

Press release

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Over 400 lifestyle product exhibitors ready to exhibit at Interior Lifestyle China 2019

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Interior Lifestyle China 2019 will open from 11 – 13 September at the Shanghai Exhibition Centre, for retailers, designers and home design experts. The fair will explore and display products that serve individual lifestyles, with 419 home and lifestyle suppliers from 27 countries & regions, including leading Chinese and international design brands such as ALESSI, DANHERA, ezipz, Hirota Glass, Hübsch, iittala, Linenme, MEISSEN, Muurla, Nakagawa Masashichi Shoten, PAPA HUG and Serafino Zani.

"It's My Lifestyle!": world-renowned brands illustrate infinite lifestyle possibilities

Ms Wendy Wen, Senior General Manager of Messe Frankfurt Hong Kong, commented, "Interior Lifestyle China is a platform not only for placing orders, but also for expressing lifestyles and personalities. The ideal life in everyone's mind is quite personal. There is no such thing as a standard answer to what an ideal life shall be. This is how the theme "It's My Lifestyle!" came to be: the aim of the fair is to meet every visitor's individual vision of ideal life through unique design and quality products."

Furthermore, with the post-80s and 90s generations becoming a major consumer group, a new retail ecosystem targeting young consumers has been influencing the home lifestyle industry. There is high demand for lifestyle products that are multi-functional with a smart design. This year's fair follows the market's trends closely and will introduce many innovations in line with these.

Interior Lifestyle China 2019 will maintain its strong portfolio with over 500 lifestyle brands who will display a comprehensive range of products. The well-received display area GIFTIQUE will work with SOL STYLE to deliver a new visual experience to visitors. Highly acclaimed brands like Nakagawa Masashichi Shoten and Hirota Glass from Japan, Hübsch from Denmark, and iittala, the top Finnish glass brand, will make their debut in this fair.

Moreover, top lifestyle product designers from China and other countries, such as porcelain brand MEISSEN with over 300 years of history from Germany, leading Italian brand DANHERA, parent-child space design provider PAPA HUG from China, and Italian kitchenware brand Serafino Zani, will all guide visitors into a new world.

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

Experts to inspire visitors with a display showcase

As a trade and lifestyle platform targeting the mid-range to high-end market, Interior Lifestyle China has always been committed to presenting quality lifestyle concepts and products from different countries and regions to trade buyers or consumers.

The organiser has invited five lifestyle representatives from different industries: Ark Xie, Project Director from New Time; Sneider, the presenter of ataraxia Chengjian on Weibo, China's largest microblogging site; A-qiu-qiu, a fashion blogger; Liu Lidan, Founder and Industrial Designer of MICROMONKEYIT; and Himiko, a KOL influencer on Weibo. They will deliver their opinions about their ideal life from different perspectives, through a display showcase, to inspire visitors to find their own ideas for an individual lifestyle.

Highlighted events at the fair

As well as this annual display showcase, other highlights at the fair this year include the On Design Show, which will feature the "Local Shanghai" showcase. This will aim to provide a connection point for local craftsmen and emerging designers, while displaying the development of craftsmanship in Shanghai.

The Lifestyle Award, formerly the Home Style Award, will select 16 lifestyle products that are popular among consumers. With a different process from previous years, the fair will take public votes into consideration this year, and give consumers the chance to decide what makes a lifestyle product good, according to their "consumption intention", so that those products of good design and quality can be appropriately recognised.

As well as this, visitors cannot afford to miss the Lifestyle Forum, in which experts and experienced retailers will discuss market trends, while industry leaders, copyright owners, retail channels and art display companies will share ideas on how to empower retailing through IP (Intellectual Property) licensing. There will even be an exclusive "Licensing x Lifestyle" area, displaying all kinds of licensed lifestyle products and different types of IP authorisation applicable to lifestyle products, for example animated characters, to help home lifestyle companies open up more opportunities.

The fair this year will work with Common Rare to organise the ON THE ROAD MARKET, pooling original domestic brands, independent designers and craftsman to bring original products. Inspired by a railway station, the display is designed to make visitors feel they are in a wandering journey, escaping from routine business. Meanwhile, Cooking LAB, specially designed by Zwilling, will demonstrate kitchen and dining products while serving food for consumers. A Lifestyle Café will also be set up, combining coffee culture, coffee savouring and coffee making skills, to demonstrate the appeal of coffee.

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

& 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>.

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