

news +++ Interior Lifestyle China
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CHINA

Interior Lifestyle China 2024 strengthen inroads of high-quality global products into domestic market

Shanghai, 28 October 2024. The 14th edition of Interior Lifestyle China, a vibrant showcase of exquisite, design-driven lifestyle products, recently concluded after taking place from 10 – 12 October at the Shanghai Exhibition Centre. The show attracted 9,016 visits from buyers eager to connect with nearly 200 selected brands from 26 countries and regions, including Germany, Hungary, Korea, and many others. Concept-oriented zones and a trend-focused fringe programme aligned seamlessly with market demands, while the diverse product offerings reflected the ever-evolving lifestyles of consumers, particularly with a noticeable increase in eco-friendly items across major categories. With many participants praising product quality, this year's fair successfully facilitated connections between industry leaders and a wide range of segmented retail channels, both novel and traditional, further opening up opportunities in the promising Chinese market.

At the show, exhibitors seeking to elevate consumer lifestyle ideals converged to display products spanning homeware, furniture, decoration, travel accessories, outdoor goods, and gifts, imbued with the cultural and economic shifts shaping the industry. The growing demand for exceptional lifestyle items underscored the market's appetite for premium offerings, marking the fair as an important business platform.

Speaking at the show's close, Mr Edward Che, General Manager of Messe Frankfurt (Shenzhen) Co Ltd, commented on the strength of this year's show: "As many global brands recognise the immense potential in the Chinese market, Interior Lifestyle China has become essential for suppliers looking to expand. That is reflected in the strong international brands showing this year, with the curated product showcase meeting the demand for high quality, aesthetically pleasing, and personalised lifestyle items. The fair also facilitated the merging of B2B and B2C commerce, attracting diverse sectors and opening new buyer channels, including social media and e-commerce platforms. Additionally, thoughtful brand expansion strategies via various retail channels, such as the business matching programme and an award-winning fragrance display, were key to the show's success."

With the Chinese social media platform REDnote gaining significant influence for enhancing personal lifestyle and design through user-generated content, lifestyle bloggers play a crucial role in strengthening brand identity and expanding consumer reach in the Chinese market by sharing their product experiences. Audiences on the platform are willing to spend slightly more for refined, aesthetic lifestyle items, allowing the trade fair's

partnership with REDnote to not only effectively connect ideal products with buyers, but also provide international brands with a pathway into the market.

Exhibitors pleased with relevant channels and on-trend buyer demand

The exhibition's themes, "Home – Everything for Daily Life", "Gifting – A Celebration of Self-Care", and "Travel – Integration into Everyday Living", captured modern concepts and further showcased the evolution of retail trends. The new Jewellery and Urban Lifestyle Zones effectively diversified the product categories.

Ms Amanda Peng, Marketing Director of Beijing APOUS Trading Co Ltd, highlighted the exhibition's strategic alignment with APOUS's role as an exclusive distributor for a variety of international brands like Netherlands' Fatboy, USA's Swell, and many more: "In light of the current economic climate, we are actively adjusting to the changing trends in B2B and B2C markets. We have explored new strategies, including representing more new brands, and expanding our online live-streaming to promote our products. The additional buyer channels at the exhibition align with our direction- we are pleased with the addition of fragrance and outdoor categories, and the collaboration with REDnote."

Interior Lifestyle China excels as a facilitator for building business networks, as noted by Mr Andy Chen, Managing Director of China at Gilde, a company specialising in home accessories and gift items: "We are excited to expand beyond Europe, with China as a key focus for our growth. Recognising the differences between Chinese and Western lifestyles, we see significant potential in China's home market. Our goal is to introduce the finest German design aesthetics through high-end stainless-steel products. The fair connected us with premium dealers and agents across China, enabling us to reach affluent consumers."

Increasingly gaining prominence at each edition, the rising demand for eco-friendly products was strongly evident at this year's show, with exhibitors emphasising ethical sourcing to support sustainable living. Ms Ruby Huang, Marketing Supervisor of Gudee, a Taiwanese brand, highlighted their commitment to natural bamboo: "There is a growing focus on designs that utilise natural materials to capture chic and trendy concepts. We see significant development opportunities, as sustainability is a topic of great interest across all industries. We are dedicated to innovating our designs, aiming to create more environmentally friendly items that meet consumers' needs."

Buyers share their purchasing experience

The show brought together over ten buyer delegations representing various retail channels, with delegates hailing from Suzhou, Nanjing, Beijing, Shanghai, Chengdu, and other areas across China. Mr Xiao Feng, Merchants Director of Wang Fu Jing Xi Dan Department Store, a prominent domestic retail establishment, stated: "As a relatively traditional commercial entity, we are actively seeking transformation towards new retail. We have been eager to join this trade fair, as the selected products reflect our style, and the various brands exemplify quality living, matching our department store's positioning. The organisers also showcased various retail business models on-site, including live streaming and collaborative IP zones, providing us with great inspiration."

Ms Zhang Jiang Ling, Head of Xinjiang Urumqi Huadi Home Living Company, commented on the diverse brands present: "Entering Interior Lifestyle China felt like stepping into a

fusion of art and life. The event gathered numerous top home brands, with products that not only met consumers' practical needs but also reflected the designers' ultimate pursuit of aesthetic lifestyles. These offerings align closely with the home products I manage, and the design concepts and craftsmanship left me in awe, setting a new benchmark for quality and design.”

Leveraging social media to engage retailers and influencers

Recognising REDnote as a vital sales network in the country, Interior Lifestyle China has emphasised it as a key strategy for industry professionals. Brands without local distributors or physical retail locations in China can leverage influencer promotions to assess consumer engagement before entering the market, making it a valuable launchpad. The fair featured a number of influencers conducting live-stream selling, showcasing effective strategies to boost sales.

Ms Kelly Fu of TG DESIGN, a designer and home aesthetics blogger with 15,000 followers, shared her experience: “Consumers are becoming more knowledgeable about product materials, performance, functionality, and design. The varied products displayed a great harmony, from exquisite ceramics to Nordic kitchenware and modern minimalistic items. The exhibition’s atmosphere was exceptional, featuring high-quality exhibitors and products perfectly suited for REDnote’s audience. Many retail brands want to create a strong online presence, and I aim to use my expertise to assist them.”

Insights on lifestyle trends and diverse retail strategies

The fringe programme at Interior Lifestyle China featured insightful seminars that sparked creativity and promoted knowledge exchange. Trend expert and journalist Mr Stefan Nilsson from Trendstefan AB spoke at Retail Academy, encouraging attendees to revitalise physical interactions to complement their online presence: “It’s essential for retailers to create compelling in-store activities that attract visitors – whether it’s offering free coffee on Thursdays, hosting tastings, or organising fashion shows. When consumers have reasons to come into the store, making a purchase becomes a natural outcome.”

He also highlighted the impactful role of Interior Lifestyle China in fostering business interactions: “Today, fairs are not just about placing orders, they are about building relationships, discussing collaborations, and enhancing brand visibility through shared experiences. Interior Lifestyle China allow diverse brands to converge, facilitating meaningful conversations that extend beyond mere transactions. As we navigate this evolving landscape, we must recognise our shared desire for connection and engagement.”

Industry experts also addressed topics such as home fashion and strategies for accelerating growth in e-commerce platforms, while Ms Vivi Wang, Executive Editor of Commercial Real Estate Reservation Magazine and a speaker at “The Future of Retail”, discussed changing consumer behaviours and their impact on the industry: “Today’s consumers have increasingly diverse needs; a good life is no longer defined by big houses and luxury cars. There is a greater focus on balancing physical and mental well-being, alongside heightened emotional awareness and spiritual pursuits. People are also more open to sustainable products and shared consumption, presenting both opportunities and challenges for the lifestyle industry.”

Interior Lifestyle China is a leading international fair for homeware and lifestyle products, gathering mid-range and high-end exhibitors from around the world to showcase their latest, quality products and to access the Chinese market. The fair is organised by Messe Frankfurt (Shenzhen) Co Ltd and United Asia International Exhibition Group. The next edition will take place in October 2025. For more information, please visit www.il-china.com.

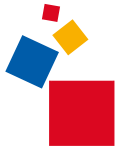
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Background information on Messe Frankfurt

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With a workforce of some 2,300 people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2023 were more than € 609 million. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt's key strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. We are using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity.

For more information, please visit our website at: www.messefrankfurt.com/sustainability

With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

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Background information on United Asia International Exhibition Group

Established in 2001, the United Asia International Exhibition Group (UAEC) is a professional online international exhibition group founded upon Sino-German cooperation, and is one of the largest organisers of international trade fairs in China. UAEC is authorised by the Ministry of Public Security of China as an intermediary agency for private entry and exit. As a professional member of UFI and IAEM, UAEC has been recognised for its quality management system and corporate credit grading, earning certificates of ISO9001 and AAA rating.

Both at home and abroad, UAEC has successfully organised and introduced many international fairs to Chinese companies by leveraging its extensive network and comprehensive suite of online platforms to facilitate seamless connections between exhibitors and buyers. The platforms include MatchupExpo (an online international exhibition platform), MatchMarket (a B2B online trading platform), Globalbuyer (a platform for targeting the desired buyers), and more. UAEC also provides overseas inspection services, and facilitates in planning, operation, and management of international exhibitions.