

Press release  
Paris, 4<sup>th</sup> July 2019

**Apparel Sourcing Paris and Shawls&Scarves Paris – 16-19/9/2019, Le Bourget, Paris**  
**In response to continued growth, Europe's largest trade fair for global sourcing is restructuring its offer.**

**Apparel Sourcing Paris** is the biggest trade fair in Europe for sourcing clothes, from entry level to high end. The seventeenth session, which will open its doors in Paris on 16 September 2019, will this year be hosting over 700 exhibitors from all over the world. This means an increase of almost 10% compared with September 2018. Just for the record, Apparel Sourcing Paris assembled just 70 exhibitors when it was first launched eight years ago.

An unmissable event for the fashion industry, this trade fair goes under the banner of **the Fairyland For Fashion**, which brings together in one and the same place more than 1850 exhibitors from Messe Frankfurt France's trade shows for fashion & textiles (Apparel Sourcing, Avantex, Leatherworld, Shawls&Scarves, Texworld et Texworld Denim Paris).

*"Apparel Sourcing Paris and Shawls&Scarves have from the very start constituted an impressive business platform for our visitors and exhibitors. The uninterrupted growth of this trade fair has now led us to reorganise our programme. It is a source of pride for us to be able to shine the spotlight on this tremendous variety of different international products and expertise that represent such an active contribution to the fashion industry. We are also delighted to see them interact with a European market that has such an appetite for clothing and accessories"* explains Michael Scherpe, President of Messe Frankfurt France.

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**Greater clarity as a result of a restructured offer**

The record number of exhibitors expected attests to the success of this trade fair, where the offer encompasses all the markets for women's, men's and children's ready-to-wear. In order to adjust to this rate of growth and to make things more efficient for visitors in their searches, the organisers have reviewed how segments in the exhibition are allocated. New categories will now be used to classify the areas of expertise for fashion clothing. They will cover knitwear, dresses and blouses, tailoring, sportswear, evening wear, outerwear, made-to-measure, lingerie and swimwear, workwear and textile accessories.

These segments have therefore been split up according to the following categories: All about her, Fashion Accessories, Intimate, Kids, Knitted, Service, Sports & Leisure, Tailored, Vêt'Image. This segmentation, arrived at in consultations with buyers, is intended to improve visitors' itineraries in view of the event's successful track record.

We note the arrival this year of workwear, for which there is a growing market. Previously organised alongside JET Expo, the event for textile care, it is logical for Vêt'Image to be integrated into the segments at Apparel Sourcing Paris.

The Services segment, which was introduced in 2018, is also evolving. It will be host to twenty exhibitors this year, compared with 11 in 2018. This domain covers the entire offer for services to the fashion industry, such as publishing, packaging, trend studios, sourcing platforms, legal advisory services etc.

### **An international panorama of textile clothing production**

Once again this year, Apparel Sourcing will be assembling a comprehensive selection that is representative of the global offer. The September edition will mark Turkey's return in the *All about her* and *Sport & Leisure* segments. The exhibition is also expecting participation by the countries and delegations who traditionally attend Apparel Sourcing, such as China, obviously, which accounts for the main contingent coming to the show from overseas, and Hong Kong, a hub for business with China. However it will also welcome India, Bangladesh and Pakistan, in addition to Ethiopia, which will have around ten businesses in a national pavilion thanks to the initiative by GIZ Ethiopia. Cambodia will also have some interesting ranges of artisan and classic products on display, such as dresses, tunics and traditional scarves.

**Shawls&Scarves** assembles the manufacturers of textile accessories for the upper body, from shoulders to head, with a wide variety of forms and materials. The September show is expected to welcome around fifty exhibitors and sees the return of some major players to an ever-burgeoning market. Indian and Chinese exhibitors will account for the majority of foreign delegations, alongside Mongolian exhibitors who will be displaying traditional products in cashmere.

### **“Customised” discovery itineraries**

Apparel Sourcing always strives to simplify the work for prime contractors for ready-to-wear labels, and once again this year is organising a “*Small Quantities*” circuit, which includes exhibitors who are in a position to sell more limited quantities. Real added value for designers and capsule collections. What is more, the trade fair will be presenting some fifty vendors of textiles and clothing with eco-label certification in the “*Sustainable Sourcing*” circuit. Visitors with responsibility for production will be able to expand their sourcing in order to respond to the requirements for sustainable development. Finally, manufacturers of clothing or textiles based on original skills will be showcased as part of a more social and authentic approach underscored by the “*Artisan*” circuit.

### **Lectures, catwalk shows and places for meetings**

To foster exchanges of ideas and to allow both visitors and exhibitors to compare information about current trends, Apparel Sourcing Paris is organising a series of lectures on changing markets and topical issues. Several subjects are already envisaged, such as clothes sourcing in Vietnam, a supply region which is expanding, financing for fashion labels – a major issue in development, – or the markets for workwear. In addition, the agenda includes live catwalk shows and presentations of collections by the Bangladeshi, Pakistani, Chinese, Cambodian and Ethiopian delegations, where there is much to discover about their expertise and the ranges of products.

Websites:

[Apparel Sourcing Paris](#)

[Shawls&Scarves Paris](#)

[Visuals for the shows](#)

Apparel Sourcing Paris, Avantex Paris, Leatherworld Paris, Shawls&Scarves Paris, Texworld Paris and Texworld Denim Paris go to make up the Fairyland For Fashion, organised by Messe Frankfurt France, held in one and the same venue and on the same dates. Entry is free upon presentation of professional credentials.

All details about textile trade shows organised by Messe Frankfurt throughout the world can be found at the new platform: [www.texpertisenetwork.messefrankfurt.com](http://www.texpertisenetwork.messefrankfurt.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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