

Press release

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## Interior Lifestyle China: strong demand for premium products at 2019 edition

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**Interior Lifestyle China reaffirmed its leading position within the country for the mid-range and high-end consumer goods and lifestyle market when it wrapped up its latest edition on 13 September. Held at the Shanghai Exhibition Centre, the fair attracted 20,036 visitors. 431 exhibitors from 27 countries and regions showcased an impressive selection of high-quality products. With an impressive emphasis on lifestyle through product profile and fringe programme the fair matched its 2019 theme of 'It's My Lifestyle!'.**

Speaking at the conclusion of the fair, Ms Wendy Wen, Senior General Manager of Messe Frankfurt (HK) Ltd, commented: "The positive feedback from participants this week was pleasing, as it validated that the positioning of the fair within the Chinese market continues to be successful. Exhibitors were particularly satisfied with the visitor profile, commenting on their high degree of product knowledge, sense of style and coming from the high-end of the market. The positioning of the fair as such, as well as the high standard of exhibitors, certainly attracted the right kind of buyers this week. Exhibitors also reported the increasing number of buyers looking for unique designs that allow consumers to distinguish themselves, matching the fair's theme of 'It's My Lifestyle!'.

Ensuring the fair remains a trendsetting event within the industry, a comprehensive fringe programme was provided throughout the three days. This included the On Design Show with its "Local Shanghai 2.0" showcase, the Lifestyle Award which included public votes for the first time, the Lifestyle Forum in which experts and experienced retailers discussed market trends, a new Licensing x Lifestyle area, and the debut ON THE ROAD MARKET which featured original products from domestic brands, independent designers and craftsman. Returning this year was the Retail Lab, which helped express the fair's theme through Window Displays. These were curated by five lifestyle influencers, demonstrating how everyone's vision of an ideal life can be achieved through unique design and quality products.

### Exhibitors' voices

"I know that the lifestyle industry in China is growing really fast, so we decided to come and explore the market. What we found is that Chinese have very good design sense and they are now focusing more on

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

products with good and unique design that represent their personality. We think the show's image completely matches with our brand. It's the only fair in the market that can really cater to design and lifestyle products. The fair has brought us many visitors from the mid-range and high-end markets."

**Ms Egle Opeikiene, General Manager, March / Lithuania Design Block, Lithuania (organiser of the Lithuania Pavilion)**

"Our main goal is to find out which of our products are the most popular in the Chinese market. Being in Interior Lifestyle China is the kick-off for our company entering the Chinese market. Of course, we see the huge potential here and would like to capture the opportunities. We got a lot of attention and had so many people, like distributors and high potential prospects, coming in and asking a lot of questions. They are very interested to know what the product is, so it's very good for us to discover and learn about this market through this platform."

**Mr Tobias Mautner, Export Manager, GEFU GmbH, Germany**

"With Ambiente and Messe Frankfurt's resources and network in the high-end consumer goods industry, Interior Lifestyle China attracts professional retailers, designers and museum related players. Nowadays, Chinese consumers have higher requirements and are seeking daily products which are aesthetically pleasing and with meaning, which echo Meissen's advantage. We are optimistic about the China market."

**Ms Jessica Jia, Distribution Account Manager, MEISSEN, Germany**

"LC LIVING is targeting online and offline customers in the mid-to-high-end market and we have successfully identified these buyers in the fair. Some of them have placed orders already. It is clear that the demand for overseas products is still strong, especially when the products are of good quality and design. Interior Lifestyle China is very helpful for LC LIVING to expand our market in China."

**Mr Tao Lan, General Manager, LC LIVING, Thailand**

"We received many enquiries from online and offline distributors, and our products are highly recognised by some famous integrated online platforms. The fair gathered many premium overseas brands like us to provide an effective and convenient one-stop sourcing platform for industry players. Compared to other shows, we can meet more high-end clients which match with our business target."

**Mr Nano Yin, Deputy General Manager, DIY HOME International, China**

"This year we brought TOYOHYA's brand new Magic Thermal Cup and received strong attention. The cups almost sold out, while a lot of retailers and franchisees came to enquire about further cooperation with us. TOYOHYA always have great expectations for this fair, not only because we can meet clients and business partners to talk about market trends and the latest designs here, but also the show assembles brands and buyers who share the same value which is pursuing high quality products and living an aesthetic life."

**Ms Susan Pan, Founder & Chairman, TOYOHYA, China**

“This fair is the perfect platform for showcasing our products, increasing our brand awareness as well as establishing relationships with customers. China’s lifestyle market has a lot of potential especially with the increasing demand for home products that embody consumers’ desired lifestyles.”

**Ms Wong Cho Yee, Partner, Maven (China) Holdings Limited, Hong Kong**

### **Buyers’ thoughts**

“This is my third year visiting Interior Lifestyle China. I am here to source coffeeware, tableware and lifestyle products. I’ve met many potential suppliers and intend to have further cooperation with them. The Portuguese kitchen brand Cutipol definitely caught my eye with their low-key luxury handmade products. This year’s fair has further elevated its portfolio with the introduction of more well-known brands. I thoroughly enjoy visiting the fair.”

**Ms Huan Li, Brand Director, Changsha Yiou Restaurant Culture Communication Co., Ltd., China**

“The fair not only gave us sourcing options but also retail guidance. This year we brought over 30 shopping malls, department stores and household product shops to the fair, and some of them already made orders on day 1 morning. Meanwhile, the fringe programme left a deep impression on us. We could learn how products are displayed in different stores, and talk to shopkeepers and collect first-hand market feedback.”

**Ms Lan Lan, Vice President and Secretary-General, Jiangsu Province Chamber of Commerce, China**

“Interior Lifestyle China offers a wide range of quality products from overseas and local well established brands. This makes the fair different from others. We invited many shopping malls and online and TV retailing platforms who were satisfied with what they found here. The fair provides multiple ranges of products which are able to meet the different needs of these retailers. Making full use of Messe Frankfurt and Ambiente’s global network, the fair is really good to explore overseas brands. We are happy to find so many desirable brands every time.”

**Mr Travis He, Department of Cooperation and Development Director, Shanghai Municipal Commercial Information Center, China**

### **Fringe programme participant**

“I was invited to speak at the Lifestyle Forum on our cooperation with The Adventures of Tintin. It is really good to have an all-round fringe programme offering the audience in-depth and interesting angles to learn about all aspects of home living. All in all, Interior Lifestyle China is a sophisticated and leading lifestyle fair in China.”

**Mr Jart Shan, Brand Director, Pierre Cardin Home, China**

Interior Lifestyle China 2019  
Shanghai, China, 11 – 13 September  
2019

The next Interior Lifestyle China will take place in September 2020. The fair is organised by Messe Frankfurt (Shanghai) Co Ltd. For more information about the fair, please visit <http://interior-lifestyle->

[china.hk.messefrankfurt.com](http://china.hk.messefrankfurt.com).

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**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).