

Press release

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Interior Lifestyle China explores new theme and lines up multi-functional products

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Interior Lifestyle China, the leading platform for showcasing homeware and lifestyle brands and trends in China, will open from 11 – 13 September in Shanghai. Each year, the fair's theme reflects current market trends and shapes the next buying season. This year, the theme will be "It's My Lifestyle!", placing a focus on the role that home design plays in expressing individuality and lifestyle choices. The show will highlight designs with functions that support the user's day-to-day lifestyle.



Function & personality: Bagworks infuse lifestyle into their designs

Interior style meets lifestyle

The theme explores the concept of lifestyle: a certain value and attitude towards life. Age, experience, career, personality and preferences are all forms of lifestyle, and can be embodied in an object to be displayed. However, the baseline of the theme is that, no matter which lifestyle a consumer identifies with, a home product must meet a need. This can be met by thoughtful design and modern functionality.

This year, the fair also expands its selection to include lifestyle accessories that double up as home styling pieces. By integrating lifestyles and daily routines into the home, functional accessories for daily life – such as a handbag or a re-usable coffee cup – can be pleasantly displayed before the wearer goes out to begin each new day.

Exhibitor **Nakagawa** will feature products from **Bagworks** (Japan), who have created an extensive line of minimalist bags, inspired by different

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occupations. With designs such as ELECTRICMAN, POSTMAN and DOCTORMAN, the bags combine sleek design and quality with function, making them suitable for both vocational and weekend use.

Meanwhile, **INDIGO DESIGN** (Lithuania) will offer contemporary bag designs, which are designed to be easily transformed into different styles on the go – from a practical backpack to a minimalist tote – inspired by clean geometric shapes. The bags are available in a variety of textures, including waterproof fabrics.

Domestic e-commerce platform reports functionality is key

Further to the show theme, when there is a gap between reality and a consumer's perceived ideal life, a home design product can become a bridge and a solution. For example, a juicer is more than a kitchen appliance – it is a guardian of health. A product that saves time at home can support a busy career-focused lifestyle, while a multi-functional product embodies a minimalist attitude, and so on.

NetEase, a prominent home living e-commerce platform in China, recently published their 2019 Urban Home Consumption Trend Insight. According to the report, four major trends can be found with regard to China's household items: products that save time and labour, products that are multi-functional, high quality products, and products that increase fun at home. Meanwhile, in 2018, search keywords such as "quality" and "comfortable" increased by 21 and 10 times respectively from 2017.

Exhibitor **Gefu** (Germany) will bring the Multi-Chopper SPEEDWING®: working entirely without electricity, this multi-functional product can chop fresh produce, stir and mix dips and desserts, spin herbs dry and store food. With a wide range of functions in one ergonomic design, this product can save time and space in the kitchen.

Another kitchen product combining design and practicality can be found from exhibitor **LC Living**, a Thai home brand. They will bring a sleek rice container designed by Masato Yamamoto (Switzerland), made from environmentally-friendly Acacia wood with natural anti-mould and anti-bacterial functions. The container opens at the top to allow fresh rice to be poured in, while a sloping lid at the front means that older grains of rice can be scooped up first, with a matching wooden cup.

In 2018, Interior Lifestyle China featured 437 exhibitors from 27 countries & regions, establishing the fair as an ideal place for overseas brands to access the China and wider Asian market. A record 23,570 visitors attended last year's fair.

Interior Lifestyle China 2019 is organised by Messe Frankfurt (Shanghai) Co Ltd. For more information about the fair, please visit <http://interior-lifestyle-china.hk.messefrankfurt.com>.

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

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Notes to editors:

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