



主办单位:

中国服装协会/
中国国际贸易中心股份有限公司/
中国国际贸易促进委员会纺织行业分会

Sponsors:

China National Garment Association/
China World Trade Center Co.,Ltd. /
The Sub-council of Textile Industry, CCPIT.

承办单位:

北京时尚博展国际展览有限公司
北京国贸国际会展有限公司

Organizers:

Beijing Fashion-Expo Co., Ltd.
China World International Exhibition Co., Ltd.

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CHIC

2020

03.11-13

MARCH EDITION



中国国际
服装服饰博览会(春季)

CHINA INTERNATIONAL
FASHION FAIR
(MARCH EDITION)

国家会展中心[上海]
National Exhibition and
Convention Center [Shanghai]

关于CHIC

ABOUT CHIC

自1993年创立至今，中国国际服装服饰博览会（CHIC）已经成为亚洲地区最具规模与影响力的服装服饰专业品牌博览会。在27年里持续以展商、观众需求为核心，集中海内外优质服装全渠道资源，打造商贸洽谈、渠道拓展、资源整合、国际交流、新品发布、资本对接等多种功能于一体的综合展会资源平台。

当下，随着新技术推行渐广，曾经预测的未来——5G、AI、新零售、新消费已经渐渐成为现实。在这种社会进程下，作为中国服装行业的引领者和推动者，CHIC 2020（春季）以“你好，未来”为主题，将与中国服装企业共同探索全新的未来。

对未来我们有自己的思考：更多的品牌企业、制造企业、服装关联产业以及终端渠道将在CHIC上发布新品、洽谈合作、跨界互联，共同拓展业务及提升企业形象；探索转型方向及技术创新趋势，进而带动整个中国服装行业的发展，帮助服装企业探索新的领域、达成新的合作、实现新的突破，这将是一扇由CHIC与服装业一同开启的通向行业新未来的展会之门。

2020年3月，期待您的莅临！

03.11-13
2020

CHIC

2020

MARCH
EDITION

Since its establishment in 1993, China International Fashion Fair (CHIC) has become the largest and most influential professional fashion brand exhibition in Asia. In the past 27 years, CHIC has gathered omni-channel quality fashion resources from home and abroad and takes the needs of exhibitors and visitors as its core. It developed into a comprehensive platform integrating various functions such as business talk, channel development, resource integration, international exchange, new product release, capital connection, etc.

Futuristic products and modes like 5G, AI, new retail and new consumption have become a reality with the wide application of new technologies. In this social process, CHIC, the leader and promoter of China's fashion industry, needs to explore a new future with brand enterprises to understand rationalism-oriented consumers, fashion markets and their diversified evolution. CHIC 2020 (March Edition) will take "Hi, future" as its theme to explore the diversified future of the fashion industry.

The future will be reflected in: more brand enterprises, manufacturing enterprises, fashion related industries and terminal channels will receive orders in CHIC, and will have more cross-industry interconnection, product release, forums and fashion shows through seamless connection between brands and markets, which will jointly develop both of their businesses and enhance their images, and forecast the trend of economic transformation, industrial transformation, and technological evolution, thus driving the development of the entire fashion industry, helping fashion entrepreneurs to explore new fields, reach new cooperation, and achieve new breakthroughs. This will be a door to a new future opened by CHIC and the fashion industries.

Welcome to CHIC2020.

数据价值

FIGURES
VALUE

CHIC的强大数据直观呈现展会规模及观众组成，
为商业活动提供数据支撑，
发掘潜在商机以及深层商贸价值，
让展商、观众预知展会的平台优势，
提高参展、参观效率。

The scale of the exhibition and the profiles of
visitors are visually presented through CHIC
data, providing data foundation for commercial
activities, which contributes to explore poten-
tial business opportunities and in-depth
commercial value, helping both exhibitors and
visitors to make data-oriented decisions, and
improving the outcomes of participation.

CHIC 2019

(春季) 数据

FIGURES OF
CHIC 2019 (MARCH EDITION)

展会面积
Square Meters

117,200 平米

国家和地区
Countries and Regions

16 个

展商
Exhibitors

1,365 个

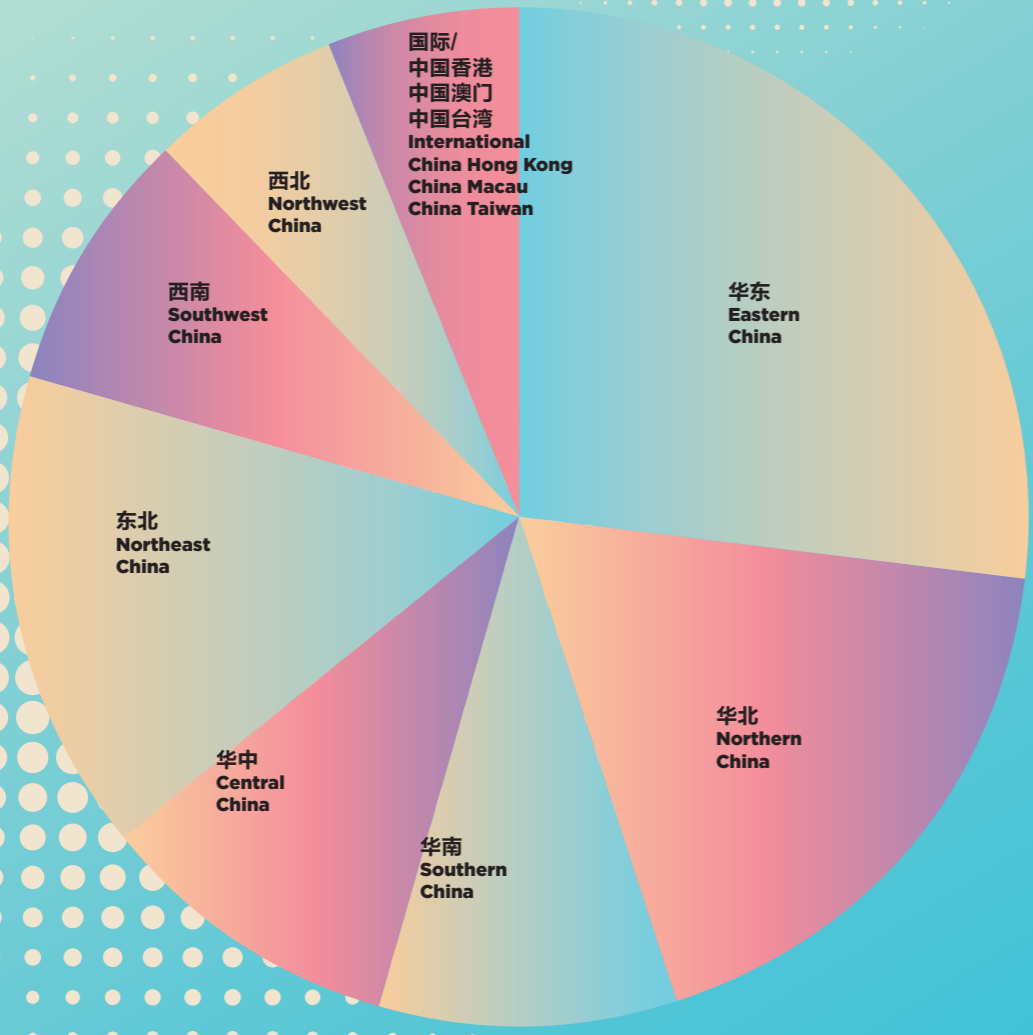
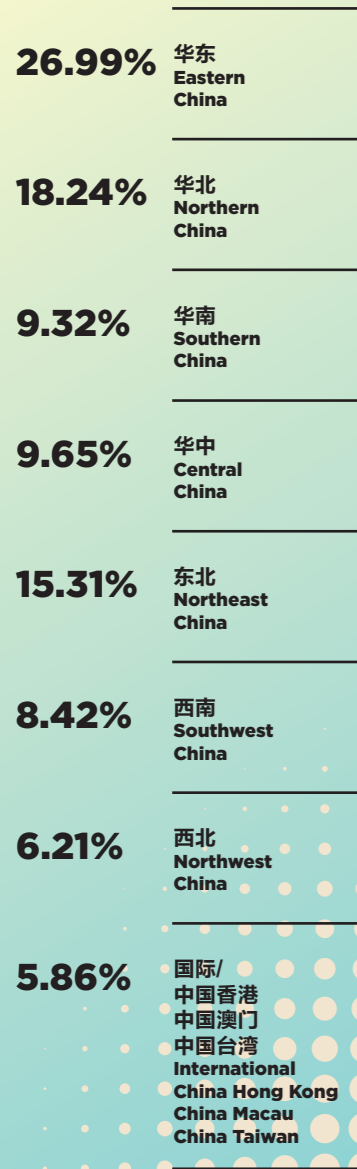
品牌
Brands

1,453 个

专业观众
Visitors

103,722 名

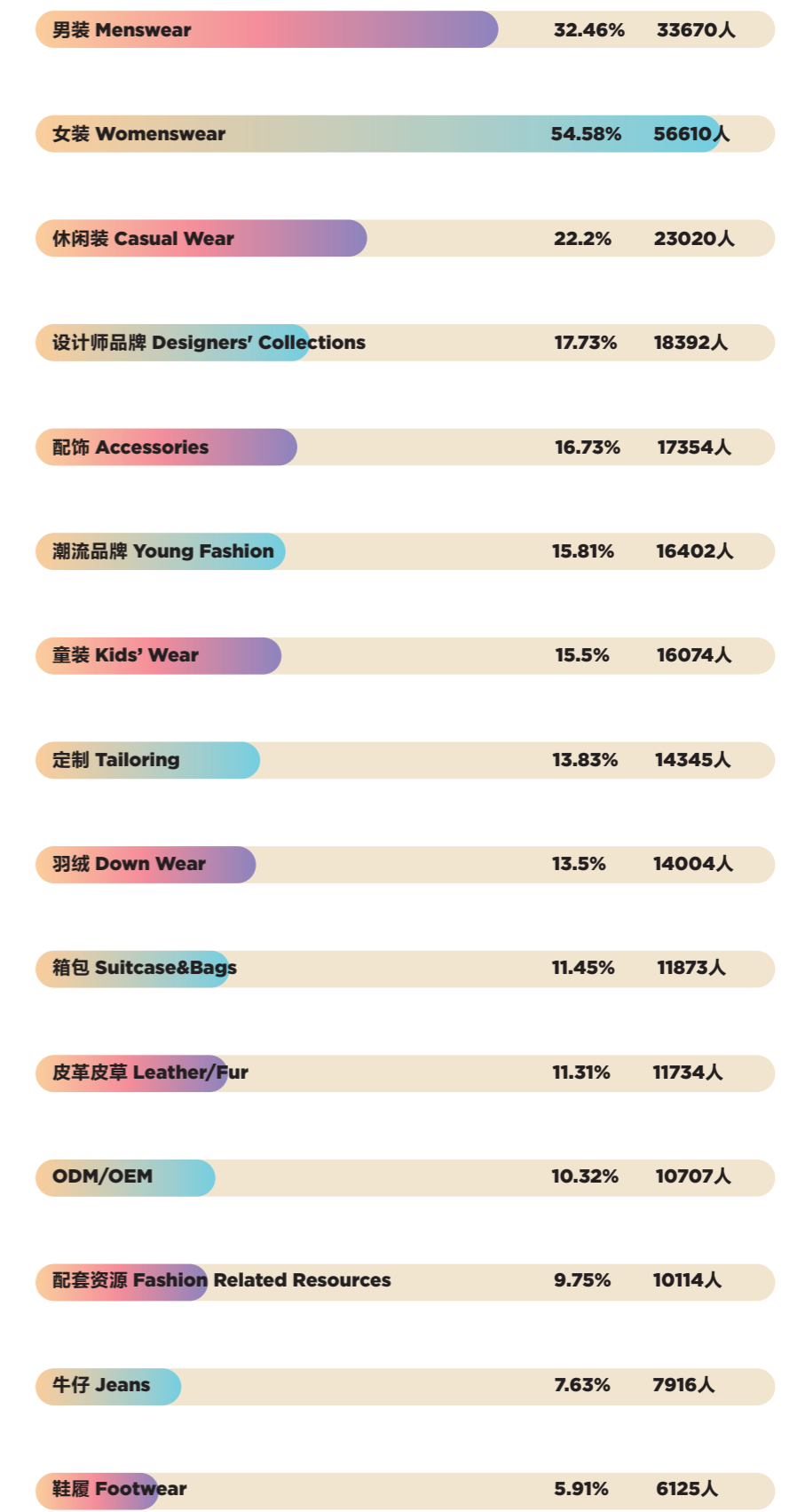
观众来源地分析 ANALYSIS OF VISITOR SOURCES



观众身份构成 CLASSIFICATION OF VISITORS



观众感兴趣品类 VISITOR'S INTERESTED PRODUCT CATEGORIES



焕新升级

SECTION PLANNING

CHIC2020（春季），各大展区全新升级为独立展中展，以全新的展会构思、聚集专业品类，创造活跃、高效的商业氛围，为参展商、观众带来非凡的参展、观展体验。

CHIC has a new section planning—upgrading each major exhibition section to independent shows-in-show, which will bring an extraordinary experience to exhibitors and visitors through our new perspective of planning, rich image connotation, more professional product classification and a more dynamic business atmosphere.



CHIC 男装展

打造男士生活方式的一站式平台。汇集商务休闲、时尚休闲、时尚运动等多种风格的服装企业，及领带、围巾、腰带等男士配饰产品，助力企业渠道拓展、提升品牌和整合资源效率，为参展企业创造发展新机遇。

CHIC MEN'S

It's a one-stop platform for men's lifestyle, where there are a collection of fashion enterprises with various styles such as business leisure, fashion leisure and fashion sports, as well as accessory enterprises around men's ties, scarves, belts and other accessories. CHIC MEN'S will help exhibitors seize new opportunities in the industry, develop channels, upgrade brands and integrate fashion resources.



CHIC 女装展

旨在为正在进行创新变革的女装品牌提供优质的资源对接。甄选国内外市场活跃度高的商业女装品牌，汇集快时尚、个性女装、成熟女装、中式女装、婚纱礼服、生活方式等品类，并为其提供品牌概念及系列产品的展示空间。

CHIC WOMEN'S

CHIC WOMEN'S will take "youth-oriented fashion" as its main theme and brings together women's fashion enterprises of different styles, such as designer-style womenswear fast fashion, individualized women's wear, mature women's wear, traditional Chinese women's wear, white & night, lifestyle collections, etc., to provide a high-quality resource connection platform for independent women's fashion brands that are undergoing innovation and transformation.



CHIC 原创设计展

将时尚创意转化为商业价值。遴选海内外原创设计品牌、时尚工作室和集合平台，汇聚全球时尚零售渠道和品牌买手，这里将成为全亚洲设计师品牌最便捷高效的订单对接及资源整合平台。

CHIC IMPULSES

Turn fashion creatives into commercial value. CHIC IMPULSES will present a collection of selected original designer brands, fashion studios and integrated fashion platforms from home and abroad to bring together global fashion retail channels and fashion buyers. It will become the most convenient and efficient trade-matching and resource platform for Asian designer brands.



CHIC 潮流品牌展

作为中国最早年轻消费群体的潮流生活方式展，本次继续以丰富的全品类潮品，为观众展示优质的新锐潮牌，满足风格个性前卫的买手店一站式组货需求，引领当下潮流风尚。

CHIC YOUNG BLOOD

As a stage that releases young vitality and highlights individual lifestyles, CHIC YOUNG BLOOD will continue to present high-quality trendy brands. There will be a rich variety of fashion products to meet the needs of avant-garde select shops for one-stop shopping.



CHIC 供应链展

集合服装行业优质ODM供应商、服装全供应链企业，打造信息化、科技化、智能化最全供应链平台，提供快速反应、微供应、柔性生产等多种服务最前沿体系，并展现最前沿的服装行业相关科技，为服装企业提供各项配套服务及切实可行的供应链解决方案。

CHIC SOURCING

CHIC SOURCING will gather together the whole supply chains of fashion industry, including high-quality ODM suppliers and leading fashion supply chain-related enterprises. The most advanced technologies applied in the fashion industry will be demonstrated here to provide fashion enterprises with a variety of supporting services from design to production to sales, and providing fashion enterprises with usable, practical and easy-to-use supply chain solutions.



CHIC 定制展

定制，是一种生活态度！CHIC 定制展集合定制品牌企业、定制加工企业、定制配饰、定制解决方案、供应链上下游资源，助推定制企业拓展市场，优化渠道和承接订单。

CHIC TAILORING

Tailoring, an attitude towards life! CHIC TAILORING will present brand companies, factories, tailored accessories, tailored solutions, relevant companies of supply chains to help tailoring enterprises to expand their markets, optimize their business channels and get more orders.



CHIC 冬季时装展

汇集海内外高端皮革、皮草、羽绒企业及行业权威机构，助力服装企业品牌推广、渠道拓展；为观众遴选优质供应商进行采购订货、供应链优化、信息交流；旨在打造具有全球影响力的国际冬季时尚综合商贸平台。

CHIC WINTER'S

CHIC WINTER'S will bring together domestic and overseas high-end leather, fur and down jacket enterprises and authoritative fashion institutions to create a splendid feast integrating commerce, brand promotion and manufacturing cooperation. We are committed to promoting multi-level cooperation among more leather, fur, downwear and fashion enterprises.



CHIC 童装展

根据消费者需求及童装市场发展趋势打造的系列展中展，满足品牌推广、渠道拓展等多元化需求；倾力打造集小童、中童、大童、少年装全品类的儿童服装服饰展。

CHIC KIDZ

CHIC KIDZ is a show-in-show dedicated to consumer needs and market conditions. This section meets the diverse needs of shopping centers and fashion buyers. It's an expo covering all fashion categories for infants, children and teenagers of all ages.



CHIC 配饰、箱包及鞋履展

精致单品诠释时尚态度。集合各种风格的首饰、帽饰、包袋、鞋履、围巾、丝巾、手表、眼镜、香氛、腰带、旅行箱包、生活方式等时髦小物，契合消费新趋势，为企业发展及转型提供多元化选择，打造渠道拓展、品牌合作、采购下单、商业推广的最优平台。

CHIC ACCESSORIES, BAGS & SHOES

Accessories, bags and shoes are the finishing touches that can best reflect the trend and style. This show-in-show will present all kinds of fashionable small objects such as jewelry, hats, bags, shoes, scarves, silk accessories, watches, glasses, fragrances, belts, suitcases, lifestyle products, etc. In line with the new consumption situation, the exhibition aims to provide diversified services for the development and transformation of related enterprises, and to create an optimal platform for expanding channels, brand cooperation, ordering, and business promotion.



CHIC 环球风尚展

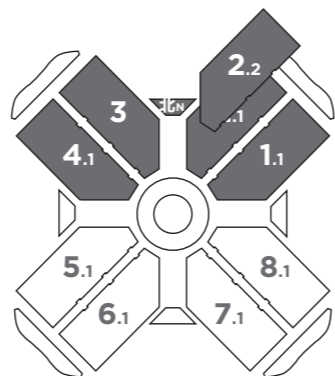
环球风尚展为中国消费者带来最前沿的国际时尚趋势和最优质的国际时装、服饰产品；这是一个联动国际的舞台，并利用强大的渠道资源帮助国际品牌落地中国。

CHIC WORLDWIDE

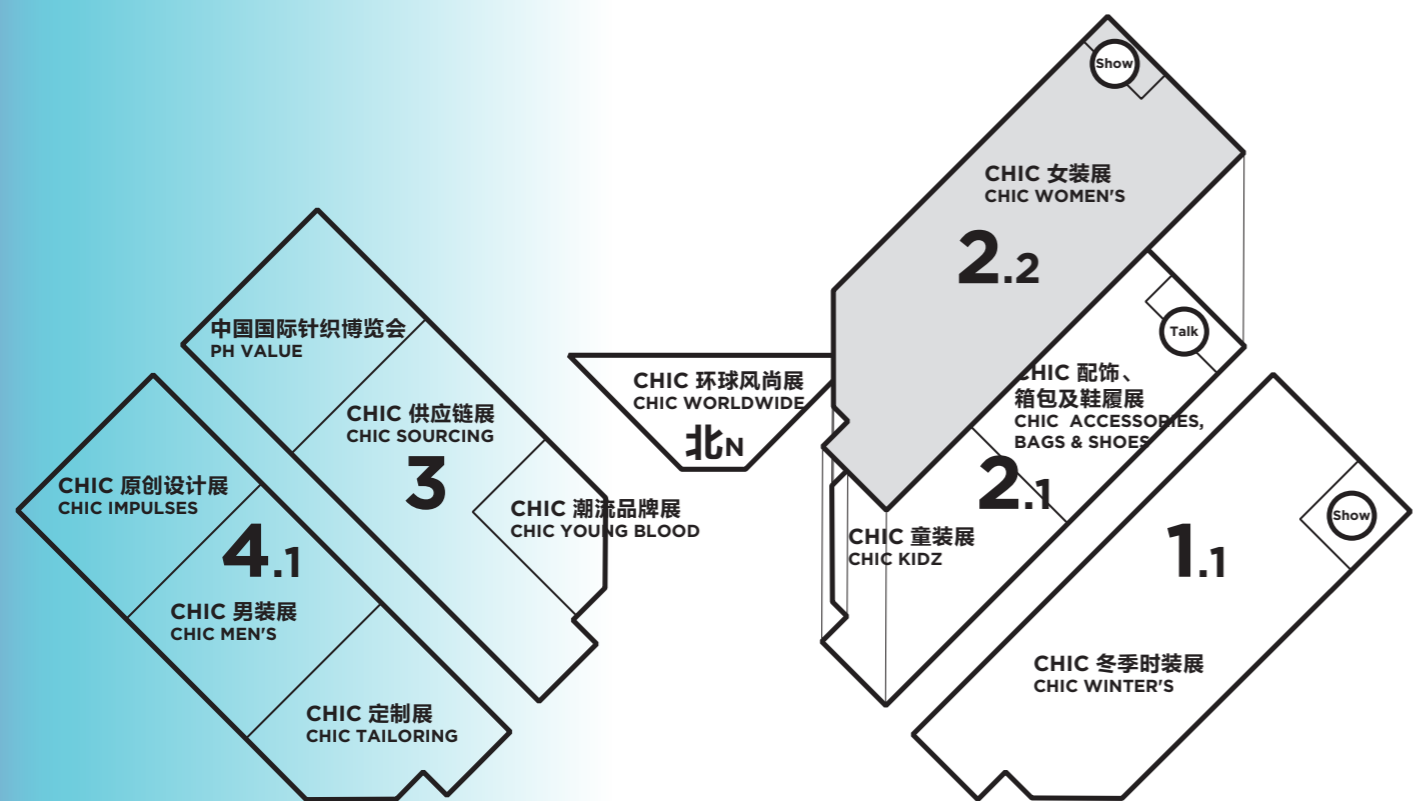
CHIC WORLDWIDE will present up-to-date international fashion trends and the most premium global fashion products and accessories for Chinese consumers. This is a stage linking up with international fashion that will help overseas brands enter into China's market.

展会规划

SECTION PLANNING



1.1/2.1/2.2/3/4.1/北N馆Hall



活动助力

CHIC EVENTS

CHIC一直在尝试新的活动策划，力求在展会期间为展商、观众提供最为生动的活动形式和务实的活动内容，丰富展会功能。

CHIC implements new plans and strives to provide direct and vivid events for exhibitors and visitors during the fair, to enrich the exhibition's presentation and upgrade its product release functions to attract more prospective clients and ensure an accurate connection between business needs and channels.

CHIC 商贸对接会

CHIC将“提升参展效率”作为第一要务，针对参展商及观众的不同商贸需求，有针对性地安排不同类型、不同形式的商贸对接活动，力求在展会期间更精准地满足参展商与观众的商贸需求。

CHIC MATCHING

CHIC regards "improving the efficiency of participation" as its top priority. According to the needs of exhibitors and visitors in different exhibition sections, CHIC will correspondingly arrange different types and forms of business matching events to accurately meet their specific business needs during the fair.

CHIC 商业论坛

是中国服装行业最新趋势发布平台，在协助企业品牌高效提出商业问题解决方案的同时，促进跨行业互动和企业交流合作，并为全产业链资源提供沟通交流、达成商贸合作的机会。

CHIC TALK

CHIC TALK will release the latest fashion trends in China's fashion industry. CHIC TALK will propose solutions to business problems while promoting cross-industry interaction, enterprise cooperation, and will provide all industrial chain resources with opportunities for exchange and business cooperation.

CHIC 品牌发布秀

以简约、直接的呈现方式聚焦全品类服装及新品发布，帮助发布企业高效组织现场观众及媒体资源，发掘新商业机会，保证企品牌发布新品的持续性露出，提升推广热度，满足不同企业品牌的多样曝光需求。

CHIC SHOWS

CHIC SHOWS focus on the release of the full range of fashion and new products in a simple and direct way, helping the enterprises to efficiently organize on-site audience and media resources, explore new business opportunities, ensure the continuous exposure of new products, enhance promotion, and meet the diverse needs of different brands for publicity.