



# 第8届上海国际帽子围巾手套展

The 8th Shanghai International Hats, Scarves, Gloves Expo



Shanghai World Expo Exhibition & Convention Center, PR China

www.shgexpo.com

汇聚全产业链、全品类、全产地的帽子围巾手套及防晒穿戴产品B2B时尚展

The Leading International Hats, Scarves, Gloves and Sunscreen Wear Products Sourcing Show of the World



















50,000m<sup>2</sup>

30,000+

同斯活动及品牌发布秀

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

## 展会概况 Show Overview

帽子围巾手套等系列相关产品不但具有遮阳御寒等功能性,更是消费者追求个性化穿着的时尚标志。由上海市服饰学会、上海市服饰学 会配饰专业委员会和上海歌华展览服务有限公司联合主办的 HSGE 2026 第8届上海国际帽子围巾手套展将于2026年3月23日-25日在上 海世博展览馆盛大召开。展会自创办之日起,伴随着行业共同成长、发展壮大,展品涵盖了各类:帽子、帽饰、围巾、丝巾、披肩、手 套及相关原辅材料和生产设备等产品,同时新增了面罩、袖套、防晒眼镜、防晒服等防晒穿戴配饰,旨在打造出帽子围巾手套及防晒穿 戴产品的全产业链、全品类、全产地的B2B时尚商贸盛会。

与此同时,为链接更多样化的各类时尚配饰产业链优质资源,满足一站式订货采购需求,上海国际帽子围巾手套展还将联合歌华展览旗 下: 上海国际时尚饰品展、上海国际袜业采购交易会和上海国际内衣展览会,共同开启Fashion Accessories Shanghai 2026上海国际时 尚配饰展(简称: 歌华·时尚配饰展)。该活动将以供应链为基础,聚焦穿着搭配的潮流趋势发展,集多个系列时尚领域专题细分展会于一 体,总展出面积达50,000平米,预计超过1,000家参展商和近30,000名专业观众将汇聚与此,不仅为时尚消费产业寻找增量、提供热点 及流量入口,同时也为配饰行业提供品牌对接、进出口贸易渠道和宣传推广平台的各类商机,推动时尚配饰全产业链高质量融合发展。

Hats, scarves, gloves and other products not only have functions such as shading and keeping warm, but also serve as fashion symbols for consumers to pursue personalized wearing. The 8th Shanghai International Hats, Scarves, Gloves Expo (HSGE 2026), jointly organized by the Shanghai Fashion Accessories Society, Shanghai Fashion Accessories Society Accessories Specialized Committee and Shanghai Gehua Exhibition Service Co., Ltd., will be grandly held at the Shanghai World Expo Exhibition & Convention Center from March 23 to 25, 2026. Since its establishment, HSGE has grown and developed together with the industry. The HSGE exhibits cover various types of products such as hats, headwear, scarves, scarves, shawls, gloves, and related raw and auxiliary materials and production equipment. At the same time, sunscreen wearing products such as face masks, sleeves, sunscreen glasses, and sunscreen clothing have been added. The organizers will strive to turn the HSGE 2026 into a B2B fashion sourcing event that covers the entire industry chain, categories, and production areas of hats, scarves, gloves, and sunscreen products.

At the same time, in order to link more diverse high-quality resources in the fashion accessories industry chain and meet one-stop ordering and procurement needs, Shanghai International Hats, Scarves, Gloves Expo will also collaborate with, Shanghai International Fashion Jewelry Expo, Shanghai International Hosiery Purchasing Expo, and Shanghai International Underwear Expo under Shanghai Gehua Exhibition Service Co., Ltd., to form Fashion Accessories Shanghai 2026. This event will be based on the supply chain, focusing on the development of fashion trends in clothing matching. It will integrate multiple series of professional sub exhibitions in the fashion field, with a total exhibition area of 50,000 square meters. It is expected that more than 1,000 exhibitors and nearly 30,000 professional visitors will gather here. Fashion Accessories Shanghai 2026 not only seeks increment, provides hotspots and traffic entry points for the fashion consumption industry, but also offers various business opportunities for brand docking, import and export trade channels, and promotion platforms for the accessories industry, promoting high-quality integrated development of the entire fashion accessories industry chain.

### 2026年展馆平面图 Overall Floorplan







2026上海国际时尚配饰展系列展 Fashion Accessories Shanghai 2026 Series Expos



第8届 上海国际帽子用巾手套展 The 8th Shanghai International Hats, Scarves, Gloves Expo



第2届上海国际时尚饰品展



The 2<sup>nd</sup> Shanghai International Fashion Jewelry Expo





第20届上海国际袜业采购交易会 The 20th Shanghai International Hosiery Purchasing Expo

第7届 上海国际内衣展览会 The 7th Shanghai International Underwear Expo

### 展会亮点 Highlights of HSGE 2026

历史悠久,规模盛大。国内乃至全球首个帽子、围巾、手套领域专题性B2B商贸展会,获得青岛、义乌、温岭、东莞、慈溪、德清等多个产业集群支持,近300家参展商同台竞技。

Long history and grand scale. The first specialized B2B trade exhibition in the field of hats, scarves, and gloves, both domestically and globally, has received support from multiple industrial clusters such as Qingdao, Yiwu, Wenling, Dongguan, Cixi, and Deqing, with nearly 300 exhibitors competing on the same stage.

#### 展品不断丰富,首次展会现场扩充各类面罩、袖套、防晒眼镜、防晒服等防晒穿戴产品,满足各类户外生活场景和运动的穿着需求。

The exhibits continue to enrich, and for the first time, various types of face masks, sleeves, sun protection glasses, sun protection clothing and other sun protection wearing products have been expanded on-site to meet the wearing needs of various outdoor living scenes and sports.

#### 丰富的现场活动聚焦行业热点,为参展企业和到会观众提供多场商业论坛、趋势发布、T台走秀、技术研讨会等活动。

Rich on-site activities focus on industry hotspots, providing multiple business forums, trend releases, runway shows, technical seminars and other activities for exhibitors and visitors.

# 携手Fashion Accessories Shanghai 2026上海国际时尚配饰展旗下系列展:上海国际袜业采购交易会和上海国际时尚饰品展分别于不同展馆内同期召开,观众互通,资源互联。

HSGE 2026 will be held simultaneously in different exhibition halls at Fashion Accessories Shanghai 2026, including Shanghai International Hosiery Purchasing Expo and Shanghai International Fashion Jewelry Expo, with audience and resource connectivity.

### 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 strong fashion radiation, which can help enterprises quickly open up domestic and foreign trade markets.

### 主办单位及支持单位 Organisers and Supporter

#### 上海市服饰学会

Shanghai Fashion Accessories Society

#### 上海市服饰学会配饰专业委员会

Shanghai Fashion Accessories Society Accessories Specialized Committee

#### 温岭市帽业商会

Wenling Cap Industry Chamber Of Commerce

### 胶州市制帽行业商会

Jiaozhou Hats Industry Association

### 义乌市帽业行业协会

Yiwu Caps Association

#### 东莞市制帽行业协会

DongGuan Cap Industry Association

#### 义乌市围巾行业协会

Yiwu Scarf Industry Association

#### 桐庐县横村时尚针织产业联盟

Tonglu Hengcun Fashion Knitting Industry Alliance

#### 上海歌华展览服务有限公司

Shanghai Gehua Exhibition Service Co., Ltd

### 展品范围 Scope of Exhibits



### 2025年展会回顾 Review of Expo 2025

(以下数据包含同期展会相关统计数据 Data includes co-located events)



50,000+

平方米 Net sgm



803

总参展企业 No. of Exhibitors



254

上海帽子围巾手套展参展企业数量

No. of HSGE Exhibitors



26,168

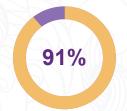
**观众人数** No. of Visitors

### 展商统计 Exhibitor Statistics

254家参展商来自15个产业集群地,分别是青岛、义乌、东莞、温岭、扬州、阳江、张家港、南通8大帽子产业集群地;杭州、桐庐、德清、内蒙古这4大围巾产业集群地;以及蠡县、辛集、嘉祥3大手套产业集群地。

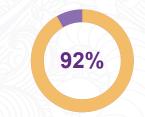
There are 254 exhibitors coming from 15 Industrial cluster. The eight major hat industry clusters are Qingdao, Yiwu, Dongguan, Wenling, Yangzhou, Yangjiang, Zhangjiagang, and Nantong; The four major scarf industry clusters are Hangzhou, Tonglu, Deqing and Inner Mongolia; The three major glove industry clusters are Lixian Xinji and Jiaxiang.

### 参展商反馈 Exhibitior's Feedback



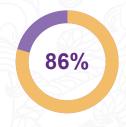
认为这次参展成绩满意至非常好

Concluded the exhibition result from satisfactory to very fruitful



认为这次展会的观众质量为满意至非常好

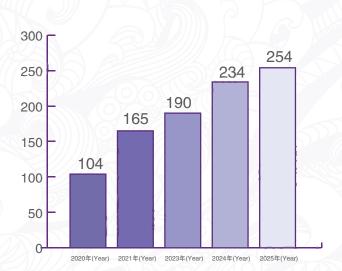
Agreed the visitor quality from satisfactory to excellent



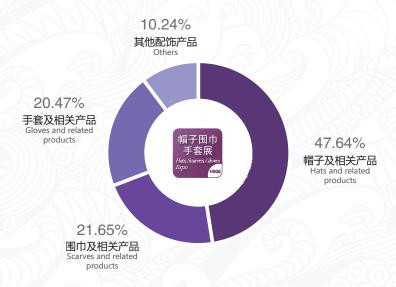
计划参展下届展会

Plan to participate in HSGE 2026

### 参展商数量 Number of Exhibitor



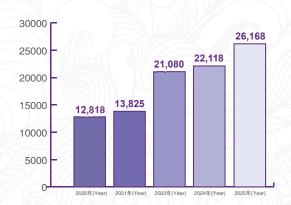
### 参展<mark>商按产品分类</mark> Exhibitors Analysis by Product Category



为期3天的展会共接待26,168名专业观众到场参观,其中海外客商占总观众人数比例约为2.8%。他们来自美国,加拿大,英国,法国,德国,日本,韩国,意大利,瑞士,新西兰,比利时,澳大利亚,新加坡,土耳其,西班牙,波兰,荷兰,泰国,印度,俄罗斯联邦,巴基斯坦,尼泊尔,越南,菲律宾,美属萨摩亚,阿尔巴尼亚,巴拿马,危地马拉,突尼斯,以色列,黎巴嫩,波黑,沙特阿拉伯,阿塞拜疆,乌兹别克斯坦,南非,奥地利,乌克兰,蒙古,马来西亚,哥伦比亚,巴西,肯尼亚,阿尔及利亚,伊朗,哈萨克斯坦,柬埔寨,印度尼西亚,乍得,尼日利亚,埃及,立陶宛,阿联酋,土库曼斯坦,厄瓜多尔,瑞典,布隆迪,爱尔兰,埃塞俄比亚,厄立特里亚等共计60个国家和地区。

The 3-days exhibition attracted 26,168 professional visitors from more than 60 countries and regions including America, Canada, Britain, France, Germany, Japan, South Korea, Italy, Switzerland, New Zealand, Belgium, Australia, Singapore, Türkiye, Spain, Poland, Netherlands, Thailand, India, Russian Federation, Pakistan, Nepal, Vietnam, Philippines, American Samoa, Albania, Panama, Guatemala, Tunisia, Israel, Lebanon, Bosnia and Herzegovina, Saudi Arabia, Azerbaijan, Uzbekistan, South Africa, Austria, Ukraine, Mongolia, Malaysia, Colombia, Brazil, Kenya, Algeria, Iran, Kazakhstan, Cambodia, Indonesia, Chad, Nigeria, Egypt, Lithuania, United Arab Emirates, Turkmenistan, Ecuador, Sweden, Burundi, Ireland, Ethiopia, ERITREA, and etc. Overseas visitors account for about 2.8% of the total number of visitors.

### 观众数量 Number of Visitor



### 观众最感兴趣的产品 Most Interested Products of Visitors



### 观众按行业性质分类 Visitors by Nature of Business



### 观众按地区分类(国内) Visitors by Geographical Origins (Domestic)









# 部分品牌方观众名单 Part of the Brand's Visitor List

































































































































ONLY



Banara in (62)





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### 同期活动 Concurrent Activities

帽子行业创新发展思考与解读
 Seminar on the Thoughts and Interpretation on Innovative Development of Hats Industry





消费者洞察与 2026 年春夏流行趋势
 Seminar on the Consumer Insights and Spring/Summer Fashion Trends 2026

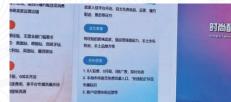






SHEIN 服饰配饰机会类目解读
 Seminar on the Opportunity Category Interpretation for SHEIN Apparel and Accessories







# 现场集锦 On-site Gallery

























# 展位费用

**一、国内企业——室内光地:** 980 元 / 平方米 (36平起订)

**二、国内企业——精品展区:** 11,800 元 / 9平方米(双开口展位加收15%)

**三、国内企业——普通标摊:** 9,800 元 / 9平方米

### **Booth Rates**

International Exhibitors
Space Only: USD 400 / m<sup>2</sup>

Equipped Space: USD 4,000 / 9m<sup>2</sup>

### 联系主办单位 Contact Us

### 展位咨询及预定 Exhibiting Inquiry

电话Tel: +021-61276590

电邮E-mail: Alex@gehua-expo.com

### 参观咨询及媒体合作 Visiting & Media Cooperation Inquiry

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









