

Press release

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## 75% more Fancy Yarn Zone exhibitors at Yarn Expo Spring 2019

Emily Peddle  
Tel +852 2238 9970  
[emily.peddle@hongkong.messefrankfurt.com](mailto:emily.peddle@hongkong.messefrankfurt.com)  
[www.messefrankfurt.com.hk](http://www.messefrankfurt.com.hk)  
[www.intertextileapparel.com](http://www.intertextileapparel.com)  
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**Yarn Expo Spring 2019 will see a significant increase in exhibitors at the Fancy Yarn Zone, with 125 exhibitors now set to display their latest fancy yarn collections. Yarn Expo consistently offers new options at each edition, with a wide array of yarn and fibre products, from fancy yarn to high-quality wool yarn, cotton, chemical fibres and many more. Over 460 exhibitors from 11 countries and regions will join the fair, including China, France, Hong Kong, India, Indonesia, Korea, Pakistan, Singapore, Uzbekistan, Vietnam, and newcomer country Egypt.**

The fair will be held from 12 – 14 March in hall 8.2 at the National Exhibition and Convention Centre (Shanghai), and will be concurrent with four renowned fairs, including Intertextile Shanghai Apparel Fabrics, to attract the entire textile supply chain. Sourcing trends indicate that today's consumers are more conscious of the materials that construct their clothes. As such, Yarn Expo has seen fashion brands like Adidas, Ralph Lauren and Zara source upstream in recent editions, partnering with yarn and fibre suppliers in order to meet consumer demand. For brands in the textile industry, Yarn Expo is a prime platform to find innovation, whether that's in sustainable fibres, high-quality yarns or unique functional products.



Yarn Expo offers plenty of options that help end-products to stand out from the crowd

Messe Frankfurt (HK) Ltd  
35/F, China Resources Building  
26 Harbour Road  
Wanchai, Hong Kong

With fancy yarn continuing to prove a popular option for stand-out fashion trends, this year's larger Fancy Yarn Zone is expected to be a visitor hotspot. Other fashion trends – such as sustainable apparel, easy-care athleisure, and high-quality premium wool tailoring – can be developed with the product expertise of Yarn Expo's exhibitors. The fair's global reputation and product zones – such as the Fancy Yarn Zone, Quality Wool Zone and Green Linen Zone – attract high-quality exhibitors from China, including well-known enterprises Lida, Hongqi, Jiancheng, Hoyia and Dalong.

Functional and chemical fibre zones will showcase more new products with technological, fashionable and sustainable features. Domestic exhibitors can be found in four themed areas within these zones: 'China Fibre Trends 2019 / 2020', 'Innovative Functions', 'Green & Environmental Protection' and 'Industrial Alliance'. Cellulose fibres can be found at the Sateri Pavilion, led by leading viscose manufacturer Sateri Group. More product ranges can be found at the China Hi-Tech Corporation Pavilion. Meanwhile, the Natural Cotton Yarn zone will promote high-grade refined cotton yarn, as well as fine siro spinning, air jet vortex spinning, rotor spinning and functional yarn products. Highlighted areas in this zone include the Xinjiang Pavilion, led by the Xinjiang government, which will include 23 premium cotton spinning exhibitors.

### **China market trends explored in fringe programme**

The China Fibre Trend Forum will focus on a curated selection of fibres from exhibitors, illustrating China's 2019 / 2020 fibre trends. Meanwhile, academics, corporate executives and industry experts will closely interpret hot topics at the Textile Materials Innovation Forum. Themed around 'New Vision of Fibres', discussions will delve into the future of the fibre market: the direction of smart textile development, application demands for green textiles and the latest trends in textile product development – a series of talks that serve to enhance audiences' business knowledge and insight. Launch events will also feature the latest products and technologies from selected exhibitors in a shared 1,000 sqm space in the fairground.

The fair will be held concurrently with Intertextile Shanghai Apparel Fabrics – Spring Edition, Intertextile Shanghai Home Textiles – Spring Edition, PH Value and the China International Fashion Fair (CHIC). Yarn Expo Spring is organised by Messe Frankfurt (HK) Ltd and the Sub-Council of Textile Industry, CCPIT. For further information, please visit: [www.yarn-expo-spring.com](http://www.yarn-expo-spring.com).

To find out more about all Messe Frankfurt textile fairs worldwide, please visit: <http://texpertise-network.messefrankfurt.com>.

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Notes to editors:

Yarn Expo Spring 2019  
Shanghai, China, 12 – 14 March

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## **Newsroom**

Information from the international textiles sector and Messe Frankfurt's textiles fairs worldwide can be found at: <http://texpertise-network.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