

FASHION SOURCE

29th

Fashion Source Shenzhen

THE 29TH SHENZHEN INTERNATIONAL EXHIBITION
FOR CLOTHING SUPPLY CHAIN

CONCURRENT EVENTS

*SS2025 Shenzhen Original
Design Fashion Week*

2024
11.21-23

Shenzhen Convention
& Exhibition Center (Futian)



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ABOUT FASHION SOURCE

The 29th Fashion Source Shenzhen Exhibition (Shenzhen International Exhibition For Clothing Supply Chain) will be held at Shenzhen Convention & Exhibition Center from November 21 to 23, 2024. Concurrent held with SS2025 Shenzhen Original Design Fashion Week, the two major brand exhibitions will have 80,000 square meters exhibition area, building a one-stop trade platform for textile and garment practitioners.

Fashion Source, held in Spring and Autumn each year, is a semi-annual series of events in the Guangdong-Hong Kong-Macao Greater Bay Area. First held in 2001, it has become an essential exhibition for the clothing industry, an excellent platform for brands, buyers, and suppliers around the world, and an opportunity for enterprises along the industrial chain to showcase their new products and get orders. As the pioneer in the textile and apparel industry, Fashion Source keeps pace with the ever-changing industry and the market through continuous innovation.

- ◆ A UFI Approved Event
- ◆ A BPA Worldwide Approved Exhibitor
- ◆ A key exhibition project supported by the Ministry of Commerce of China
- ◆ One of the Top Ten Exhibitors in Shenzhen



EXHIBITION SCALE



EXHIBITION FLOOR PLAN

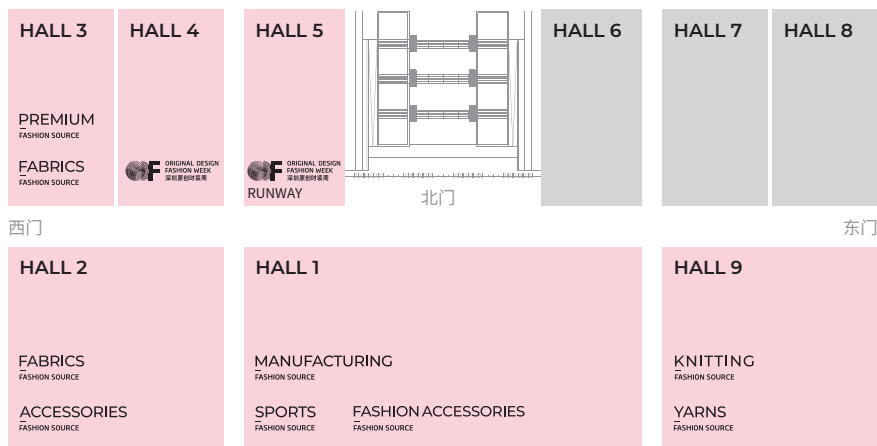
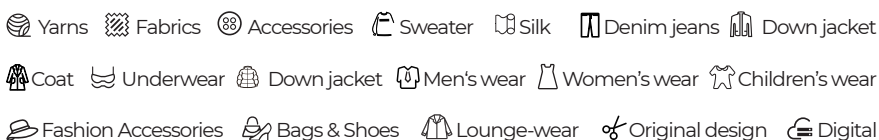


EXHIBIT CATEGORIES



KEY ADVANTAGES

◆ Digital Marketing ◆

Relying on the exhibition database and using digital marketing tools to execute precise multi-channel marketing and exploring new business opportunities.

◆ Trend Leading ◆

Collaborating with international design talents and industry-leading enterprises to create and present latest fashion trends.

◆ Industry Interconnecting ◆

Linking local industry and commerce associations to mobilize regional resources and organize professional industry events.

◆ Accurately Matching ◆

Offering continuous 365-day matchmaking services and providing accurate trade needs for exhibitors and buyers.

◆ Media Innovating ◆

Building a global self-media platform and inviting industry key opinion leaders participated in to boost brand influence.

ENRICHING ACTIVITIES



TARGET BUYER

| | | |
|--|---|-------------------------|
| Ready-to-wear Brand | Agent/ Dealer | E-Commerce |
| Independent Designer Brand Freelance Designer/Designer Studio | Fashion Collective Store Boutique | |
| Department Store Shopping Mall | Wholesaler Wholesaler Market | Importer Trade Agent |
| Manufacturer | College/Fashion School/ Industry Association/ Media | |

SELECTED BUYERS

Ready-to-wear Brands

ELLASSAY
Marisfrolg
EP YAYING
Koradior
MAXRIENY
ANTA
FILA
DESCENTE
JZ
IMM
UNIQLO
ANZHENG
Fiona Chen
BIEMFLDLKK
BOSIDENG
OU.
YISHION
Purcotton

E-Commerce Brands

Bananain
Tuscan's
LROSEY
Ysimo-x
SOLWEIGE
shein
Queyunshang
URBANIC
banana baby
Rose Ling Ling
ROARINGWILD
Xiaoxiaosha
poemlady
XIAOCHONG
Wanzishushu
SUPERSCAPE
SINBOS
XINXUAN SELECTION

Designer Brands

EXCEPTION
DAZZLE
d'zzit
RAZZLE
ANNAKIKI
YANAG
LE.SHERO
UNIX_T x 17m.face
MAO MART homme
NORROOTS
Dellior
lamuse atelier
LUJOE
Diji
SUGAR Y SAL
Sugar y Sal.
Tangy

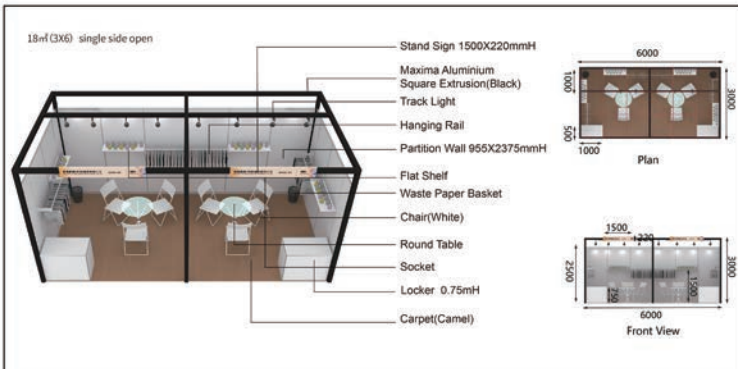
*The above is only a partial list of brands, in no particular order

SELECTED EXHIBITORS

| | | | | | | |
|---|---|---|--|---|---|--|
|  ERDOS |  XINAO Tactile |  康赛妮集团 | UPW |  ZhongDing |  REGAL | HUBO |
| M.ORO CASHMERE |  KINGEERE | 奥康 |  Beneunder | JIALINU | PA S-HM 派福 |  DESHENG |
| L & A 南秀服饰 |  南秀服饰 | NESEN 尼森服饰 | 雁天元 服饰 |  |  同益新 | AMICALE |
| 威海鲁泰纺织有限公司 WEIHAI LUTAI TEXTILE CO. LTD. |  |  YIYI 练一毛织 |  MIZUDA 美致达集团 |  浙江金晟 |  联盛集团 LIAN SHENG GROUP |  可尔纺织 |
|  |  |  汇明织锦 |  |  BIFU GROUP |  BIFU GROUP |  YIFU HAO 义富号 |
|  SAMSUNG |  新祥利 |  GOLDEN BRAND |  CNSS |  PRETTY SUN 尚品阳光 |  云彩 YUNYAN |  YUNYAN |
| LIXUAN 丽宣 |  |  |  木易时装 | LAMU 拉木 | TENSIN | 裕德 |
|  今时秀 |  中辉皮革 ZHONGHUI |  油尚 | YERAD 婭丽达 |  YUJIANG |  迪盛源等 | DAMOWANG |
| MACK ZHENG |  MACK ZHENG | 170 face | REELCO |  New 000 Neutral | DEL chen + | 卓琪 JOKIBY JOKI |
| VAN SUNSUN 上善 |  VAN SUNSUN | MODSEA |  | HMLuscious | YV YVMUM |  H |
|  MAGGIE MA 马 婧 | LIBAI | BANGUAN | Y.L.M.S-悠路服饰 | | | |

Booth Fee & Booth Configuration

| | | |
|---------------------------|-------------------------|------------------------------|
| Standard (≥ 12㎡) | Domestic: 1,680 RMB / ㎡ | International: 2,180 RMB / ㎡ |
| Bare Space (≥ 36㎡) | Domestic: 1,480 RMB / ㎡ | International: 1,980 RMB / ㎡ |
| Turnkey (≥ 36㎡) | Domestic: 2,080 RMB / ㎡ | International: 2,580 RMB / ㎡ |



ORGANIZER



GL events - Pengcheng (Shenzhen) Exhibition Co., Ltd.

Shenzhen Clothing Supply Chain Association

CONTACT US

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