

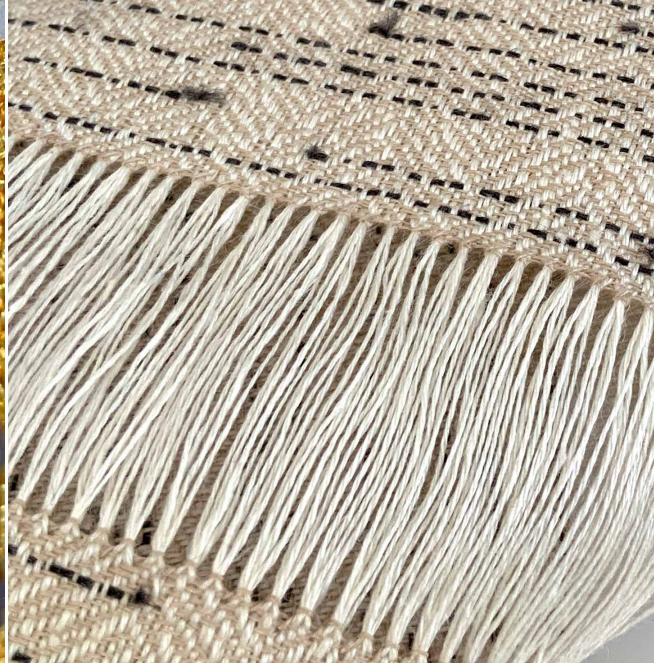
PARIS - NEW YORK - SHANGHAI

Confirmed New dates

SPINEXPO™ SHANGHAI

1-2-3 APRIL 2021

WORLD EXPO EXHIBITION & CONVENTION CENTRE



SPRING/SUMMER 2022 COLLECTIONS
+ PREVIEW OF AUTUMN/WINTER 2023

PRE-REGISTRATION IS COMPULSORY – NO ONSITE ENTRANCE

WWW.SPINEXPO.COM

SPINEXPO™ Shanghai offers a specialised platform between top level partners of the textile chain and top-level fibres promoters, spinners, knitters, and knitwear machinery manufacturers working together in tight collaboration.

SPINEXPO™ caters to the brand names, knitters, producers of knitted fabrics, weavers, lingerie makers, the hosiery and sock industry, home furnishing and hand-knitting yarns.

Fair Facts

Dates & hours of opening:

1-2 April 2021 - 9.00 a.m. to 6.00 p.m.

3 April 2021 - 9.00 a.m. to 3.00 p.m.

Please note that the upstream suppliers (fibre, top, machinery, technology, etc), spinners and students will only be accepted on the last show day.

All visitors need to comply with the sanitary regulations issued by the Venue & Police Dept

Venue:

Shanghai World Expo Convention & Exhibition Centre
N° 1099 Guozhan Rd - Pudong - Shanghai

Admission:

Complimentary entrance for textile professional with textile business cards only.

No admission to anyone under 18 years old.

DO NOT FORGET YOUR BUSINESS CARD!

We are now strict due to Covid 19 regulations & pre-registration is compulsory.

KNITTERS AT THE SHOW: WHAT THEY SAY!



2020 was an unprecedented year and in its wake, WINFASHION is reconsidering its marketing approach, taking into consideration evolving fashion trends, and in particular:

- Going "social", as more and more consumers are buying products through social media such as Redbook. They will actively recommend a product to their friends and family if it works well: the desire to socialize is intensifying.
- Young consumers are now more willing to pay for their persona. The outfits they wear explain to the people around them "who they are".
- The increasing use of the Internet has changed people's consumption ideas and behaviours, making them increasingly open to receiving fashion information to develop their own styles using the rich vein of online resources.



WINFASHION received strong support from its buyers in 2020 and thanks to the hard work of everyone involved, the company's overall turnover rose slightly in 2020. Exports remain stable with 40% to the USA, 40% to Europe and 20% to the local market for 2021.

HECHEN

HECHEN's competitive strength lies in having its own R&D team that is able to quickly adapt to any customer requirements and ensures differentiation between different styles. HECHEN offers a flexible and fast delivery service, promising delivery for a single style within seven days. It can also offer fast delivery for additional orders, which helps reduce its customers' stock risks.



WINFASHION

Satisfying customer needs is WINFASHION's first priority. Its yarn sourcing department actively searches and selects functional and eco-friendly yarns, while expanding the selection of yarns in the sports market segment.

WINFASHION's main products are receiving increasing recognition from customers, and in this fast-reaction market environment, for both yarn selection and style, developing and producing more creative knitwear is the number-one focus in 2021.



- The continuous innovation of payment methods and the development of e-commerce platforms have broadened the transaction channels for shopping, with online and offline consumption developing in tandem.

WINFASHION's SS 2022 core product is its alpaca cardigan, mainly characterized by a split silhouette, reflecting a mix of rigidity and flexibility, simplicity and spontaneity. The metallic buttons bring elegance and embody the combination of femininity and functionality.

The cardigan comes in four colours, light purple, pink, cyan and beige, all in soft, plain and charming tones.

WINFASHION is aware that more and more consumers are looking for comfort and selecting natural fibres, placing higher requirements on the characteristics of the materials used. The Australian alpaca fibre is soft and skin-friendly, light and elastic, with a texture that feels natural and fluffy when combined with mercerized wool.



Its next show will feature both its 2021 A/W collection and its 2022 S/S collection. The A/W collection will mainly focus on the use of 100% wool and cashmere, adopting a rustic design concept that emphasizes the harmonious beauty of human and nature. The S/S collection will mainly use plant-dyed natural yarns to achieve a feeling of natural comfort.

During the uncertain situation in 2020, we proactively explored the domestic market, while striving to maintain a good partnership with our original exporting customers. We remain quietly optimistic about next year's export market. Our current marketing share is 40% domestic and 60% exports.

We maintain a consistently positive attitude toward the future and have confidence in the post-pandemic markets. We will strive to focus on the quality and proactivity of our products. We believe that the knitwear industry as a whole will continue to evolve, continually upgrading its developments and services.

Please visit our new website SPINEXPLORE, dedicated to trends and products:

WWW.SPINEXPLORE.COM

DUE TO COVID 19, PRE-REGISTRATIONS REQUIRED

WWW.SPINEXPO.COM