

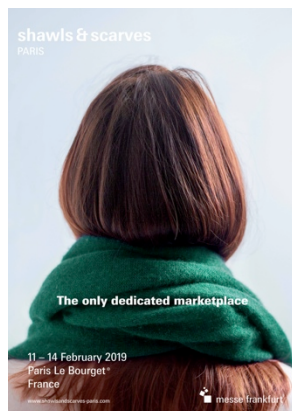
Press release  
Paris, 23 January 2019

**APPAREL SOURCING Paris and SHAWLS&SCARVES Paris  
11-14/2/2019, Le Bourget, Paris  
Europe's largest trade fair for global sourcing of clothing is highlighting  
classic styles and maintaining its offer**



The 16<sup>th</sup> session of the Apparel Sourcing and Shawls&Scarves Paris shows, with 350 and 50 exhibitors respectively, goes more than ever to demonstrate their standing as the all-important Parisian business events for clothing and textile accessories.

**Apparel Sourcing Paris**, posting a 17% increase in the number of exhibitors compared with February 2018, is one of the major European trade fairs for clothing production aimed at the fashion industries. It brings together companies, from entry level to high-end, and even made-to-measure, and encompasses all of ready-to-wear for men, women and children, classed according to area of expertise in fashion clothing (sportswear, evening wear, lingerie, etc.)



**Shawls&Scarves Paris**, the sole international trade fair dedicated exclusively to scarves and shawls, continues to forge ahead with its particular offer that is so essential to fashion brands, since the number of companies attending is very stable compared with last February's session.

Messe Frankfurt France S.A.S.  
1, avenue de Flandre  
75019 Paris – France  
info@france.messefrankfurt.com

*“Both these shows dedicated to finished products have been specially organised in response to demand from all the operators in the fashion industry. As we see it, it is always a question of anticipating the challenges facing the market and offering the right ranges, while providing further new discoveries of these skills, which have been spotted by our teams on every continent. We also note that the partnerships entered into with specific countries remain stable and enjoy complete confidence. For example, our major partner the Chinese Textile International Trade Promotion Centre (CCPIT Tex) boasts an additional 118 exhibitors compared with 2018. China, of prime importance to the industry, is still the country with the largest representation at the show: 65% of the offer. These Chinese companies have undergone modernisation and have adapted remarkably well to the needs of global fashion brands, which are particularly keen on Paris as a platform, as it is attuned to the concerns of those in the fashion business. A phenomenon which can also be explained by the political and economic situation, facing closure of channels on the other side of the Atlantic. Clothing production in the Far East appears to be orienting itself rather more towards the European*

*market and Messe Frankfurt France in particular. The return of Ethiopia for the second time also gives grounds for satisfaction. We were the first in Paris to present their very individual offer of skills in textiles and accessories. Definitely one not to miss. I would add that Cambodia has this year focussed on its added creative value“, adds Michael Scherpe, President of Messe Frankfurt France.*

### **Countries that are regular attendees**

China, in 2018 still the prime supplier of clothing in France and Europe, remains a pillar of the garment industry; it is quite natural that its products are at the hub of Apparel Sourcing Paris. Chinese clothing companies continue to advance and to search for new outlets. They offer very diverse ranges of products, in terms of technical aspects, skills and solutions for all textile clothing and accessories. At this session, made-to-order knits are faring well in an assortment that is usually very much concentrated on woven fabrics.

Strong attendance from Bangladesh, which has a national pavilion showcasing around a dozen exhibitors that has been organised by the *Export Promotion Bureau*. At the same time, another dozen Bangladeshi companies are here to promote their expertise, such as *Hellenic Sourcing*, a Bangladeshi-Swedish specialist, which blends European design and Bangladeshi manufacturing skills in its ready-to-wear, casual wear and outerwear collections.

Pakistan, another regular at Apparel Sourcing Paris, has implemented a massive marketing programme to galvanise its textile industry: *Emerging Pakistan*.

Hong Kong has always promoted variety and the historic, professional close ties with Western labels. It has a broad range of products, such as the caps from *Forever Century* or the high-end ready-to-wear clothes collections from *Global Market*.

Ethiopia embarks on its return with a delegation of five clothes production firms and designers, who are coming to present their skills in clothing with *Velocity Apparelz*, from ready-to-wear through to sportswear. *Desta* supplies predominantly casual wear but also men's uniforms, and they are returning after a successful first attendance last year. It will be the first time at the exhibition for *Eltex*, a supplier of men's and women's active wear.

Cambodia's renewed attendance is eagerly awaited with four designers/manufacturers, including one at Shawls&Scarves: *Khmer Artisanry*, which, incidentally, is including its entire catalogue of handmade articles in the all-new *Handmade* circuit and is promoting its traditional skills in weaving.

India belongs to the heart of the show and completes the ranges of products, with special mention going to *Mir Handicrafts*, which employs a wide variety of materials and colours in their fashion and home collections.

In the sections devoted to textile accessories, we note the return of footwear products from the Jordanian firm of *Al Sama*.

The **Services Segment powered by Mouvtext**, launched in February 2017, has flourished thanks to the cluster of these businesses that are dedicated to the fashion industry, but excluding materials purchasing, sourcing of clothes manufacture or advanced technologies. This area takes in an enormous catalogue of practical support for fashion brands: logistics, communications, online networking platforms, sourcing, trends, styling, professional training, schools, certification, international trade, financial and management systems, etc. The Services Segment offers all the shows at The Fairyland for Fashion excellent opportunities for boosting business, improving organisation, developing and/or stimulating business. The Services Segment powered by Mouvtext is located in Hall 2 at the edge of Texworld and Apparel Sourcing Paris.

The second session, where it is a standalone segment in its own right, promises to be very diverse with solutions relating to legal issues (*Cabinet Hoffman*), establishing relationships (*Textiladdict.com*), certification (*Quima Asia Inspection certification*), continuing professional development in fashion and luxury goods (*OsMOz Group*), fashion schools (*AICP and ESMOD*), trends (*The Trend Bunker*), public relations and Franco-Chinese style consulting (*P&C Partners*), logistics (*Bolloré Logistics*), sourcing (*MouvTex* and *Foursource*, the latter joining *Texworld Denim Paris* this once) and so on. Not to mention the development opportunities of Texpertise Network, Messe Frankfurt's network of international textile fairs which brings together more than 50 events around the world.

The Services Segment will host the *JET Expo* stand, a new acquisition by Messe Frankfurt France. This is a show devoted to the textile care segment, and also houses a bar that is especially inviting.

Like each of these six Messe Frankfurt France shows, Apparel Sourcing Paris and Shawls&Scarves Paris have the advantage of dedicated fashion shows and form part of the *Small Quantities* and *Sustainable Sourcing* circuits, which are aimed at professionals wanting to place orders for small volumes or to find eco-friendly or ethical suppliers.

The new *Handmade* circuit, which showcases manual skills, will also pass through The Fairyland for Fashion with these two shows.

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 form The Fairyland for Fashion organised by Messe Frankfurt France, held in one and the same location, on the same dates and where entry is free upon presentation of professional credentials.

Image credits: Messe Frankfurt France

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 €715\* million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A 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. With its headquarters 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)

\*preliminary figures 2018

Press officers:

RE ACTIVE – Frédéric Pellerin – [fpellerin@re-active.fr](mailto:fpellerin@re-active.fr) & Dimitry Helman – [dimitry@re-active.fr](mailto:dimitry@re-active.fr) – +33 1 40 22 63 19

Messe Frankfurt France – Cassandra Galli – [cassandra.galli@france.messefrankfurt.com](mailto:cassandra.galli@france.messefrankfurt.com) - +33 1 55 26 61 39