

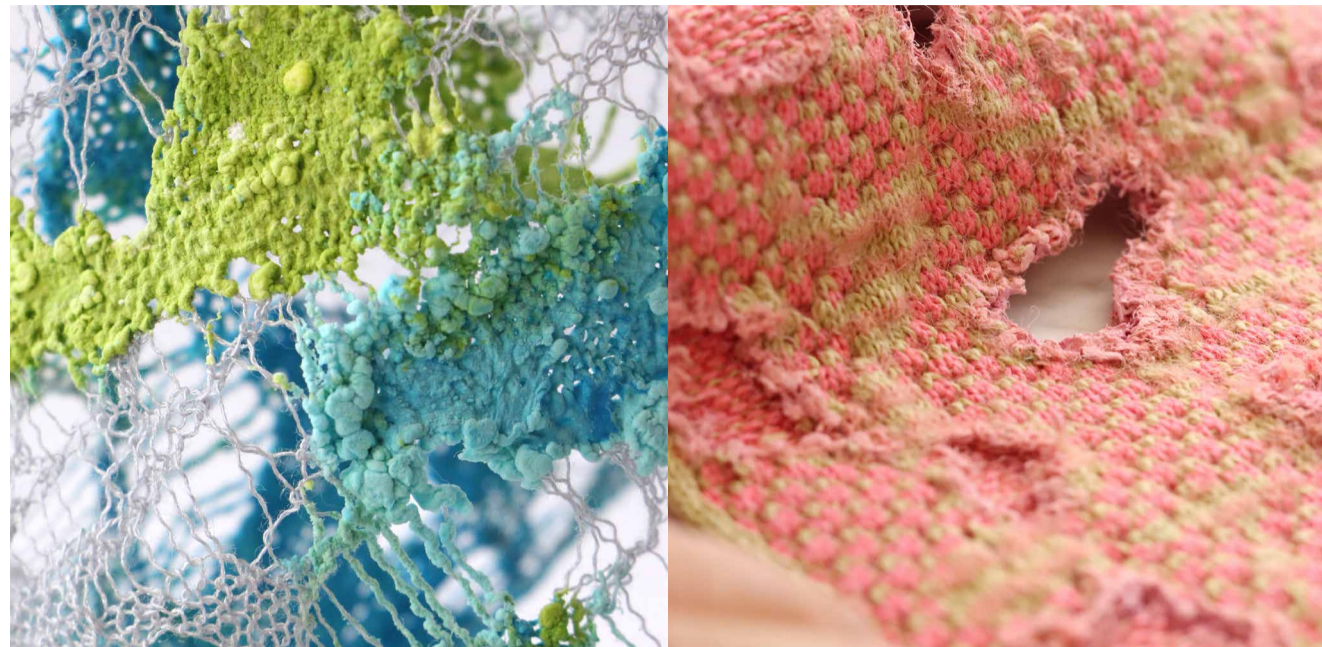


HONG KONG - NEW YORK - PARIS - SHANGHAI

SAVE THE DATES SPINEXPO™ PARIS B2B

5 & 6 JULY 2023

GALERIE JOSEPH

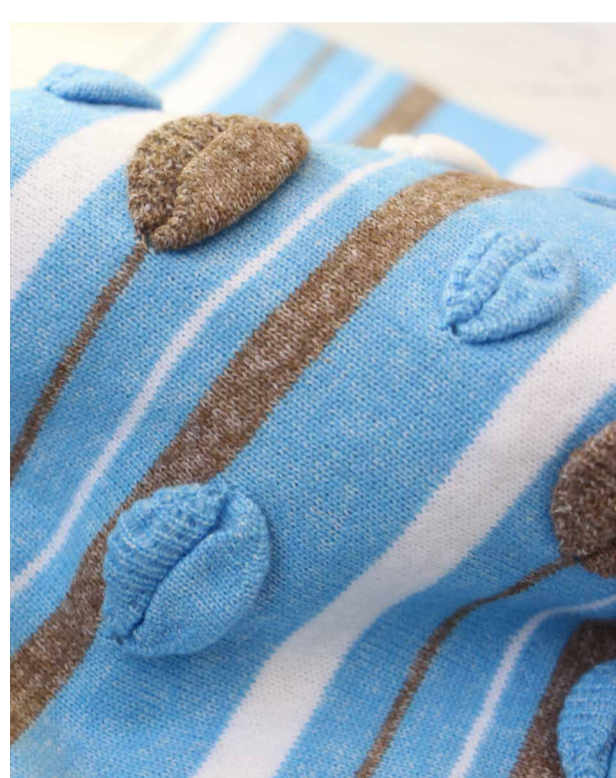


YARNS - FIBRES - KNITWEAR - KNITTED PRODUCTS

“LIFESTYLES”

that’s the focus of the new collections of spinners
and knitwear manufacturers exhibiting at SPINEXPO™
in July and August 2023.

Today’s consumers want far more than just a simple garment; they want to be inspired. They are looking for retail outlets that offer something that reflects their lifestyle, regardless of their age or social and cultural environment. People no longer talk about fashion, but about “lifestyle”.



This entails more frequent collections that are less focused on seasonality, hence the need to work in collaboration with spinners and knitwear manufacturers who work to tighter deadlines and the creativity and quality of whose products satisfy the need for brand personalisation.

This is a challenge for brands, which are having to reinvent their retail outlets in the wake of the rise in online sales.

The boutiques are becoming real community hubs where people go to be inspired and explore before buying; those best able to embrace this concept will have a clear market advantage.



For the retail outlets, this concept of “lifestyle” offers new opportunities that enable them to extend their range to home furnishings, accessories and footwear, to a range of creative décor ideas and a selection of unique items for a more personal experience.

The companies that exhibit at SPINEXPO have taken on board this shift in the market in their collections on offer; the trend spaces reflect this social trend and there will be four capsules corresponding to four style directions, created with the products of 50 spinners and knitters of renown in the textile industry.

These capsules will become individual trend areas at SPINEXPO™ Shanghai with more elaborate developments allowing for an excellent display, using the products of more than 150 spinners and knitwear manufacturers.

FOR THE LIST OF EXHIBITORS
AT THE JULY 2023 B2BS,
PLEASE GO TO OUR WEBSITE:

WWW.SPINEXPO.COM

B2B

SPINEXPO™ NEW YORK

11 & 12 JULY 2023

THE SUITE - METROPOLITAN PAVILION

123 WEST 18TH STREET - NEW YORK - NY 10011

9.00 AM TO 6.00 PM

SPINEXPO™ HONG KONG

19 & 20 JULY 2023

THE SPACE

2/F, D2 PLACE ONE - 9 CHEUNG YEE STREET - LAI CHI KOK, KOWLOON

10.00 AM TO 6.00 PM

DON'T MISS

SPINEXPO™ SHANGHAI

29-30-31 AUGUST 2023

WORLD EXPO EXHIBITION & CONVENTION CENTRE

THE LARGEST FOCUSED EXHIBITION
FOR YARNS, FIBRES, KNITWEAR AND KNITTED PRODUCTS

CHECK THE EXHIBITORS' LISTS & PREREGISTER

WWW.SPINEXPO.COM