

时尚生活方式展
interiorlifestyle
CHINA

12 – 14.9.2025
Shanghai Exhibition Center

**Better Life
Starts Here**



Messe Frankfurt Industry Events Around the Globe

conzoom circle



Messe Frankfurt Global Lifestyle Fairs Network

Frankfurt, Germany

AMBIENTE

(World's largest, covers the entire industry chain)

4,928 exhibitors, **360,000** m²,

140,000 visitors
(2024 figures)

ambiente

Frankfurt, Germany
ambiente.messefrankfurt.com

Dubai, UAE

gifts & lifestyle

MIDDLE EAST

Dubai, United Arab Emirates
giftslifestyleme.com

Gifts & Lifestyle Middle East

(Concurrent with Paperworld)

615 exhibitors, **10,000+** visitors
(2024 concurrent fairs figure)

Tokyo, Japan

Interior Lifestyle Tokyo

(Japanese high-end interior market)

507 exhibitors, **16,577** visitors
(2024 figures)

interiorlifestyle

TOKYO

Tokyo, Japan
interior-lifestyle.com

interiorlifestyle

CHINA

Shanghai, China
il-china.com

Shanghai, China

Interior Lifestyle China

(Lifestyle products and design products)

188 brands, **9,016** visits
(2024 figures)

Interior Lifestyle China

- An Ambiente brand show in China

时尚生活方式展
interiorlifestyle
CHINA

Rooted in the Industry since 2007

- Focus on China retail market for lifestyle brands for 18 years
- Strategically located in the heart of Shanghai – most international and trend-forward city in China

Global Brands, Local Channels

- Showcase over 90% high-quality international brands
- Global resources and expertise from the Group
- Expanding China's new sales channels
- Integrated channel buyers and marketing solution

Year-round Online & Offline Promotion

- Not only a 3-day fair, but also a year-round promotional platform
- Roadshows and pop-up events throughout the year
- An effective platform to build up business network and obtain market updates



Visitor Profile Expansion

Emerging offline channels

10,000+ Core Buyers
Lifestyle stores / buyer stores / gift stores / cross-border retail stores / pet stores / mother-and-baby stores / tourist souvenir stores / 3C video game experience stores



New vertical channels

5,000+ Core Buyers
Hotels / restaurants / coffee shops / art bookstores



Traditional offline Channels

5,000+ Core Buyers
Retail stores / chain stores / department stores / large scale furniture stores / supermarkets / wholesale trade / distributors / commercial agents / importers / exporters



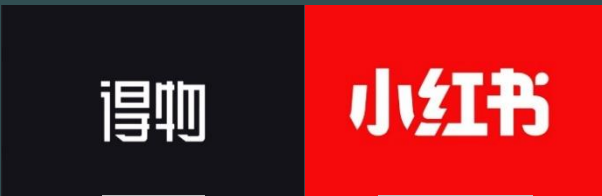
Emerging online channels

5,000+ Core Buyers
Lifestyle influencers / e-commerce platforms / content-driven e-commerce / specialty e-commerce / community sellers / community e-commerce

Year-round Promotion Activities



Interior Lifestyle China 2024 Channel Buyers (Partial)

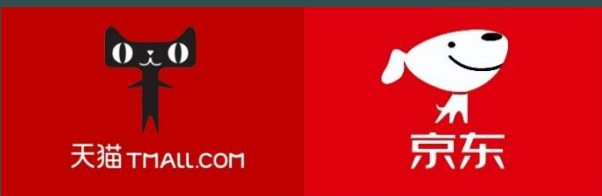


Dewu

REDnote

- REDnote (Xiaohongshu)
- Dewu
- JD
- Tmall
- TikTok
- Vipshop

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Tmall

JD

- DOHMC
- YEPOM
- LuoLai
- DIY Home
- Mokaki Home

.....



YEPOM

LuoLai

- Ziinlife
- DongLiang
- Sundan Life
- FNJI

.....



FNJI

Sundan Life



- SKP Beijing
- Chengdu Cosmo
- Hubin Yintai in77
- Bailian Group
- Luxe Lakes CPI
- Beijing Wangfujing

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- The Peninsula
- HomeBase
- Grand Mercure
- Jardin de Jade

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- Shanghai Library
- Suzhou Silk Museum
- Sunrise Duty Free
- Tsutaya Books

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SKP Beijing

Luxe Lakes CPI



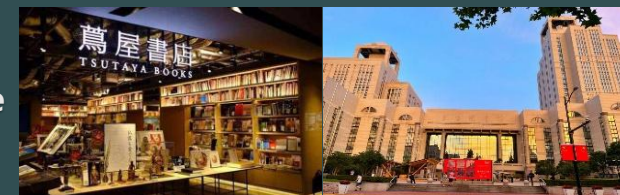
Century Link Tower

COSMO



The Peninsula

Hubin Yintai in77



Tsutaya Books

Shanghai Library

Interior Lifestyle China 2024

9,016 visits, **86%** of visitors influence on purchasing/procurement decisions, and **74%** of decision-makers are placing orders.



Traditional retail channels

Buyer channel proportion

38.3%



Emerging retail channels

20.3%



Emerging online channels

19.8%



Social media/
content creator/
influencer

16.8%



Hospitality channels

4.8%

Buyer interest products

Houseware

53%

Arts &
crafts

45%

Gift items

33%

Tableware

33%

Interior
products

29%

Furniture

27%

Kitchenware

25%

Home
textiles

21%

Seasonal
decoration

12%

Garden &
accessories

10%

2025 Show Theme - Lifestyle Alive

[Home] Everything related to Our Daily Lives

Glass, crystal / porcelain, ceramics / silverware, silver plated / 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



[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



[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



CAMINO



LUNTAYO



ASVEL



TEAKHAUS



2024 Exhibiting brands at a Glance

LEGNOART



FROC



SWELL



MUURLA



SABRE PARIS



LC LIVING



LOMONOSOV



HEREND



2024 Exhibiting brands at a Glance

TVS



ZUUTii



FINAMILL



L'ATELIER DU VIN



TRANSPARENT



Art de Lys



FRIDOLIN



GUDEE



2024 Exhibiting brands at a Glance

RAWROW



KAWECO



LEUCHTTURM 1917



LASESSOR





CLAUDE DOZORME



TIMON



HOPTIMIST



Collins

2024 Exhibiting brands at a Glance



HARIO LAMPWORK FACTORY



WARMPACA



POLARBOX



長谷川

More than a Three-day Fair

Industry events foster business and trade exchanges

- Expand buyer & brand resources
- content driven social media promotions
- business matching program
- online events
- Lifestyle everywhere project



VIP dinner



Overseas show salon



Special displays at Overseas fairs



Overseas business trip



Brand new product launch



Live streaming

More than a Three-day Fair

Expand activities to grasp market opportunities

- enhance market publicity
- promote offline sales



Press conference



Lifestyle everywhere

Sign up early to enjoy the full offerings throughout the year!



2024 Fair at a Glance



Facts and Schedule 2025

Interior Lifestyle China 2025

Date: **12 - 14 September 2025 (Fri - Sun)**

Venue: **Shanghai Exhibition Centre**



Participation Fee

Raw space

RMB 2,160 / sqm

Standard booth package

RMB 2,960 / sqm

*Each 9sqm booth includes booth construction, side & rear partitions, wall-to-wall carpet, 3 Spot lights, 1 socket outlet, 1 information cabinet, 1 table & 2 chairs, 3 shelves, 1 waste bin, daily booth cleaning

*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

*Subject to change, information as of Jan, 2025

Marketing Schedule 2025

Interior Lifestyle China 2025

Date: **12 - 14 September 2025 (Fri - Sun)**

Venue: **Shanghai Exhibition Centre**

Jan – Aug	<ul style="list-style-type: none">• Buyers recruitment• E-newsletters promotion• Official social media platforms promotion
Aug - Sep	<ul style="list-style-type: none">• REDnote posts• Collaborative promotion with influencers and media• Cooperative advertising with offline stores
Sep	<ul style="list-style-type: none">• Fair Opening

Promotional Projects

Official Social Media Platforms

Official Account, REDnote, Instagram, Facebook and LinkedIn

E-newsletters

To 150,000+ trade buyers

REDnote Promotion

Official partnership - offering exclusive, year-round training courses for designated brands

Collaborative Promotion with Influencers, Media & Stores

Collaboration with TikTok, video Account, buyer group leaders, industry media, offline stores, etc. to promote pre-event contents

*Subject to change, information as of Jan, 2025

2025

New business opportunities await !

Contact us

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