



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

2024.3.27-29 上海世博展览馆

Shanghai World Expo Exhibition & Convention Center



聚焦时尚产业细分领域，兼顾行业内外双循环
The Leading Fashion Accessories Sourcing Show of the World

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



2024年展会规模 (预计)

Exhibition Scale 2024 (Estimated)

 **50,000+** 平方米
Net sqm

 **30,000+** 观众人数
No. of Visitors

 **250+** 总参展企业
No. of Exhibitors

 **10+** 同期活动及品牌发布秀
Concurrent activities and brand release show



展会概况 Show Overview

帽子围巾手套等系列产品是消费者追求个性化穿着的标志，也是近些年间时尚产业中发展最快的细分市场之一。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上海国际帽子围巾手套展暨上海国际流行服饰配饰展于2018年在上海首次举办。自创立伊始，展会伴随着行业共同成长、发展壮大，活动汇聚了从生产制造、品牌运作、经销代理、零售经营、进出口贸易、设计、电商等具有敏锐行业触觉的知名企业及渠道商。同时，联合同期各类服饰配饰类展会一起召开，总展出面积达50,000平米，预计超过250个参展商和近30,000名专业观众每年汇聚与此。目前，展会已成为中国乃至全球服饰配饰领域极具影响力的专业盛会之一。

Hats, scarves, gloves and other series of products are the symbol of consumers' pursuit of personalized wear, it is also one of the fastest growing segments in the fashion industry in recent years. The Shanghai International Hats, Scarves and Gloves Expo and Shanghai International Fashion Accessories Expo jointly organized by Shanghai Fashion Accessories Society, Shanghai Fashion Accessories Society Accessories Specialized Committee and Shanghai Gehua Exhibition Service Co., Ltd. were held in Shanghai for the first time in 2018. Since its establishment, the exhibition has been growing with the industry, the exhibition gathers well-known enterprises and channel providers with keen industry sense from manufacturer, Brand operator, distribution agency, retailer, importer, exporter, trader, designer, E-commerce, etc. Meanwhile, the expo was held together with other clothing and accessories exhibitions in the same period. The total area is 50,000 square meters, It is expected to attract more than 250 exhibitors and nearly 30,000 professional visitors. At present, the exhibition has become one of the most influential professional events in the field of fashion accessories in the world.

展馆平面图 Overall Floorplan



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 / 手袋 / 饰品 / 鞋履 / 皮带 / 眼镜
Hats / Scarves / Gloves / Handbag / Jewelry / Shoes / Belt / Glasses

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 / 袜机 / 袜子原材料
Cotton Socks / Silk Socks / Leggings / Machinery / Raw Materials

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



差异化的展会定位 Differentiated Exhibition Strategy

国内乃至全球领先的帽子、围巾、手套及服饰配饰专题性展会。

The leading hats, scarves, gloves and fashion accessories exhibition in China and whole world.

携手上海国际袜业采购交易会 and 上海国际内衣展 分别在不同展馆内同期召开，观众互通，渠道互通。

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

丰富的现场活动聚焦行业热点潮流，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、品牌文化节等活动。此外，企业可以在现场通过商贸展会、直播带货、走秀发布等多样化的方式进行产品的推广。

A variety of on-site activities focused on the fashion trends of the industry, providing a number of business forums, trend release, T-stage show, brand culture festival and other activities for exhibitors and visitors. In addition, enterprises can promote their products through various ways, such as trade fairs, live broadcast, and Catwalk.

获得青岛、义乌、东莞、慈溪、德清等多个产业集群支持，近250家参展商同台竞技。

Supported by Qingdao, Yiwu, Dongguan, Cixi, Deqing and other industrial clusters. Nearly 250 exhibitors gathered in the FAE.

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.

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

同期活动

Concurrent Activities

2024上海国际丝巾设计大赛

Shanghai International Silk Scarf Design Competition 2024

“帽饰之星”2024上海国际帽饰设计大赛

Shanghai International Hats Design Competition 2024

展品范围 Scope of Exhibits



帽子类
Hats



围巾类
Scarves



手套类
Gloves



设备类
Machines



原材料
Materials

2023年展会回顾 Review of Expo 2023

(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 sqm



623

总参展企业
No. of Exhibitors



190

上海帽子围巾手套暨服饰配饰展参展企业数量
No. of FAE Exhibitors



21,080

观众人数
No. of Visitors

展商统计 Exhibitor Statistics



190 家参展商来自 11 个产业集群地，分别是青岛、义乌、东莞、温岭、慈溪 5 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；以及蠡县和辛集的 2 大手套产业集群地。

There are 190 exhibitors coming from 11 Industrial cluster. The five major hat industry clusters are Qingdao, Yiwu, Dongguan, Wenling and Cixi; The four major scarf industry clusters are Hangzhou, Tonglu, Deqing and Inner Mongolia; The two major glove industry clusters are Lixian and Xinji.

参展商反馈 Exhibitor's Feedback

90%

认为这次参展成绩满意至非常好
Concluded the exhibition result from satisfactory to very fruitful

92%

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

85%

计划参展下届展会
Intended to participate in 2024

参展商数量 Number of Exhibitor

69家

2018年(year)

134家

2019年(year)

104家

2020年(year)

165家

2021年(year)

190家

2023年(year)

250家

2024年(year)(预计)

参展商按产品分类 Exhibitors Analysis by Product Category

48%

帽子及相关产品
Hats and related products

26%

围巾及相关产品
Scarves and related products

23%

手套及相关产品
Gloves and related products

3%

其他
Others



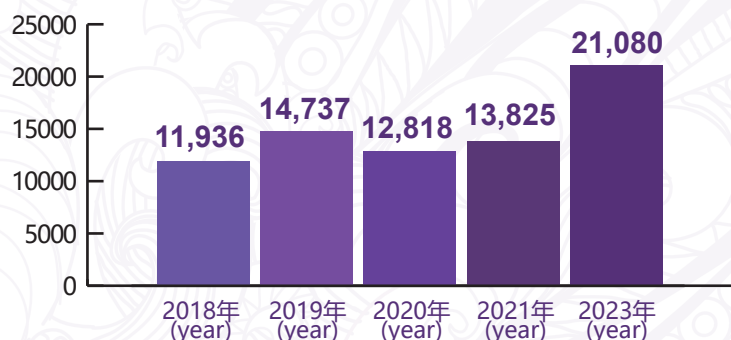
观众分析 Visitors Statistics

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

为期3天的展会共接待参观21,080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%,他们来自韩国、蒙古、日本、也门、印度、巴基斯坦、尼泊尔、土耳其、朝鲜、哈萨克斯坦、吉尔吉斯斯坦、沙特阿拉伯、泰国、土库曼斯坦、乌兹别克斯坦、科威特、黎巴嫩、孟加拉、斯里兰卡、新加坡、叙利亚、以色列、越南、俄罗斯联邦、德国、意大利、比利时、荷兰、西班牙、法国、瑞典、芬兰、塞尔维亚、匈牙利、美国、加拿大、多米尼加、埃及、肯尼亚、利比亚、南非、苏丹、哥伦比亚、智利、委内瑞拉、澳大利亚,共计46个国家和地区。

The 3-days exhibition attracted 21,080 professional visitors from more than 46 countries and regions including South Korea, Mongolia, Japan, Yemen, India, Pakistan, Nepal, Turkey, North Korea, Kazakhstan, Kyrgyzstan, Saudi Arabia, Thailand, Turkmenistan, Uzbekistan, Kuwait, Lebanon, Bangladesh, Sri Lanka, Singapore, Syria, Israel, Vietnam, the Russian Federation, Germany, Italy, Belgium, the Netherlands, Spain, France, Sweden, Finland, Serbia, Hungary, United States, Canada, Dominica, Egypt, Kenya, Libya, South Africa, Sudan, Colombia, Chile, Venezuela, Australia, etc. Overseas visitors account for about 2% of the total number of visitors.

观众数量 Number of Visitor

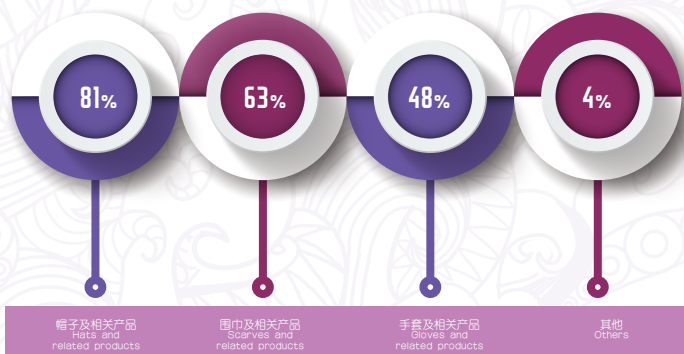


观众按行业性质分类 Visitors by Nature of Business



观众最感兴趣的产品

Most Interested Products of Visitors



观众按地区分类

Visitors by Geographical Origins(国内 Domestic)



部分受邀观众 Parts of The Exhibitors



展会集锦 Photo Gallery



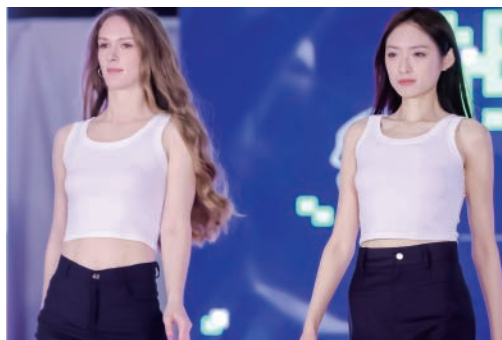
展品图片 Exhibits



◆ 2023/2024春夏帽子帽饰流行趋势发布秀
2023/2024 Spring/Summer Hats Fashion Trend Show



同期活动
Concurrent Activities



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展位费用

- 一、国内企业——室内光地：900 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 300 / m²

Equipped Space: USD 3,000 / 9m²

联系主办单位Contact Us

展位咨询及预定 Exhibiting Inquiry

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