



**FASHION**  
EXPO

# 温州时尚展

THE 2016 CHINA(WENZHOU) INTERNATIONAL FASHION FAIR

2016年9月23-25日 温州国际会展中心

September 23-25, 2016 Wenzhou international convention & exhibition center

# About • Wenzhou Fashion Fair

## **Relying on the government, organizing by the authority**

Wenzhou Fashion Expo is the large scale exhibition program approved by Wenzhou municipal government for the purpose of helping Wenzhou to achieve "Fashion City" as important strategic deployment. The exhibition is sponsored by the department of commerce of Zhejiang Province, the People's government in Wenzhou city and organized by Zhejiang Provincial Department of Commerce, Wenzhou Municipal People's government, the Wenzhou Municipal Bureau of Commerce, Wenzhou Modern Service Industry Investment Group Co., Ltd.

## **The international fashion industry integration platform**

Wenzhou Fashion Show introduces foreign advanced innovation design concept brand, promotes the development of China fashion industry, as a major economic and social transformation of cultural activities in Wenzhou, and it will become the most important booster and wind vane to lead fashion industry market.

## **Fashion brand culture stage**

The exhibition focus on "international brand", "fashionable life", "designer brand", "fashion show" and other elements, and hold the "fashion industry summit forum", "2016 fashion show" and "International Outstanding Fashion Designer Award" and many other rich fashion activities.







# Choose the 2016 Wenzhou fashion expo

## **Face to face communication with the Wenzhou merchant, the unique business acumen**

Wenzhou has such a large high-end fashion consumer groups, Wenzhou people are keen on agent some fashion brands, they turn the consumption hobby into a wealth of opportunities. The huge Wenzhou-business networks are scattered over the world and their fashion light industries produces an effect on the world's clothing, shoes, bags, glasses and lighters, etc. All this is because of the "Wenzhou people" and becoming out of the ordinary.

## **To Create infinite possibilities of cross-border cooperation**

The fusion for the resources of International brands and local brands, and the cross border cooperation of advanced custom-made, original designer and well-known domestic and foreign brands, covering shoes, clothing, accessories and other multiple categories, brisk your eyes and make everything possible.

## **Maximize and the multi-faceted interpretation of the connotation of the brand**

The static and dynamic exhibition show, focusing on fashion, to attract media attention, showing distinctive brand image, through a series of interactive activities of fashion culture, facilitating to different customer groups together to expand the market space for the brand orientation to provide more choices, to promote the rapid growth of the brand, enhance the brand core value.

**International exhibitors will enjoy more preferential exhibition subsidy policy** With the policy support of Wenzhou government construction "fashion capital", Wenzhou Fashion Show of 2016 will provide free booth (Raw Space), to the international exhibitors, and offer a series of high quality transportation and hospitality services to the import guests such as the leadership of government officials, business associations, in order to ensure that the exhibitors no worry to take part in an exhibition.

# The previous exhibition review

The exhibition with the development and growth in the past 3 years, the show continues to expand the scale of development gradually from the fashion consumption to more professional, business oriented fashion design, cultural platform, participating brands from manufacturing to wisdom made outstanding promotion, there is a qualitative change.

## Fashion consumption, created in Wenzhou

**2013 Wenzhou fashion expo**, the number of visitors of the exhibition are nearly 20000 people, more than 200 exhibitors, in the world's top fashion Museum, more than 300 enterprises are France, Italy and the United States, Canada, South Korea and other countries and regions, the international top designers for area 10 invited the world's top designers in the name of a person international jewelry exhibition; area of the introduction of domestic and foreign well-known jewelry brand. South Korea and Hongkong fashion brand, professional services, global fashion lifestyle experience area brings together 30 of the world's top left and high-end consumer goods brand, as well as the global top brand Home Furnishing.

The exhibition with the international brand "seamless" built an international platform, "the introduction and dissemination of the most advanced international fashion culture, and guide enterprises to learn advanced international fashion brand experience, cultivate the concept of fashion". In the 2013 Wenzhou fashion show has been confirmed.



## Explain Fashion, Leading Consumption

Nearly 30000 people and more than 300 exhibitors participated in **2014 Wenzhou fashion expo**, which includes trendy international brand exhibition hall, Wenzhou fashion exhibition hall and fashion life exhibition hall. Organized by the Italy National Center for the promotion, 40 Italian local exhibitors participate in this exhibition. Top Italian fashion brands like Ferrari, Maserati and dozens of European original top brands are in exhibition, including handmade umbrella brand PasottiOmbrelli who only manufactures 30000 Handmade each year, British handmade accessory brand Jenniferloiselle, jewelry brand Fallon and Lebanon luggage Sarah'bag. This exhibition intends to present the audience the latest trend in the world of fashion in a multi-angle and three-dimensional way, providing high-quality business platform for exhibitors and visitors at the same time.

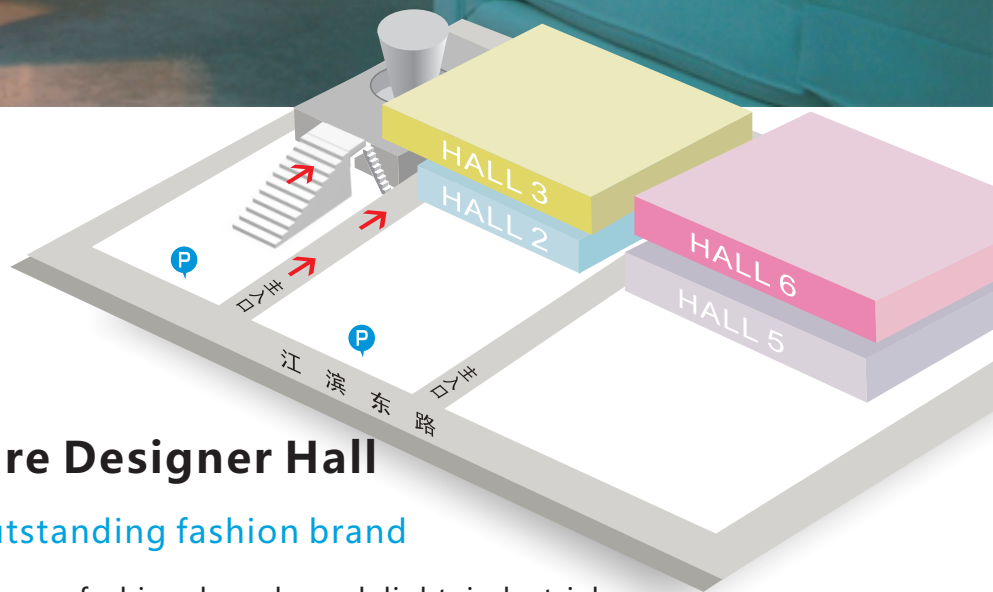


## Design To Fashion, Fashion To Consumption

Nearly 35000 people and some 400 exhibitors participate in **2015 Wenzhou fashion expo**, which is divided into trendy international fashion brand exhibition hall, fashion design exhibition hall, dynamic fashion center. Trendy international fashion brand exhibition hall introduces more than 50 American local fashion brands that have not yet entered Chinese market. Trendy international brand exhibition hall is full of foreign fashion styles: brands like high-end fashion brand Bariano, luxury handmade customized leather brand MeaMac Luxury Bags and professional dress-design brand Alyce Paris. They enter Chinese market through this direct platform for the American brands, promoting the expansion of United States brands in Chinese market.







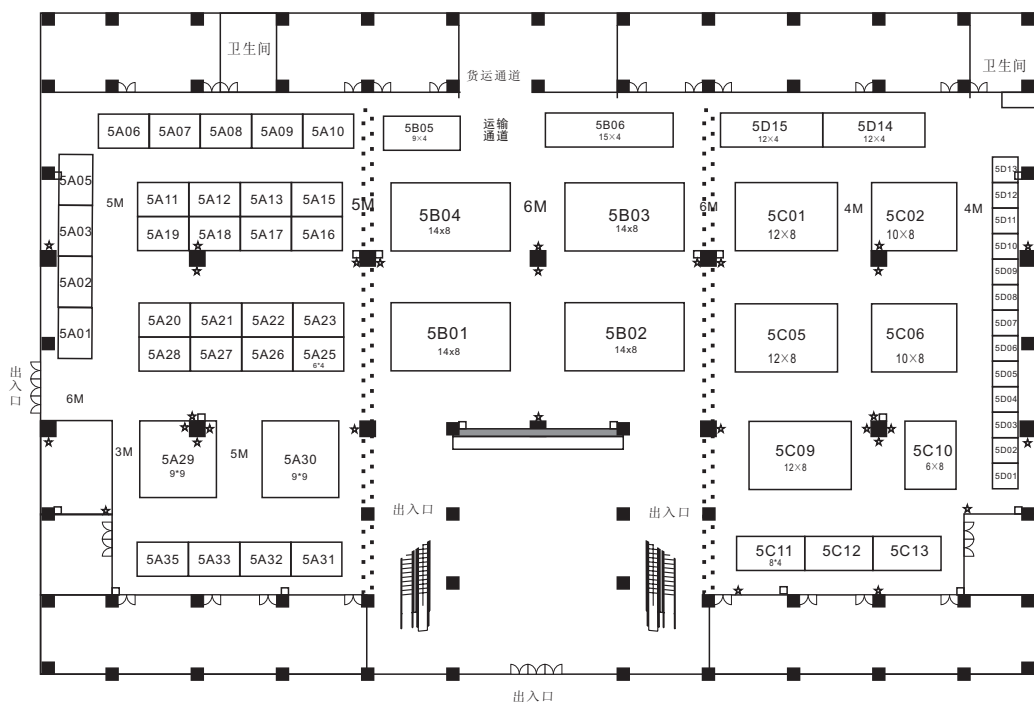
## Hall 5 —Fashion Couture Designer Hall

The combination of outstanding fashion brand

The collection of well-known fashion brands and light industrial brand in Wenzhou

And Independent designers and customized shoes and clothes brand  
It' s an elite gather for the fashion industry in Wenzhou

Exhibition Scope: Wenzhou fashion brand, light industry brand, independent designer brand and customized shoes and clothes brand

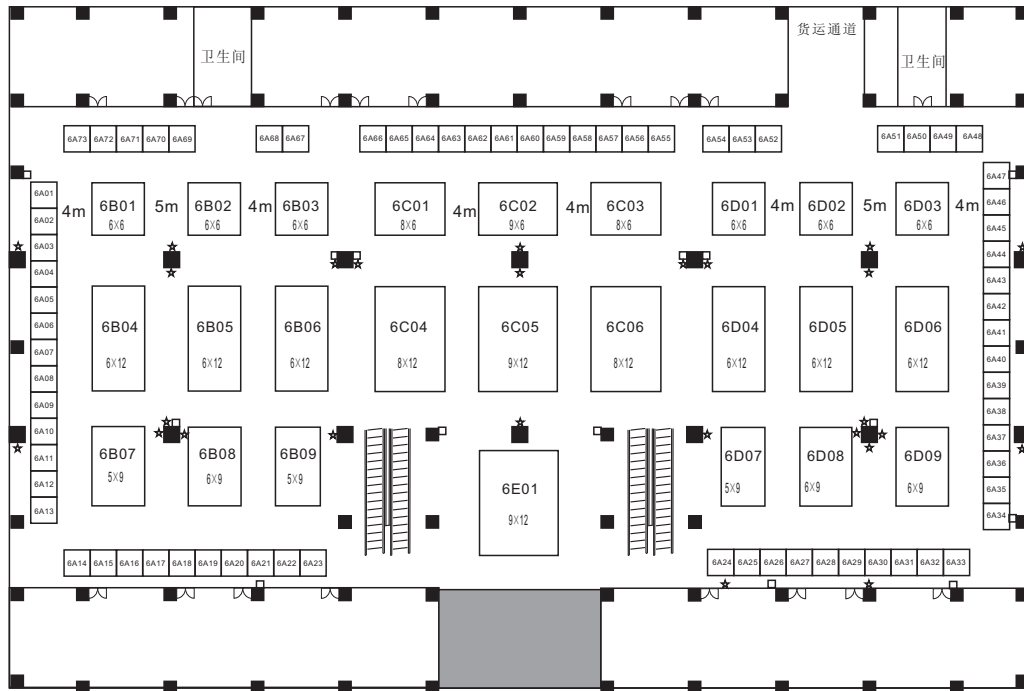


## Hall 6 —Fashion International Hall

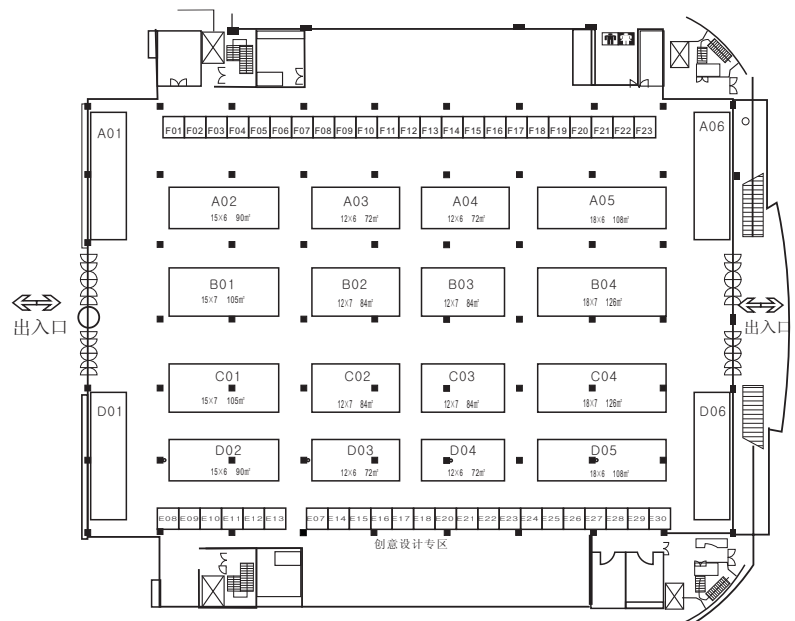
### Selection of unique fashion lifestyle

Present the trend and light luxury brand at home and abroad  
Fashion transboundary products and all kinds of fashion lifestyle brands

Exhibition Scope: international shoes and bags, bags, beauty makeup, fashion travel, other lifestyle related products and services.



## Hall 2 —Fashion brand outlets hall





## **Hall 3**

### **—Fashion Press Room**

10 fashion shows and private ordering meetings will be presented in 3 days

Interpret the connotation of fashion products from all dimensional perspectives







#### Organizing Institutions:

Sponsor: Zhejiang Commerce Department, Wenzhou People' s Government  
Organizer: Wenzhou Bureau of Commerce, Wenzhou Modern Service Industry Investment Group Co., Ltd.  
Executer: Wenzhou International Conference Exhibition Center Co., Ltd.  
Support Unit: Zhejiang Clothing Industry Association, Fujian Costume Designer Association, Wenzhou Clothing Chamber of Commerce, Women Clothing Branch of Wenzhou Clothing Chamber of Commerce

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