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Sports Style

Fashion the future at ISPO BEIJING

China's consumer market is recognised as one of the fastest evolving in the world today. A market that is young and hungry for authentic labels. That is inspired by international product trends and fashion media influences. So it is that retailers need access to and information on the leading influences in this market sector. ISPO BEIJING is the outstanding sports business platform in the Asian Pacific Rim that has been developed to bring together the world's leading brands to spotlight that creativity for them.

With an increasing affluence and desire to highlight a new, vibrant lifestyle, consumers are setting the pace. "Created for China" is very much a vital retail theme, as young customers look for global brands that have genuine fashionable sporting heritage. Being able to reach those brands is achievable at ISPO BEIJING, which for 2012 will illuminate high quality Sportstyle with a new, specialist area at the show. This area will host companies such as Bogner, DC, Phenix and Protest, amongst those who have recognised the Chinese market's vast potential and want to promote their desirable labels to the Asian markets.

It is hardly surprising that ISPO BEIJING, in association with The China Textile Information Center, China Fashion Federation and View International Fashion & Fabrics Magazine released the first 2012 China Sports Fashion Trend Report. This was unveiled at the 2011 show and confirmed the importance of ISPO BEIJING as the ultimate resource for all that is stylish in the sports market.

At ISPO BEIJING 2012, China Sports Fashion Trends will be a unique feature especially for designers, purchasers, R&D specialists and sports fashion leaders. It is where they will discover everything that is breaking sportstyle boundaries in China. Upcoming colour palettes, cuts, fabrics and forward thinking new designers as well as the chance to brainstorm with experts.

Bringing international fashion creativity to life will be a Fashion Show – where the ultimate spotlight falls on all that is cool and creative catwalk style.

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It's all about being sport inspired in China, perhaps even more so than taking part. So it is essential that this new lifestyle focus and desire for the image that goes with it has an on trend showcase to attract the best of world sports fashion. ISPO BEIJING provides that, building on its global sports network to bring the most desirable labels and sports design expertise to market attention.

About Messe München International (MMI)

Managing close to 40 trade expositions for industrial, consumer goods, and new technology in Munich alone, Messe München International (MMI) is one of the world's leading exposition companies. More than 30,000 international exhibitors and more than two million visitors participate in the events at the Munich Trade Fair Center, the ICM – International Congress Center Munich, and at the M,O,C, Event and Order Center every year. In addition, MMI manages trade expositions in Asia, Russia, the Mid East, and South America. MMI operates a global network with six foreign subsidiaries in Europe and Asia, as well as more than 60 foreign representations, covering more than 90 countries worldwide. As an internationally active company, Messe München International is dedicated to endorsing sustainability and environmental protection. It was the first ever trade show center to be certified by TÜV SÜD as an "Energy Efficient Business".