

An opportunity to develop your Lingerie business worldwide...

Press Kit 新闻稿

Shanghai Mode Lingerie

INTERFLIERE ASIA
PRIVATE LINGERIE
上海国际时尚内衣展

26-27
October 2007
Shanghai Exhibition Center

10月26日-10月27日
上海展览中心

www.shanghai-mode-lingerie.com
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designed by
eurovet



FASHION, BUSINESS, NETWORKING: A COMMON-SENSE TRIO

In 2005, it was a gamble. Today, it has become a crucial event, solidly anchored in reality. On the strength of its long experience as a leading organiser of European trade shows in Paris and Lyon, Eurovet has succeeded, in barely three years, in convincing the key players in the lingerie and beachwear sector to accept a major challenge: continuing to construct a bright future together, in what is currently one of the most high-potential areas: Asia.

Following the successful launch of the first **Hong Kong Mode Lingerie** trade show (140 exhibitors and 3,500 visitors) last spring, **Shanghai Mode Lingerie** is preparing, for the third time, to welcome and satisfy a significant number of professionals, with varying requirements and specific expectations.

The show's popularity owes nothing to chance: taking advantage of an extremely precise database and ever faithful to its selective policy, Eurovet has continued to fine-tune its development strategy. A strategy tailored to suit the Asian context, i.e. focusing on three inseparable and non-negotiable cornerstones for success in this particular region: **fashion, business and networking**.

FASHION

This is the factor that makes all the difference, and creates appeal, at the heart of a fully expanding market, where competition is fierce. Hence, the importance of high-profile and prestigious styles and images. As well as an informative and educational policy, a veritable "instruction manual" for fashion, designed to help professionals find their own creative niche.

BUSINESS

This is the key point that dictates the timing of the show, during a traditional sourcing period, and underpins the decision to choose Shanghai and Hong Kong veritable hotbeds of business. It also motivates the construction, throughout the year, of an international promotions policy, designed to attract the sector's very best.

NETWORKING

This is the starting point... for any partnership or project. Hence, the goal of uniting those who are all too often separated by geographical constraints and everyday obstacles, to create opportunities for unexpected exchange, meetings and dialogue, going off the beaten track by creating venues and occasions that are full of potential-individual appointments, catwalks shows, forums, cocktail parties, etc.

There's no doubt about it, the 2007 edition of Shanghai Mode Lingerie is sure to live up to each and every one of its promises.

MARKET: WORKING TOWARDS STRONG GROWTH

While spending remains relatively stable in the mature European and US markets, the Asian continent, by contrast, is clearly making its mark as the new market to tackle for the worldwide lingerie industry.

Does this make it the new Eldorado for brands and retailers?

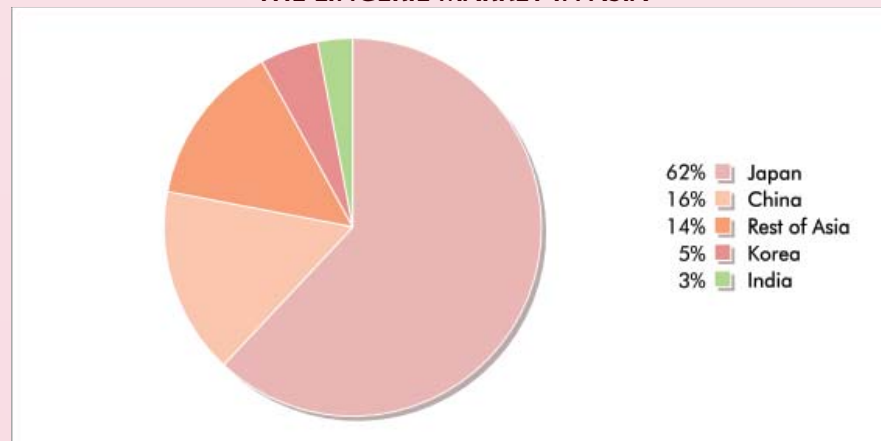
Intimates represent USD 11.38 billion in Asia, i.e. around 20% of worldwide lingerie sales. Although certainly significant, this figure remains modest given that the population of women aged over 15 exceeds 1 billion... By way of a comparison, the US market, with 123 million women, generates USD 13 billion.

In other words, although the growth curve is rising sharply, the market is still an emerging one and the share of the budget devoted to lingerie remains below average in comparison to other markets.

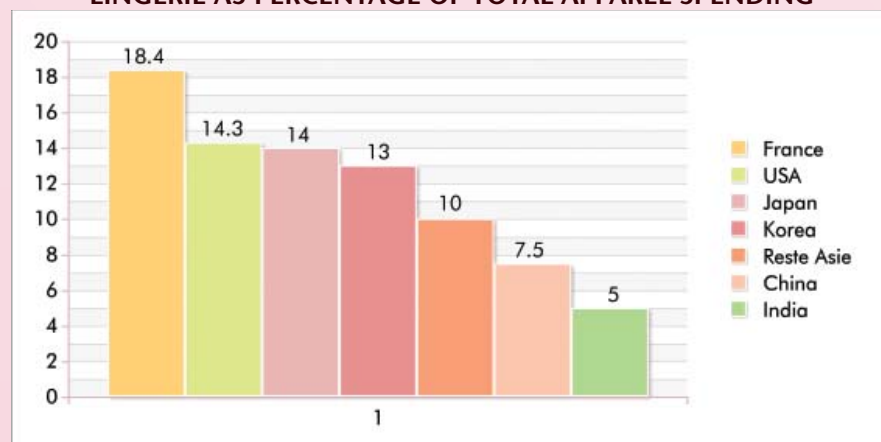
KEY FIGURES FOR THE ASIAN LINGERIE MARKET IN 2006

	Source	Japan	China	India	Korea	Rest of Asia
Market Share of RTW	Datamonitor	50.3	22.6	7.1	4.6	15.4
2006 RTW Market (billions)	Datamonitor	51	22.9	7.2	4.66	15.6
Lingerie as percentage of total apparel spending	Federation	14	7.5	5	13	10
Lingerie market in USD billion	Federation	7.14	1.72	0.36	0.61	1.56

THE LINGERIE MARKET IN ASIA



LINGERIE AS PERCENTAGE OF TOTAL APPAREL SPENDING



Source Japan: datamonitor,
Source China India Asia Korea: Estimations by La Fédération
Source France USA: IFM

A NEW ORDER

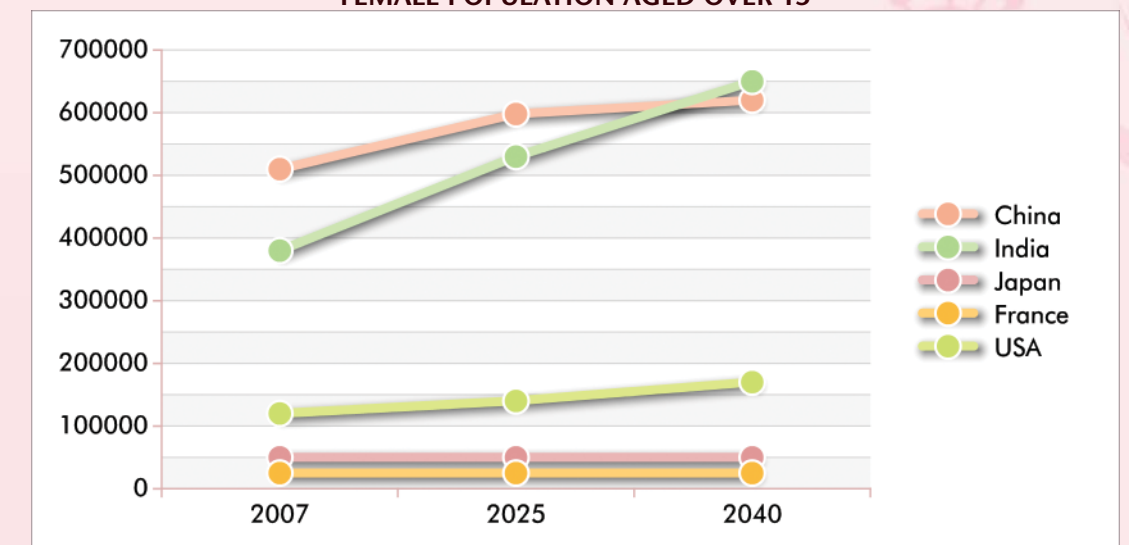
Although Asian women traditionally favoured apparel spending to the detriment of underwear, this situation is currently developing and dramatic changes in spending habits have been observed in China, in particular. Previously, Chinese consumers devoted 5% of apparel spending to lingerie. Today, this figure has reached 8% and certain experts predict that it will rise to 10% within just six to twelve months. Alongside menswear, the lingerie sector is enjoying the strongest growth with a CAGR of 11% (average over the last 5 years), while the CAGR in other apparel segments is between 6% and 9%.

Finally, in view of demographic evolutions in Asia, particularly in China and India the impact of this continent on worldwide consumption is also set to increase significantly.

EVOLUTIONS IN THE NUMBER OF WOMEN IN THE 3 KEY COUNTRIES IN THE ASIAN ZONE

(thousands)	2007	2025	2040	Croissance 2025/2007	Croissance 2040/2025
China	514,953	585,141	619,187	114	106
India	376,066	532,028	652,266	141	123
Japan	56,425	53,633	49,298	95	92
France	25,873	27,346	27,488	106	101
USA	123,356	143,718	162,004	117	113

FEMALE POPULATION AGED OVER 15



NEW CODES TO FOLLOW

The new Asian requirements are now characterized by three key trends:

- 1 The popularity of shapewear and the high-tech qualities of sculpting and structural garments. Self-control and controlling one's body are therefore key selling-points in Asia and a desire to enhance one's silhouette takes priority over notions of comfort, fashion or seduction. In this respect, the American product range is closer to Asian expectations than the European offering, which is particularly oriented towards seduction.
- 2 The appeal of more upscale products, capable of making a difference and creating an identity. Local players have taken this concept on board and now offer higher quality "second lines".
- 3 An increasing demand for C, D and E-cups, due to changing lifestyles. Until now, the majority of bras sold were A and B-cups.

A NEW LANDSCAPE

The profile of professionals in the Asian lingerie sector has changed: a number of those who started out as producers have now created their own brands and distribution networks.

The emergence of this phenomenon is due to several factors:

- **The financial perspective:** since garment manufacturers' margins are relatively low, controlling both creation and distribution allows certain groups to achieve a multiplier of 5 (as opposed to between 2 and 3 in Europe).
- **An abundant cashflow:** an increasing number of manufacturing companies have been talked into investing in an ever more high-profile real estate market which has led to a rise in the number of own-name boutiques.
- **Increased credibility and social status:** owning one's own brand and boutiques is a sure-fire method of establishing a company's reputation and respectability, particularly in China.

Consequently, there are far greater controls in the retail sector, whether in China, Hong Kong, Taiwan, Korea, Thailand or India... with the emergence of new brand-labels, as well as a number of concept stores (in the style of Orcanta), some featuring highly advanced merchandising strategies...

RANGE: THE IMPORTANCE OF MADE-TO-MEASURE

With a total of 169 exhibitor companies and brands, the **Shanghai Mode Lingerie** range has gained in size for 2007 and has also become increasingly selective and diverse.

INTERFILIÈRE ASIA: THE RIGHT BALANCE

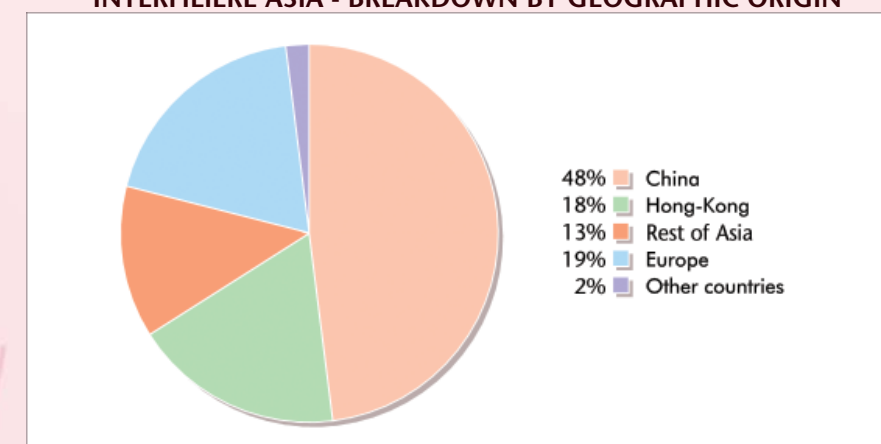
Interfilière Asia: some **134** companies, fabrics and accessories manufacturers and lingerie and beachwear manufacturers (as opposed to **113** in 2006) have confirmed their presence.

- **48%** will be coming to us from China (as opposed to 43% in 2006);
- **31%** from the rest of Asia, including Hong Kong (as opposed to 27% in 2006),
- **19%** from Europe (as opposed to 29% in 2006) and
- **2%** from the rest of the world.

The list of new exhibitors includes:

- CRYSTAL ARLIN/REGINA MIRACLE • China/Hong-Kong
- WU TON • Taiwan
- DIFUSION VELILLA SA • Spain
- BILLION RISE KNITTING • China
- POWERNET INDUSTRIES SDN. BHD. • Indonesia

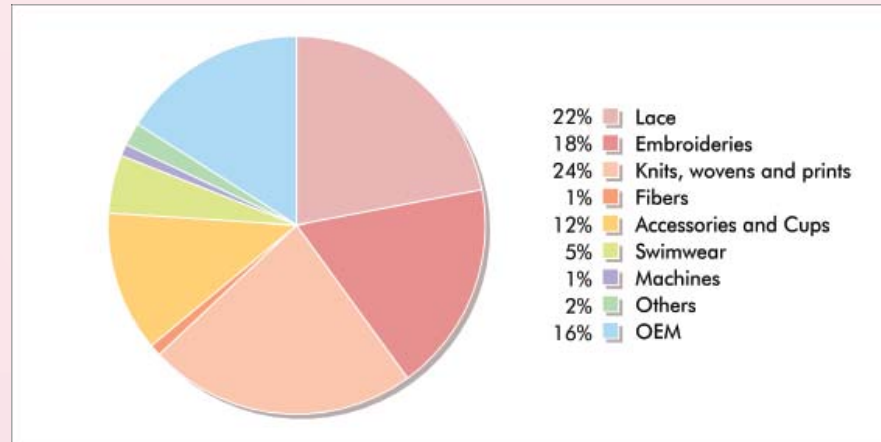
INTERFILIÈRE ASIA - BREAKDOWN BY GEOGRAPHIC ORIGIN



Generally speaking, the rising number of Asian exhibitors is clearly good news. Selected thanks to the quality of their creations and their competitiveness, they actively contribute to the credibility of the show and respond to the expectations of major order-initiators, keen to develop, diversify and expand their sourcing zone.

In terms of actual product range, all domains are represented. The show therefore features a full landscape: fabrics, lace, embroidery, accessories and production capacities (OEM/ODM)... with a notable increase in the beachwear sector this year.

INTERFILIERE ASIA BY TYPE OF PRODUCT



Another significant and effective development is the increased presence of OEM and ODM exhibitors (**16% as opposed to 13% in 2006**)... This domain is also increasingly reliable, thanks to compliance with social, ethical, quality and creative rights standards, which has become a key concern of the Chinese authorities.

In concrete terms, this means that Shanghai Mode Lingerie satisfies all requirements of major international decision-makers as regards fabrics, accessories, designs and manufacture. The show provides optimal responses to new market trends, an increasingly retail-focused market, with large – or smaller – clothing chains (Zara and Esprit, for example) keen to launch their own lingerie collections. To this end, OEM and ODM companies with expertise in sector-specific techniques and demands will be a key strength.

It is also worth noting that Invista, a privileged Eurovet partner for over twenty years, has been allocated its own pavilion space this year, bringing together around seven of its most important clients.

PRIVATE LINGERIE: BRANDS THAT STAND OUT FROM THE CROWD

As for Private Lingerie: some **10** brands from China (**39%**), Hong Kong (**6%**), and 24 from Europe (**56%**) and various other countries (**6%**) will be travelling to the show and creating a balanced overview of global seduction. And of course, there's no shortage of glamour: corsetry and lingerie, beachwear, nightwear, men's underwear, hosiery...

The list of new exhibitors includes:

- | | |
|----------------------------------|-----------|
| BEIJING AIMER LINGERIE, CO, LTD | • China |
| LE MYSTERE | • USA |
| CERVIN | • France |
| ROESCH CREATIVECULTURE | • Germany |
| FERAUD PARIS | • France |
| GIULIO | • Italy |
| BETH MODESTO BRAZILIAN BEACHWEAR | • Germany |

Although working towards a shared objective of developing their retail activity in Asia in the short, mid or long-term, each of the different brands at the show has adopted their own time-scale and

strategy:

Certain brands, exhibiting at the show for the first time, are looking to explore a new market and, above all, establish initial contacts. Others, who are already loyal participants at the show and may be operating in the zone through a variety of partnerships (with agents, property developers, directors of shopping malls and department stores or franchisees, etc.) concluded at previous editions, are seeking to raise their profile. A third group, who boast their own networks, are nevertheless keen to play an active and attractive role in this high-fashion and prestigious event...

Conscious of this diversity, Eurovet tailors its services to suit all requirements by responding to the expectations of each and every exhibitor This year, brands are thus being offered "à la carte" visibility: a prestigious stand with highly selective personal appointments, individual catwalk shows on a specially designed podium, displays at the heart of the trends forum, participation in the Gala Event and its cocktail party for optimal networking ... Each label can tailor its involvement to suit its individual strategy for constructing and promoting its image and development.

Another new feature is the "brand booklet", a networking tool which includes a full presentation of each of the brands. Providing visitors with all the essential information, it is a fantastic time-saving device.

Finally, a made-to-measure service also involves meetings with the key players in Asian retail, initiated in advance by Eurovet, to ensure that participants enjoy the full benefits of the show.

VISITOR PROFILE: AN INTERNATIONAL SUMMIT

Throughout the year, Eurovet mobilizes its international staff and promotional offices and makes the most of its international databases to attract ever more major order-initiators to Interfilier Asia. This time round, the organisers focused on the US in particular, a number of key players being present in the region for sourcing purposes.

As regards Private Lingerie, around ten promotional offices throughout the area (*Japan, Hong Kong, China, Taiwan, Thailand, Indonesia, Korea, Singapore, Vietnam and Australia*) work on ensuring the participation of the most important Asian retailers, likely to be interested in working with international labels.

In 2006, some 4,200 visitors came to Shanghai Mode Lingerie (54% for sourcing, 34% to find and distribute brands, 12% to find new partners). The increased number of advance registrations allows us to assume that this year's attendance will be even higher than last year.

Generally speaking, we can once again expect the majority of visitors to be Chinese (60%) and Asian (20%), including a number of international buying offices, already present in the zone. Another trend: on average 80% of visitors are expected for sourcing, 20% for brands.

FASHION: LENDING MEANING TO SEDUCTION

Offering an ambitious level of creative flair: **Shanghai Mode Lingerie** has made this principle an absolute prerequisite. It is one of the most appealing factors of the show's character and spirit and a crucial key for entering the Asian market.

Although the functional domain is the key anchor point of lingerie, it is now acquiring a more frivolous fashion status in Asia. Becoming an ever more trend-driven accessory, it is more than ever important to surprise, appeal, seduce and create... To date, several major Chinese brands have already launched new, bolder and more upmarket lines, presented in suitably seductive merchandising contexts. Directly confronted by new consumers who wish to demonstrate their social status and success through external signs of luxury, they have succeeded in staying one step ahead of consumer expectations by allowing for differentiation at the heart of the mass market.

This phenomenon is by no means trivial: it shows the extent to which Asians are increasingly open-minded, ready to join in the ultimate in playful games: dream lingerie.

With all these factors in mind, **Shanghai Mode lingerie** continues to implement its twofold strategy, based on **image** and **education**:

- **Image is synonymous with the Gala Fashion Show** which was held at the very trendy River South Art Center this year. It showcases and breathes life into an opulent display of grace, modernity, savoir-faire and seduction, presented to an ultra-select audience of journalists, celebrities and VIPs. There's also the **Brands promenade**, the prestigious continuation of the Gala, where each label present on the podium has its own private area, a privileged opportunity for fostering dialogue.

- **On the educational side, there's the trends Forum**, showcasing designs and fabrics, overflowing with ideas, inspiration, energy and audacity, where understanding and improving our knowledge of marketing, merchandising and creativity, to offer that extra something special and added-value which make all the difference these days.

In any case, one single common theme sets the tone of both the show and the forum and the current mood is "The Enchanted Forest"... or the image of fashion that is at once magical, but also realistic, finding its roots in a general hope for a harmonious environment. Internationally popular, it transcends all boundaries: whether in the form of new natural fibres, of radiant flora like a garden of Eden, or mineral treasures ... anything that evokes nature, its richness and diversity, now imposes itself as a fertile hunting ground, fun and modern, full of beauty and good intentions.

China, which, in turn, is gradually becoming mobilized towards the concept of ecologically correct, is keen to cultivate beauty that combines with ideas of well-being and living well.



Scene One – Awakening



Scene Two – In Full Bloom



Scene Three – Queen of the Night



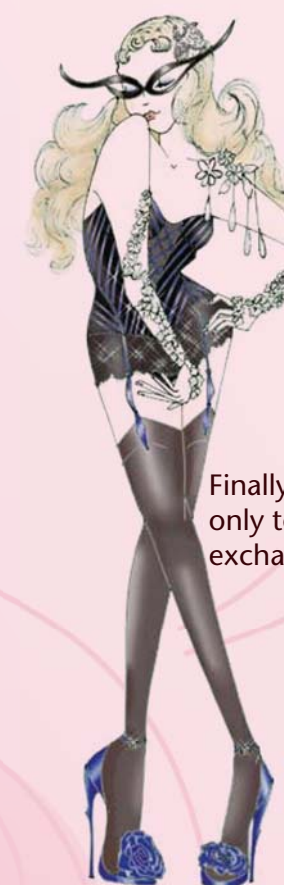
In concrete terms, **Shanghai Mode Lingerie** is thus open to a landscape of styles, translated into three distinct moods, and linked to the most sustainable form of the present. Above and beyond the notion of seasons, which are rendered irrelevant by the vast scale of the Asian continent, it is about nuances, symbolic references – whose meaning is fully intact here – of meetings between the East and West to which the Chinese, in particular, are especially attentive.

Three images, like three atmospheres, are free to construct today's quintessential criteria for sensuality and seduction:

❶ **"Awakening" offers soothing freshness**, at once pure and comfortable. Cotton and bamboo caress and reassure the skin, the body is wrapped in seamless and near invisible lines, pale shades mirror the skies and the earth, blurry whites, greys and greens soften the atmosphere. Key points : the evolution of sophisticated soft and muted colours of nature's morning mists. Big developments of soft contrasts and interesting texture mixes. Strong impact of spicy beiges and powdery purple.

❷ **"In full bloom" features invigorating and sensual energy**, unleashing colours and motifs, a full circle of brazen decoration, between lingerie and beachwear, a leisure spirit, with its head held high and a dazzling smile. Key points : The colours of a bright Summer day. Developments of small florals and retro scales. Strong presence of oranges, yellows and reds. Breakthrough of forest green and purple. Note : multicolour laces and net grounds.

❸ **"Queen of the night" is a game of shadow and light**, vibrating sexily with pearl and crystal highlights, an exclusive ambiance, somewhere between flirtatious loungewear and sleepless nights, driven mad by mystery and innuendo. Key points : The power of dark colours and creative use of yarn accents. Important evolution of purple and wine shades, and an amazing variety of sexy blacks. Up and coming are fuchsia and midnight blue.



Finally, since **Shanghai Mode Lingerie** forms a crossroads between cultures, whose intention is not only to meet, but also to understand one another, the show is also an opportunity for reflection and exchange, designed to develop common languages:

- This involves the **Lingerie Forum**, organised by the China Knitting Industry Association within the cutting-edge Donghua University.
- It also involves the **seminar**, proposed by Invista, one of the show's partners and a fundamental player in the lingerie sector.
- And the **trends conference** given by Jos Berry, a specialist in the field...

THEY WILL BE THERE AND ARE HAPPY TO TELL US WHY ...

INTERFILIÈRE ASIA

EMBRY GROUP (OEM, China)

"We will be coming back to SML for the third time. Right from the start, we were very impressed by all the attention, press and advertising coverage of the show in Asia. For us, it's a major selling-point. This time round, in addition to our brand, we are also participating within the OEM/ODM sector. We want to make the most of our production capacity and reach new international customers. In this respect, we have already booked a number of appointments..."

NYLATEX (UK)

"We are returning for a second time because we believe that SML will be the most important trade show in the region in a few years' time. It is also a crucial place for inspiration and innovation. It is therefore important for us to be a part of it. It's also the best way to meet new customers, especially major international buyers, in a context that is work-focused, but also relaxed and enjoyable.

CHANTAL SAS (France)

"We are here for the second time. For us, it's an important place to meet customers, both Chinese and international, since our plant is located in this area. We have therefore organised several appointments in advance. Nevertheless, SML would no doubt be even more effective if the show received more coverage in the trade press."

PAS TRADIND LTD (Germany)

"This is our first participation at SML. We were convinced by the opportunity to gain a foothold in Asia, a fully-expanding market. To be more precise, Eurovet's policy of exclusivity and stringent quality demands seems ideal. For us, it ensures that we'll meet the right partners and the right network. That's why promotional activity throughout Asia and Australia is important. The more people that come, the better."

WOLF LINGERIE (France)

"The first two editions of SML enabled us to meet new customers, not just Asian, but also international (in particular, Australian, South American, Russian and Middle Eastern customers). It also allowed us to enhance our visibility in the Asia-Pacific zone and observe developments in the Chinese market from year to year. Our decision to come back for a third time was motivated by the excellent results from the first two editions. Both the level of traffic and the calibre of visitors convinced us. We made contact with prospects who went on to become customers. Our expectations are twofold: on the one hand, we want to confirm our presence as an OEM and creator/distributor of added-value brands and on the other, win over new Asian and/or international customers, interested in a European production partner, established in China for the last 10 years."

PRIVATE LINGERIE

L'ARSOIE SAS (tights, France)

"Several reasons convinced us to take part in the show this year – for the first time: we have recently hired an import commission agent in Shanghai; we already export to 30 different countries and believe that growth is strongest in Asia. Our objective is to seduce customers here with French-made luxury products, like our totally revolutionary 100% natural silk tights and our 100% cashmere line of seamless clothing ..."

VALÉRY SPA (Italy)

"We have been coming to the show since the beginning. China is still an emerging market and it is important to gain visibility here as soon as possible. Raising our profile, particularly with regards to retailers, is therefore a priority. The greater the number of prestigious European brands here, the better."

ROESCH (Germany)

"We are looking for solid and reliable partners. For us, SML is a good way of meeting them, but it is also an opportunity to show off our designs to a select and exclusive audience. In terms of image promotion, the forum and Gala are also wonderfully well-designed opportunities. We saw this at Hong Kong Mode lingerie where we were present and we decided to participate at SML, which attracts greater numbers from continental China. We hope to meet Chinese, Japanese, Korean and Indian partners, in particular retailers, department stores, agents and importers. Our only regret is that there are not more brands at Private Lingerie. The more of us there are, the more successful the international promotion will be."



WHY IS IT IMPORTANT FOR INVISTA TO BE CO-OPERATOR OF SML?

A: Built on a heritage of innovation, Invista delivers exceptional value for customers through product, technology and service on value chain. The innovative products we bring to the market are created and marketed according to understanding of consumer needs, customer demands, and very importantly, fashion trend in various garment categories. Eurovet, as one of most prestigious trade event organizer in Intimate apparel and swim wear categories, has successfully established strong presence and trade reputation in Europe, US and Asia Pacific. By working with Eurovet in this event, we can bring most innovative products into the industry.

WHY DID YOU DECIDE TO HAVE A "PAVILION"? DO YOU ALWAYS DO IT THIS WAY IN FAIRS?

A: Invista, as a long term strategic cooperater with Eurovet, continuously supports Eurovet hosted trade shows in key markets. 2007 is the 3rd year we work closely with Eurovet in Shanghai Mode Lingerie, which is taking uprising importance in Intimate Apparel industry in China, Asia Pacific and other overseas markets. As a result, Invista upscales investments in SML year by year. A visualized pavilion in the exhibition center can highlight presentation of innovative fibers and better accommodate multitude of Invista offerings.

WHAT ARE YOUR SPECIFIC EXPECTATIONS IN BEING SPONSOR OF THE FAIR?

A: We're impressed by quality work of event organization and growing number of professional visitors from different countries in the tradeshow. We would like to take this great platform to bring Invista newest technology to fashion designers, manufacturers, buyers, and brand houses from key markets.

WHAT ADVISE WOULD YOU GIVE EUROVET TO MAKE THE FAIR EVEN MORE ATTRACTIVE?

A: With increasing importance of China domestic retail consumption of intimate Apparel and Swim wear garments, we will continuously work with organizations like Eurovet to explore business opportunities in this market full of excitements and energy. We will keep bringing China local brands as well as China fabric mills to participate the show. For both Eurovet and Invista, we still need to probe more about China market dynamic, fashion trend and ultimately meet trade and consumer expectations.

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