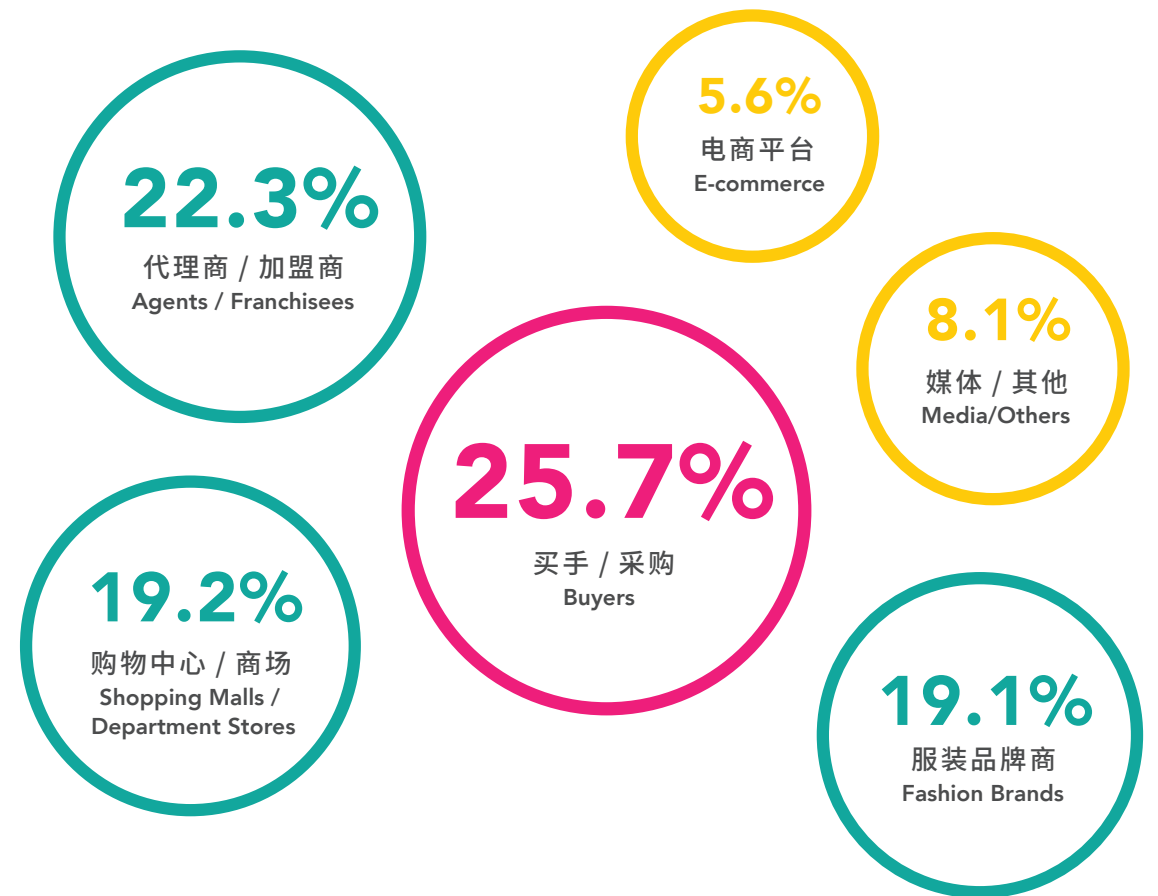
观众来源地/2018数据

Visitor Geography Breakout (2018)



观众业务类型/2018数据

Visitor Business Profile (2018)



优质买家 Professional Visitors



展馆展区规划

FLOOR PLAN



2大主题展区 TWO THEME ZONES

产业价值链展区 INDUSTRY VALUE CHAIN

集聚时尚 OEM/ODM 供应链上的品质展商，展示独特设计风格与市场触觉兼备的成衣、箱包、鞋履、配饰、家居产品等时尚精品及配套产业，获得来自现场数量庞大的买手、订货商、批发商、专业市场、服装品牌商及海外客户的订单，打造高效对口的商贸平台及服装服饰上下游全产业链。

Gathering selected OEM/ODM specialists from fashion supply chain, display high quality collections with creative design, strong market sense and fashion solutions, including women and men's wear, bags & shoes, fashion accessories, household products etc.. A tremendous amount of procurements happened here each season by accurate connection with numerous fashion buyers from wholesale stores, clothing markets, fashion brands and overseas customers. It is an efficient trade platform which represents entire fashion supply chain under one roof.

1号馆/4号馆 HALL 1 & HALL 4



摩登制造

MODERN MANUFACTURE

精选对市场趋势快速响应的 OEM/ODM 优质厂商，覆盖羽绒、大衣、针织、牛仔、丝绸等成衣品类的纺织服装生产企业，高效完成订单输出。

Selected OEM/ODM, textile and garment production enterprises with stable supply chain and fast reaction to modern fashion market, showcase high quality products including down filled garments, coats, knitwears, jeans, silk products etc..

设计态度

DESIGN ATTITUDE

汇集艺术创意与商业触觉兼备的产品系列，展示在设计、面料、工艺、廓形等方面风格鲜明的原创设计师作品，精准对接贴牌订单、批发及渠道买手。

Gather products balanced with creative design and commercial sense, showcase original designer collections with distinctive style and premium quality in designs, fabrics, crafts and silhouette, accurately dock purchase orders with wholesaler and buyers.

全·饰界

FASHION ACCESSORIES

严选优质生活方式类品牌，从眼镜、箱包、鞋履、配饰、到家居产品等，别具一格的创意设计为优质生活美学作清晰的演绎与诠释。

Selected high-quality lifestyle brands with creative designs, covering glasses, bags & shoes, accessories, and household products etc., interpreting aesthetics power of fashionable lifestyle.

产业配套

FASHION SOLUTION

包含从设计研发、生产制造、营销运营等产业价值链上各个环节的上下游服务商，为服装产业提供量身打造的服务体系及高效的解决方案。

Experienced service providers from R&D, manufacturing, marketing and operation in fashion industry chain, who provide tailor-made service systems and comprehensive solutions for the fashion industry.

精选品牌展区 PREMIUM LABEL

汇集久经市场验证的成熟商业品牌及独树一帜的独立设计师品牌，针对零售渠道拓展及品牌推广的需求，精准对接来自代理/加盟商、多品牌集合店、会所店、购物中心/百货、电子商务、showroom 的时尚买手以及媒体、投资机构等时尚圈内专业人士，旨在建立一个真正意义的商贸交流平台，助力设计精神转化为商业价值。

Exhibitors are included well-established commercial brands and unparalleled independent designer brands. Focused on retail channels development and brand promotion, we connect exhibitors to professional buyers from distribution agents, franchisees, collective stores, proshops in clubhouses, department stores, e-commerce marketplaces, showroom, media and investors are also included. Here is an authentic communication platform where creative ideas go down to business and design spirit to transform to actual commercial value.

2号馆/3号馆 HALL 2 & HALL 3

致美风尚 AESTHETIC POWER

极具代表性的成熟商业品牌，有独特设计、自我文化、规范经营模式，充分展现品牌概念及系列产品，诠释中国时尚设计的中坚力量。

Gather well-established Chinese fashion commercial brands with unique designs, self-culture and mature operation systems, this sector speaks for the backbone of Chinese fashion design.

NEXT SHOWROOM

倾力打造针对独立设计师品牌的展示厅，精选展示海内外风格独特及具有市场发展潜力的时尚设计作品。NEXT 意寓下一个成熟且有深切影响力设计师的诞生，本展区将为其针对性的对接买手、渠道商、媒体/KOL，战略投资者等，让设计在这里发声，助力商业成功。

NEXT SHOWROOM focuses on the incubation of emerging designers with talented design and business potential. By connecting designers to necessary business resources including fashion buyers, business retailers, fashion media/KOLs and investors, NEXT SHOWROOM grows artistic design to fashion business. Who is the next fashion star?!

LINKFOR 亚太国际鞋包及创新皮具展 LINKFOR BAGS & SHOES

2019 年首推鞋包设计师品牌展中展，聚合亚太区先锋设计及商业价值并重的品质鞋履及创意皮具品牌。

A special pavilion launched in 2019 showcases high-quality shoes and creative leather goods brands from the Asian Pacific region, which integrates the pioneering design concept and commercial value.

致美风尚
AESTHETIC POWER

2馆
HALL

LINKFOR
鞋包
BAGS
& SHOES

NEXT
SHOWROOM

全媒体报道

POWERFUL MEDIA RESOURCES

- 全方位覆盖,千万次曝光,联通海内外高质买家及时尚专业人士
Omni-channel media exposure ,more than 10 million exposure to fashion professionals and buyers worldwide
- 强大媒体资源,逾 500 家线上线下媒体强势推广
Powerful media resources ,more than 500 fashion and industry media partners
 - 权威媒体 Authoritative Media
中央电视台、新华社等 CCTV, XINHUA NEWS AGENCY ,etc.
 - 线上媒体 Digital Media
腾讯时尚、今日头条、优酷、爱奇艺、搜狐等 TENCENT, TOUTIAO, YOUKU, IQIYI, SOHU, etc.
 - 时尚杂志 Fashion Magazine
《BAZAAR 时尚芭莎》、《ELLE 世界时尚之苑》等 BAZAAR,ELLE,etc.
 - 纸媒报刊 Newspaper
《中国纺织报》、《深圳特区报》、《SHENZHEN DAILY》等
CHINA TEXTILE NEWS, SHENZHEN SPECIAL ZONE DAILY, SHENZHEN DAILY ,etc.
 - 电视电台 TV & Radio
南方卫视、深圳卫视、深圳新闻频率 FM89.8 等 TVS, SHENZHEN TV, SHENZHEN RADIO FM89.8,etc.
- 携手国内外时尚行业协会媒体,组织精英团体参观
Cooperate with fashion industry associations to organize group visit
- 官方媒体多角度宣传:微信公众号、新浪微博、领英、脸书、instagram、推特等
Official social media interaction: wechat official account, sina weibo, linkedin, facebook, instagram, twitter etc.

合作媒体 Media Partners



多元展示及活动

全方位接触行业趋势及业内人士

MUST-GO EVENTS

SOCIAL PLATFORMS FOR INDUSTRY COMMUNICATION AND BUSINESS OPPORTUNITIES

静态展示

Exhibitions

静态展示是向专业买家呈现产品最有效形式。在专业划分的展区中,集中 3 天充分展示及推广具有先锋设计及商业潜力的产品系列,覆盖时尚全产业链。

Three-day on-site demonstration in expertly curated show sectors, to maximize brand promotion and explore business opportunities with top buyers in the industry.

时装发布

Fashion Show

品牌及设计师与知名秀导强强联合,采用时尚、灵活的操作方式,打造具有国际时装周标准配置的时装发布秀,展现当下最新流行趋势,向专业观众及时尚媒体立体传达品牌设计理念。

With the collaborative work between fashion designers and professional production teams, the unrivalled artistic fashion catwalks presented in Hall 5 are always the spot light of FashionSZshow in every season. It helps designers to communicate their unique concepts to buyers and media.

先锋论坛

Summit & Forum

每年,包括意见领袖、专业学者、品牌设计师、渠道营运商在内阵容强大的业界代表聚集于时尚深圳展论坛,紧密围绕流行趋势、消费升级、全新零售、时尚智造等热门话题,聚焦讨论行业趋势及商业解决方案。

Every year, prominent speakers are invited to deliver speeches in relation to hottest topics in the industry at summits. Professional buyers and supplies are also proactively to exchange views and opinions at forums to offer valuable inspirations.



我们的历史 OUR HISTORY

历时18载, 时尚深圳展伴随中国服装服饰产业成长壮大

FASHIONSZSHOW HAS GROWN TOGETHER WITH THE CHINA APPAREL INDUSTRY FOR 18 YEARS

The first edition of the China International Fashion Brand Fair-Shenzhen was officially held in Shenzhen Hi-tech Fair Exhibition Center, with the theme of "North-South Dialogue of Women's Wear in China".

首届中国（深圳）国际品牌服装服饰交易会（原简称“深圳服交会”），在新建成的深圳高交会展览中心（广电集团旧址）正式开幕，开启“首届中国南北女装对话”新纪元。

**开创新纪元
CREATED A NEW ERA**

**携手国际, 共谋发展
INTERNATIONAL COOPERATION
& SYNERGY**

第五届中国（深圳）国际品牌服装服饰交易会于2005年正式迁展至深圳会展中心，同年获得全球展览业协会(UFI)的权威认证, 成为亚太地区举足轻重的时尚贸易平台。

The 5th China International Fashion Brand Fair-Shenzhen officially moved to Shenzhen Convention and Exhibition Center in 2005. In the same year, it was endorsed by UFI and became one of the most important fashion tradeshows in the AsiaPacific region.

Shenzhen was the first city in China to be entitled "City of Design" by UNESCO. In the 8th China International Fashion Brand Fair-Shenzhen, 20 famous Shenzhen women's wear enterprises, including Marisfrolg, ELLASSAY, Embryform, Yinger, TANGY, and MYTENO, were shortlisted in the first batch of regional brand list, with great brand images appearing worldwide, which opened a new era of women's garment development.

深圳被联合国教科文组织授予“设计之都”称号，成为中国首个获此殊荣的城市。第八届深圳服交会上，玛丝菲尔、歌力思、安莉芳、影儿、梁子、马天奴等20家深圳知名女装企业入围首批区域品牌名单，以“深圳女装区域品牌”的整体形象亮相海内外，揭开中国女装发展的新时代。

**打造女装品牌专区
BUILT WOMEN'S BRAND
SPECIALIZED AREA**

**产业联动 规模新高
STRONG INDUSTRY LINKAGES**

以“设计改变生活”的理念，专设创意设计展示区和时尚生活区，打造从创意设计、品牌塑造、加工制造到消费终端的多元化时尚产业链，促进产业链联动发展。

Based on the concept of "Design Makes Differences", a creative design zone and fashion lifestyle zone had been set up specifically, to create diversified fashion interaction under one roof, and accelerate cross-border cooperation in the fashion industry.

The 13th China International Fashion Brand Fair-Shenzhen was presented with a new theme of "Moving Rhyme". Fashion rhythm and the dynamics of the city together adorned life. The slogan of "What's Yours?" was created to encourage personalized attitudes to fashion, show difference voices of fashionable lifestyle and the industry development.

2013 深圳服交会以全新“韵动”主题形象呈现，时尚的韵律与城市的动感共同装点了生活。开放式的主题标语“你的态度 What's Yours?”鼓励人们展现个性化时尚态度，表达对时尚生活方式和行业发展的不同思考。

**个性时尚 转型升级
TRANSFORMATION
TO PERSONALIZATION**

**原创设计 创新突破
ORIGINAL DESIGN & INNOVATION
BREAKTHROUGH**

2014 深圳服交会，由传统专业交易会向创意设计平台发展，大力扶持原创时尚，特设置“未来之星”展区，聚集来自全国的优秀原创服装设计师，集中展示他们的先锋设计理念和高品质服装产品系列。

2014 China International Fashion Brand Fair-Shenzhen repositioned itself from traditional trade show to creative design platform. In order to support the original fashion design, the "Future Star" zone was setup, gathering best emerging fashion designs from all over the country to showcase their creative fashion collection.

Aligning with the successful launch of the Shenzhen Fashion Week and the rapid growth of fashion industry in Shenzhen, FashionSZshow2015 turned to a trendy and business-oriented fashion feast. During the period, introduction of new brands, integration of up-and-down stream and cross-border resources for design innovations as well as business opportunity maximization became core driving forces of the show.

首届深圳时装周成功举办，主办方计划用5年时间将深圳时装周打造成为“亚洲顶级时装周”，跻身国际一流时装周行列，将深圳打造为世界时装中心之一。伴随着深圳在时尚产业的迅速成长，2015 深圳服交会整合时尚跨界资源、贯穿产业链上下游，以最原创的品牌首发、最时尚的潮流秀场、最鲜活的设计能量，打造一场潮流与商业并重的时尚盛宴。

**前站【时装周】共赢【服交会】
CROSSOVER AND WIN-WIN**

**品牌导向 原创精品 商业落地 趋势引领
BRAND-DRIVEN, ORIGINAL DESIGN,
BUSINESS NETWORKING, TREND-SETTING**

2018 年正式将简称改为“时尚深圳展(FashionSZshow)”，在全球包容多元发展新趋势下，为海内外服装服饰品牌的可持续发展整合稳健经营及开拓市场的产业链资源；同时以品牌导向、原创精品、商业落地、趋势引领为核心定位，致力打造专业的服装服饰品牌商贸平台。

With the abbreviation officially changed to "FashionSZshow" in 2018, we aim to keep supporting the sustainable growth of fashion industry under such globalization environment. Our core positioning is "Brand-Driven, Original Design, Business Networking, Trend-setting", which means we serve the industry as a professional trade platform by integrating resources in the whole fashion supplier chain.