

interiorlifestyle
CHINA

12 – 14 September 2025
Shanghai Exhibition Centre

Better life
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www.il-china.com



Organisers:  messe frankfurt

 联亚国际展览集团
UNITED ASIA INTERNATIONAL EXHIBITION GROUP

 Exclusive cooperation platform

Revamped trade fair experience: A platform for curating stylish lifestyle products



Since its inception in 2007, Interior Lifestyle China has become China's leading trade fair for home and lifestyle products. The event gathers global lifestyle brands, showcases cutting-edge products, and supports brands in entering and expanding within the Chinese retail market, creating new business opportunities and sales channels.

Consumers are increasingly seeking high-quality, aesthetically pleasing, and personalised lifestyle products. To meet this trend, Interior Lifestyle China continuously optimises its exhibition strategies through carefully designed exhibition zones, creative product displays, dedicated thematic areas, and engaging interactive experiences. The fair aims to deliver a fresh visitor experience, further enhancing its influence and boosting brand recognition.

Multi-faceted marketing to boost brand influence

Expanding buyer networks with year-round special events

The fair collaborates with top-tier and popular lifestyle events such as the high-end fashion designer brands fair "Showroom Shanghai" and the fragrance event "Notes Shanghai." These partnerships provide targeted access to trend-conscious buyers, designers, and fragrance and help brands connect with premium buyer groups.

Ongoing promotions to strengthen brand-consumer connections

Interior Lifestyle China has established a partnership with REDnote (Xiaohongshu) to enhance brand visibility through online interactions, complementing its offline events and providing year-round exposure opportunities.

 The show gathered nearly 4 million impressions on REDnote in 2024

A variety of marketing strategies such as press coverage, e-newsletters, roadshows, pop-up events, and business matchmaking services, are all aimed at helping brands build stronger, long-lasting connections with key buyers.



Buyer groups

Offline channels

Traditional retail channels: Retail stores / chain stores / department stores / home and furniture stores / supermarkets / mail-order business / e-commerce / wholesale trade / distributors / commercial agents / importers / exporters / design studios / interior designers / architects / hotel and catering industry / construction and housing industry / manufacturing industry / organisations / associations / public authorities / universities / colleges

Emerging retail channels: Lifestyle stores / buyer stores / gift stores / cross-border retail stores / pet stores / mother-and-baby stores / tourist souvenir stores / 3C video game experience stores / art bookstores



Lomonosov

Online channels

KOLs / KOCs / e-commerce platforms / content-driven e-commerce / specialty e-commerce / community sellers / community e-commerce

Other channels

Lifestyle enthusiasts / "Prosumers" / content creators / extended lifestyle sectors



The year-round promotional campaign

February

- Ambiente

March

- Interior Lifestyle China X Showroom Shanghai
- Interior Lifestyle China X Notes Shanghai
- Interior Lifestyle China X REDnote Chengdu Pop-up

June

- Interior Lifestyle Tokyo

September

- Interior Lifestyle China X Notes Shanghai

October

- Interior Lifestyle China – Showroom Shanghai special showcase

December

- Interior Lifestyle China – Christmas and New Year Market

In addition, Interior Lifestyle China 2025 features an exciting partnership with REDnote to offer exclusive, year-round training courses specifically designed for brands. These courses aim to enhance industry knowledge and equip participants with the tools to excel within REDnote's specialised online ecosystem.

**The above is the promotional plan for 2025. For the event details and pricing, please refer to the final information provided by the organiser.*



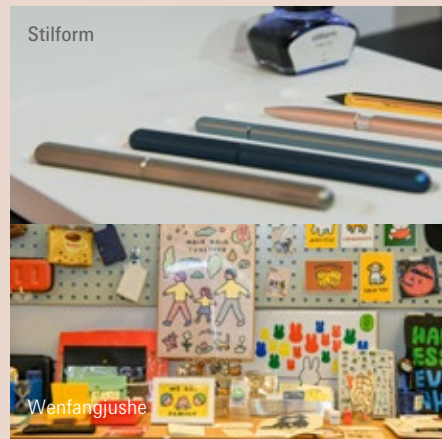
Product groups

Gifting

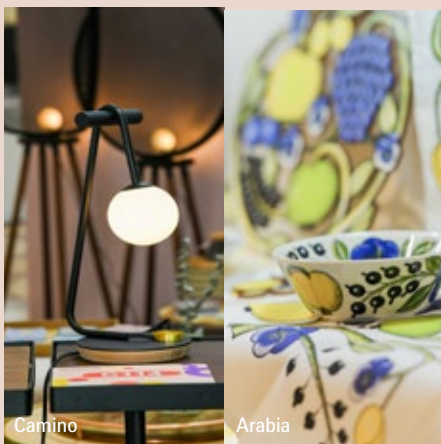
A Celebration of Self-Care

Arts & crafts / stationery / floral art & accessories / room fragrances, candles / jewellery / trend-oriented gift articles / designer works / gourmet gifts / designer toys

Stilform



Wenfangjushu



Camino

Arabia

Glass, crystal / porcelain, ceramics / silverware, silver plated utensils / plastic ware / cookware / kitchen equipment and appliances / table equipment and decorations / small electrical appliances / furniture and accessories / wall decorations / lightings and accessories / mirrors, clocks, photo frames / garden & accessories / furnishing / home textiles

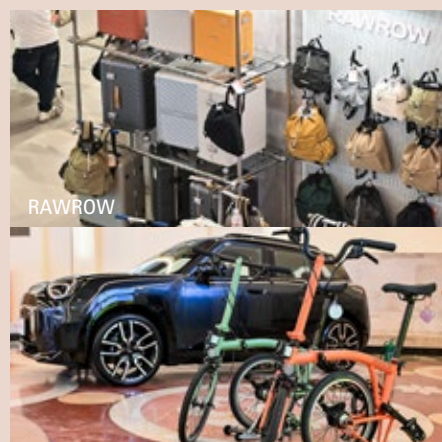
Home

Everything for Daily Life

Travel

Integration into Everyday Living

Consumer electronics / beauty and wellness products / coffee-ware and coffee equipment / coffee shops / bar and drinks-related equipment / camping and outdoor products / travel accessories / hospitality products

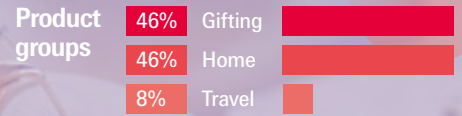


RAWROW

2024 show figures

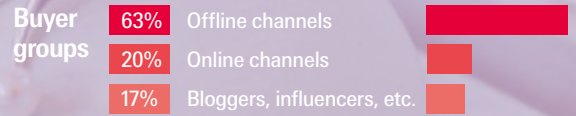
Exhibitor figures

188 selected brands
26 countries and regions (including Germany, Hungary, Korea, and many others)

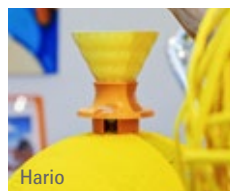
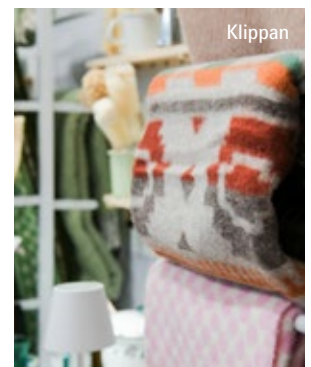
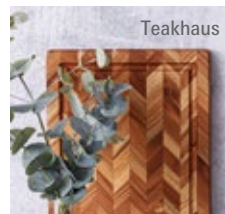
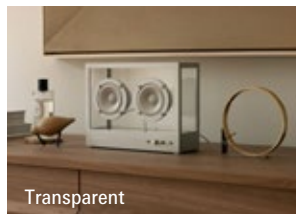
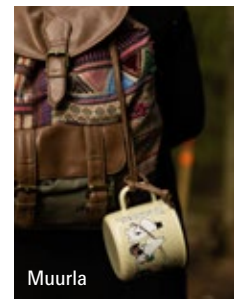
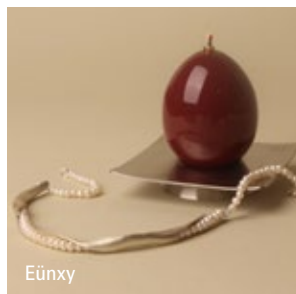
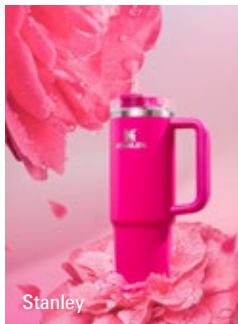


Visitor figures

9,016 visits from both online and offline retail channels in China



Selected participating brands



Interior Lifestyle China 2025

Show date: 12 – 14 September 2025

Participation Raw space RMB 2,160 / sqm

Fee: Standard booth RMB 2,960 / sqm

*Additional Fees (occur upon your request)

2-side opened: +5% of total cost

3-side opened: +10% of total cost

4-side opened: +15% of total cost

6% VAT included in all price

*Book a booth by 31 May 2025 to enjoy a 15% early bird discount

Organisers: Messe Frankfurt (Shenzhen) Co Ltd

Jiangsu United Asia International Exhibition Co Ltd

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