



第5届上海国际内衣展览会

The 5th Shanghai International Underwear Expo

同期展会: Co-located Event



第18届上海国际袜业采购交易会
The 18th Shanghai International Hosiery Purchasing Expo

全品类贴身衣物供应链平台

A Professional Supply Chain Platform for All Kinds Intimate Apparel

2024.3.27-29

上海世博展览馆

Shanghai World Expo Exhibition & Convention Center



主办单位:
Organizers



上海市服饰学会
Shanghai Fashion Accessories Society



上海市服饰学会内衣泳装和家居服专业委员会
Shanghai Fashion Accessories Society Undergarment, Swimsuit & Leisurewear Academy Committee



上海歌华展览服务有限公司
Shanghai Gehua Exhibition Service Co., Ltd



www.underwearshanghai.com

全品类贴身衣物供应链平台

A Professional Supply Chain Platform for All Kinds Intimate Apparel

作为上海乃至华东地区专业服务于内衣行业，并且致力于为国内外业内人士提供信息交流、行业推广、商贸服务和产业融合的专业平台，上海国际内衣展览会(简称:上海内衣展SUE)自创办起备受业内瞩目，主办方大胆创新，融合多产业链为展会赋能，在内衣企业与买手之间建立高效成交平台，突破增量市场，全力打造全品类内衣及贴身衣物平台，并解决企业拓展新客户难的源头问题。

由上海市服饰学会、上海市服饰学会内衣泳装和家居服专业委员会和上海歌华展览服务有限公司联合主办的第五届上海内衣展SUE将于2024年3月27-29日在上海世博展览馆盛大召开。主办方联合公司旗下姐妹展，上海国际袜业采购交易会 and 上海国际流行服饰配饰展同期召开。多展联动，结合华东地区内衣产业自身需求，打造出一个服务于各类内衣供应链需求端的展会平台，同时也为参展商及观众打通跨界资源和渠道。

As a professional service in the underwear industry in Shanghai and East China, it's committed to providing professional service platform of information exchange, industry promotion, trade service and industry integration for both domestic and abroad professionals. Shanghai International Underwear Expo (SUE) has attracted the attention of the industry since its establishment. The organizer innovates boldly and integrates multiple industry chains to enable the exhibition, it also Establish an efficient trading platform between underwear enterprises and buyers. And help enterprises break through the incremental market. The organizer made every effort to build a platform for all kinds of underwear and intimate apparel, and solved the source problem of enterprises' difficulty in expanding new customers.

The 5th Shanghai International Underwear Expo 2024(abbreviated to: SUE) organised by Shanghai Fashion Accessories Society, Shanghai Fashion Accessories Society Undergarment, Swimsuit & Leisurewear Academy Committee and Shanghai Gehua Exhibition Service Co., Ltd. will be held again on March 27-29, 2024. SUE was held at the same time as Shanghai International Hosiery Purchasing Expo and Shanghai International Fashion Accessories Expo. Combined with the demand of underwear industry in East China, SUE creates an exhibition platform serving the demand side of all kinds of underwear supply chain, and also opens up cross-border resources and channels for exhibitors and visitors.



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Shanghai Fashion Accessories Society Undergarment, Swimsuit & Leisurewear Academy Committee



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Shanghai Gehua Exhibition Service Co., Ltd

同期举办 Co-located Events:



第18届上海国际袜业采购交易会
The 18th Shanghai International Hosiery Purchasing Expo



第6届上海国际帽子围巾手套展
The 6th Shanghai International Hats, Scarves, Gloves Expo



第6届上海国际流行服饰配饰展
The 6th Shanghai International Fashion Accessories Expo

2024年展会规模 (预计)

Exhibition Scale 2024 (Estimated)

展会面积
Exhibition Area

50,000

平方米sqm.

参展企业
No. of Exhibitors

800+

(其中约有100家内衣展参展企业
The data includes 100 underwear brands and factories)

观众数量
No. of Visitors

30,000+

同期活动及品牌发布秀
Concurrent activities
and Brand Fashion Show

10+

(相关数据包含同期展会
The data includes co-located events)

差异化的展会定位 Differentiated Exhibition Strategy

- 携手上海国际袜业采购交易会和上海国际流行服饰配饰展
分别在展馆内同期召开，观众互通，渠道互通。

SUE will be held with Shanghai International Hosiery Purchasing Expo and Shanghai International Fashion Accessories Expo together again in the same venue. Shared resources and shared visitors.

- 上海市服饰学会内衣泳装和家居服专业委员会作为专业的内衣行业组织，拥有国内顶尖纺织服装领域学院东华大学的资源支持，赋能本届展会。

As a professional underwear industry organization, Shanghai Fashion Accessories Society Undergarment, Swimsuit & Leisurewear Academy Commite has the resource support of Donghua University, a leading textile and garment college in China, enabling SUE.

- 上海独特的城市影响力和强大的时尚辐射力，助力企业迅速打开内外贸市场。

Shanghai has unique urban influence and powerful fashion radiation. It can help enterprises quickly open the domestic and foreign trade market.

- 展会不但汇聚了上海内衣品牌、义乌无缝内衣、南通家居服、江阴保暖内衣等华东地区特色内衣产业集群，同时也有诸多来自华南地区的品牌和工厂前来参展同台竞技。

The exhibition not only gathered Shanghai underwear brand exhibitors, Yiwu seamless underwear, Nantong household clothing, Jiangyin thermal underwear and other characteristic underwear industry clusters in East China, but also had many brands and factories from South China have participated in the SUE.

- 同期举办“上海国际贴身时尚产品设计大赛”、知名内衣品牌产品发布大秀和技术趋势研讨会等活动，为参展企业到场参观观众提供丰富多样的现场精彩活动，紧扣当下流行和消费趋势。

Shanghai international body fashion design competition, underwear catwalk, technology trends seminar will be held together with the SUE. A variety of on-site activities provide exhibitors and visitors with the current fashion and consumption trends.

展品范围 Scope of Exhibits

文胸
Bra

家居服
Home wear

睡衣
Pajamas

内裤
Underpants

运动内衣
Sports Underwear

保暖内衣
Thermal Underwear

男士内衣
Men's Underwear

功能内衣
Functional Underwear

内衣面辅料
Lining & Fabric

蕾丝
Lace

刺绣
Embroidery

机械 / 设备
Machinery & Equipment

2024年展馆平面图 Overall Floorplan



上海世博展览馆
Shanghai World Expo Exhibition & Convention Center



H1

1号馆：第五届上海国际内衣展览会

Hall 1: The 5th Shanghai International Underwear Expo

文胸 / 内裤 / 家居服 / 睡衣 / 保暖内衣 / 运动内衣 / 功能内衣 / 内衣面料 / 蕾丝 / 纱线 / 生产设备
Bra / Underpants / Loungewear / Pajamas / Thermal Underwear / Sports Underwear / Functional Underwear / Fabric / Lace / Yarn / Machinery

H1

1号馆：第18届上海国际袜业采购交易会

Hall 1: The 18th Shanghai International Hosiery Purchasing Expo

棉袜 / 丝袜 / 打底裤 / 袜子原材料
Cotton Socks / Silk Socks / Leggings / Machinery / Raw Materials

H2

2号馆：第六届上海国际帽子围巾手套展 / 第六届上海国际流行服饰配饰展

Hall 2: The 6th Shanghai International Hats, Scarves, Gloves Expo / The 6th Shanghai International Fashion Accessories Expo

帽子 / 围巾 / 手套 / 饰品 / 鞋履 / 皮带 / 眼镜
Hats / Scarves / Gloves / Handbag / Jewelry / Shoes / Belt / Glasses

2023 年展会回顾

Review of 2023 Events



50,000

平方米
Gross sqm



623

总参展企业
No. of Exhibitors

(其中内衣及袜子领域参展商474家)

There are 474 exhibitors in underwear and socks industry



21,080

观众人数
No. of Visitors

(相关数据包含同期展会)

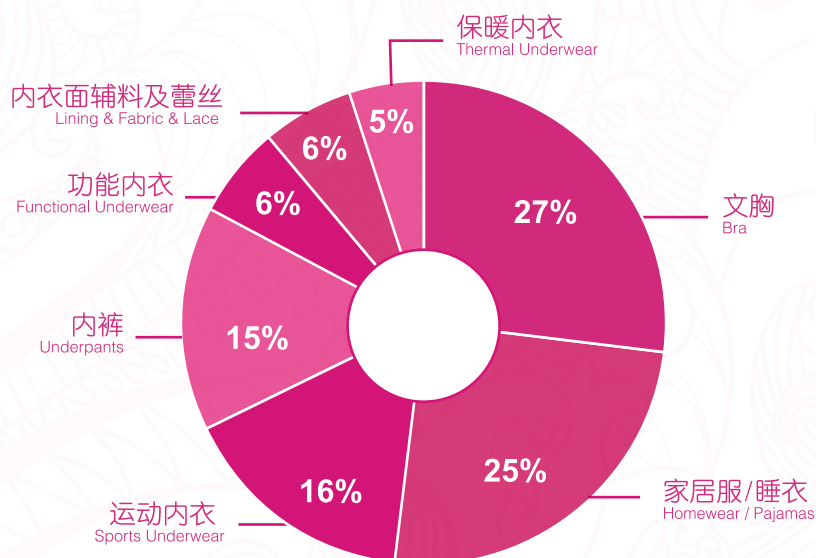
The data includes co-located events

展商统计 Exhibitor Statistics

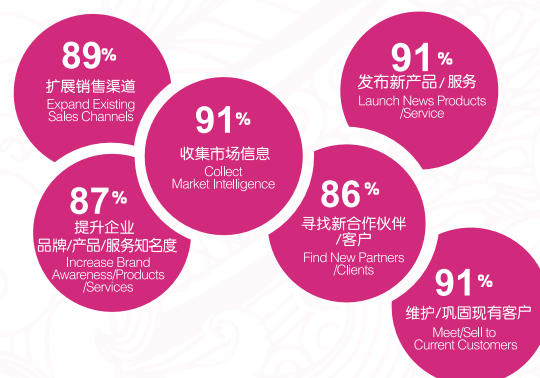
相较过往，2023第4届上海国际内衣展和第十七届上海国际袜业采购交易会共汇集了474家参展商，与上届展会有了较大的增长。同时，连同上海国际流行服饰展共计623家参展企业，共同打造一个贴身衣物和服饰配件于一体的全产业链平台。

Compared with previous years, there are 474 exhibitors in the 4th Shanghai International Underwear Expo and the 17th Shanghai International Hosiery Purchasing Expo. At the same time, together with the 5th Shanghai International Fashion Accessories Expo, a total of 623 exhibitors have jointly built a whole industry chain platform integrating intimate apparel and fashion accessories.

参展商展品类别分析 Analysis of Exhibitor Categories



展会带来的得益 Benefits of Exhibiting



同期活动 Concurrent Events

- ▶ “UCA杯” 2023上海国际时尚内衣设计大赛决赛
"UCA Cup" Shanghai International Fashion Underwear Design Competition 2023
- ▶ 2023年功能材料在袜子内衣服饰中应用研讨会
Seminar on the Application of Functional Materials in Socks, Underwear and Apparel 2023
- ▶ 2023/2024中国袜品流行趋势发布秀
China Socks Fashion Trend Show 2023/2024
- ▶ 跨境电商希音对接会
Matchmaking Meeting for Cross-border E-commerce SHEIN

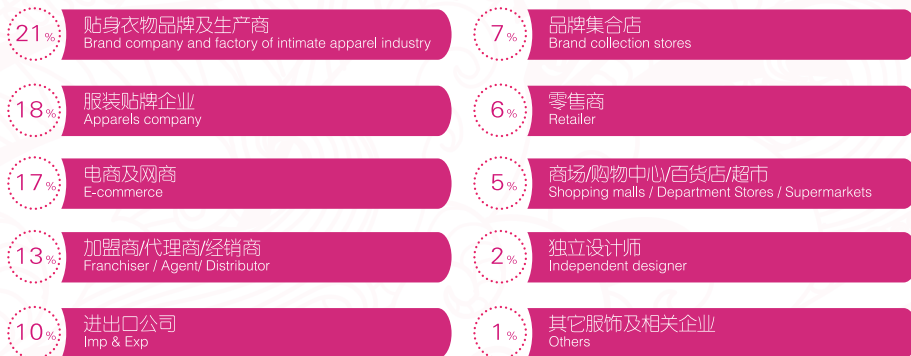


观众分析 Visitor Statistics

为期3天的展会共吸引了**21,080**名专业观众莅临参观，共同见证行业发展新趋势。
The three-day exhibition attracted 21,080 professional visitors to witness the new development trend of the industry.

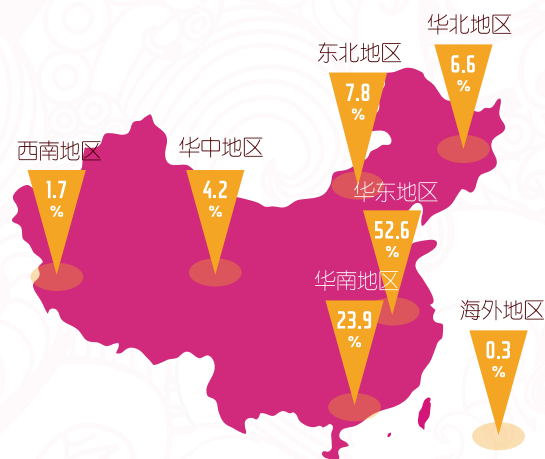


观众所属行业 Nature of Business



观众按地区分类

Visitors by Geographical Origins



部分受邀参观展会的专业观众 Part of invited professional visitors

海外及国内高端内衣品牌 Overseas and domestic high-end underwear brands



各类服装及连锁品牌 All kinds of clothing and chain department store brands



各类运动品牌 All kinds of sports brands



现场集锦

On-site Gallery



同期活动

Concurrent Activities





行业翘楚

Top Brand





上海市服饰学会、上海市服饰学会内衣泳装和家居服专委会

上海市服饰学会成立于1985年6月，挂靠于东华大学和上海纺织控股（集团）公司，是中国服装服饰界成立的第一家服饰专业社团。上海市服饰学会内衣泳装和家居服专业委员会（简称：上海服饰学会内专委）作为其分支，不仅聚集了内衣行业诸多专家和优秀的青年设计师们，还联合了华东地区及国内外优秀的品牌企业，如：NEIWAI内外、Arena、CALZEDONIA、Carvico、罗莱家纺、罗纳、标美、亚洲妈妈、海翠翡琳、宏杰、劲峰、七彩狐、号手、秦朗纺织等。



上海歌华展览服务有限公司

上海歌华展览服务有限公司成立于2001年，是一家全国性的专业展览及会议组织机构，拥有一支高质量专业人才队伍。从事国内外各类展览会、研讨会的主办、承办、策划、组织等业务。公司以上海为中心，在全国及国外设立有十几个紧密联系的分部。从至今，上海歌华展会始终以“专业展 特色展”为定位，坚持“用心 专心 诚心”的服务态度，凭借高度的专业精神，协同各地相关政府部门，行业协会及组织，传媒机构及合作伙伴，推出一系列颇受展商与观众认可与好评的展览会。

Shanghai International Underwear EXPO

展位费用 Booth Rate

- 一、国内企业——室内光地：1,200 元 / 平方米
- 二、国内企业——精品展区：12,800 元 / 9平方米

International Exhibitors
Space Only: USD 300 / m²
Equipped Space: USD 3,000 / 9m²

联系主办单位 Contact Us



上海歌华展览服务有限公司
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