

Press release

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## From Berlin to Shanghai: Intertextile Apparel to host FASHIONSUSTAIN conference

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**Fashion is witnessing an essential shift, as more global brands and groups commit to ambitious environmental targets. More consumers are indicating that they intend to leave fast fashion in the past, in favour of organic, ethical and recycled materials. At the 25<sup>th</sup> anniversary of Intertextile Shanghai Apparel Fabrics – Autumn Edition, to be held from 25 – 27 September, eco-friendly supply chain switches and services can be found at All About Sustainability. The zone will also host FASHIONSUSTAIN's first ever conference in Shanghai.**



Large domestic audiences attended sustainability seminars at the 2019 Spring Edition

With 25 years of experience, Intertextile Shanghai Apparel Fabrics remains at the forefront of the global textile industry, and has highlighted the importance of sustainability with a dedicated zone since 2008. What's more, as China's environmental commitments gain fast progress – for example, the recent reinforcement of compulsory recycling across Shanghai – the location of the fair is ideal to find the latest updates in environmental innovation. All About Sustainability, in hall 5.1, also hosts a dedicated forum space for fringe programme events.

Messe Frankfurt (HK) Ltd  
35/F, China Resources Building  
26 Harbour Rd, Wanchai, Hong Kong

### Spotlight: FASHIONSUSTAIN conference

Global thought leaders will gather for a FASHIONSUSTAIN conference

on the morning of 26 September, focusing on technology, sustainability, digitalisation and innovation as important drivers of the fashion and textile industries. The FASHIONSUSTAIN conference accompanies Messe Frankfurt's Neonyt fair in Berlin, and is a new addition to the Intertextile Shanghai fringe programme.

From retail to diversity, the repercussions of social economic and ecological changes on retail, production and sales will be put under the spotlight, as well as topics such as feminism, equality, diversity, craftsmanship and the cultural dimension of sustainability in fashion. Currently confirmed participants include speakers from Hugo Boss, the Hong Kong Research Institute of Textiles and Apparel, Fashion For Good, Li & Fung, Sourcebook, Kaleidoscope Berlin and DyeCoo / Re-access. Simultaneous interpretation between Chinese and English will be available.

### **Eco-friendly exhibitors**

From manufacturing fabrics to producing prototypes and sampling, green switches can be made throughout the supply chain. Exhibitor **Penfabric**, from Malaysia, was the world's first fully integrated textile company to be awarded the Made in Green by OEKO-TEX® label. At the fair, Penfabric will showcase their GO GREEN Collection, which recycles discarded PET bottles into polyester, in compliance with Japan's Container and Packing Recycling Laws.

New exhibitor **MITI**, from Italy, have developed BIOBACK technology fabrics with two main components: Amni Soul Eco® Nylon yarn with accelerated biodegradability, and Roica™ high performance elastane, which does not release any toxic substances during degradation. MITI fabrics are resistant to UV and abrasion, and offer stretch.

More eco-friendly fabrics can be found from **Shaoxing Natave Textiles**, who utilise Lenzing's EcoVero™, Tencel™ and Modal® to create finished fabrics with a soft feel and excellent drape, offering sustainable solutions for ladieswear, evening dresses and suits.

### **Certification services add reassurance and value**

Recent awareness campaigns have been utilising social media across the globe, as consumers ask for transparency in the apparel supply chain and ultimately encourage brands to improve on their practices. Just one example includes Fashion Revolution, a UK-based environmental and ethical NGO. Their annual campaign involves consumers from over 100 countries who ask brands the simple question: "Who made my clothes?" As public demand for traceability grows, sustainability and workers' rights are key to moving forward.

A solution for brands lies in testing and certification. These tools are vital to ensuring trust in a brand, while a recognisable award logo can also act as a strategic selling point for a product.

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certification services, meaning that both trade buyers and exhibitors alike can easily visit the product zone to learn more about improving their own transparency. These include:

- **BTTG Intertek Group**
- **Control Union Certification (Shanghai)**
- **Guangzhou Inspection Testing And Certification Group**
- **Intertek Testing Services Ltd Shanghai**
- **Qima Limited**
- **SGS-CSTC Standards Technical Services (Shanghai)**

The fair will be held concurrently with Yarn Expo Autumn, CHIC and PH Value from 25 – 27 September, at the National Exhibition and Convention Center (Shanghai). The International Halls will be in halls 4.1 and 5.1.

Intertextile Shanghai Apparel Fabrics – Autumn Edition 2019 is co-organised by Messe Frankfurt (HK) Ltd; the Sub-Council of Textile Industry, CCPIT; and the China Textile Information Centre. For more details on this fair, please visit: [www.intertextileapparel.com](http://www.intertextileapparel.com). Information from the international textiles sector and Messe Frankfurt's textile fairs worldwide can be found at: [www.texpertise-network.com](http://www.texpertise-network.com).

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Notes to editors:

#### **Download press materials**

<https://intertextile-shanghai-apparel-fabrics-autumn.hk.messefrankfurt.com/shanghai/en/press/press-releases/2019/ITSA19-PR7.html#download>

#### **Follow Intertextile Shanghai Apparel Fabrics on social media**

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[www.instagram.com/intertextileapparel](http://www.instagram.com/intertextileapparel)

#### **Newsroom**

Information from the international textiles sector and Messe Frankfurt's textiles fairs worldwide can be found at: [www.texpertise-network.com](http://www.texpertise-network.com).

#### **Background information on Messe Frankfurt**

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,500 employees at 30 locations, the company generates annual sales of around €718 million. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent). For more information, please visit our website at: [www.messefrankfurt.com](http://www.messefrankfurt.com)

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