

interiorlifestyle
CHINA

8 – 10 October 2026
Shanghai Exhibition Centre

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Organisers:  messe frankfurt

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

小红书

Exclusive cooperation platform

Charting a borderless future for contemporary living



Since its launch in 2007, Interior Lifestyle China has grown into the country's leading trade fair for home and lifestyle products. The show brings together high-quality lifestyle brands from around the world, showcases trending new products and innovative design concepts, and supports international players enter and expand within the Chinese retail market, fostering new business opportunities and diversified sales channels.

Interior Lifestyle China artfully unites diverse segments of the lifestyle industry. In doing so, the platform creates a dynamic community where brands and buyers can connect and highlights innovative cross-sector showcases through digital exposure – like the show's collaboration with RedNote. Various fringe events further deepen the modern lifestyle concept, reinforcing the fair's role as a catalyst for industry evolution.

Redefining the exhibition experience with a 360° approach

Executing year-round marketing across all buyer channels

Interior Lifestyle China will further strengthen its integrated marketing approach. The main fair in October is complemented by a year-round promotional campaign – including roadshows, pop-up events, special showcases, bazaars, training sessions, and live streams – offering comprehensive 360° support which enables exhibitors to consistently maximise synergy between in-person and online activities.

Ongoing promotions strengthen brand-consumer connections

Interior Lifestyle China works in close collaboration with RedNote, leveraging a series of online and offline interactive initiatives to continuously drive traffic to the fair and secure year-round exposure opportunities for participating brands. On RedNote in 2025, the show:

- exceeded 1 million views
- gained over 3 million impressions

Overall, a variety of marketing strategies, including social platforms, e-publications, cooperative media, 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 businesses / 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

Bordallo Pinheiro



Established & SONS



Sabre Paris



Papoose Toys



Sezzatini



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

Roadshows

Pop-up events

Special showcases

Bazaars

Training sessions

Live streams



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



HOME Everything for Daily Life

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

TRAVEL Integration into Everyday Living

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



2025 show overview

Exhibitor figures

226 selected lifestyle brands, representing a 20% increase compared to 2024

27 countries and regions (including Belgium, Denmark, Finland, France, Germany, Italy, Japan, the Netherlands, Portugal, Spain, Switzerland, and many others)

Visitor figures

9,123 visits from retail (both online and offline) and influencer channels

Top 10 visiting provinces and cities in China: Shanghai, Zhejiang, Beijing, Jiangsu, Guangdong, Tianjin, Shandong, Jiangxi, Chongqing, Henan

Buyer groups

55% Offline channels
25% Online channels
13% Other channels
7% Influencer channels

Interior Lifestyle China has been a resounding success, attracting high-quality visitors from day one. We engaged with a wide range of ideal clients – from top-tier distributors and industry influencers to promising strategic partners – all strongly aligned with our target group. This fair continues to be an essential platform for expanding our customer base, highlighting our latest technologies, and forging lasting global partnerships.

Mr Volker Hasso Hasbargen

CEO, Taio Living

(distributor of brands such as LA ROCHERE, Redecker, and more)
(2025 exhibitor)

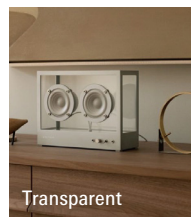
This year's fair featured an impressive array of high-calibre international brands, underscoring the sustained momentum of the interior lifestyle sector. European and global exhibitors stood out with exceptional displays, elevating the show's prestige and reaffirming its commitment to innovation and excellence – thereby setting a new benchmark for the industry. I have already placed orders and am highly satisfied with both the product quality and the collaborative experience.

Mr Tao Wang

Founder, Meijiamei Home Living Hall

(2025 visitor)

Selected participating brands



Interior Lifestyle China 2026

Show date: 8 – 10 October 2026

Participation Raw space RMB 2,160 / sqm

fee: Standard booth RMB 2,960 / sqm

*Additional Fees (incurred upon exhibitor 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 2026 to enjoy a 15% early-bird discount

Organisers: Messe Frankfurt (Shenzhen) Co Ltd

Jiangsu United Asia International Exhibition Co Ltd

Contact: Messe Frankfurt United Asia International

Ms Ellery Cheung Ms Tracy Wang

Tel: +852 2230 9287 Tel: +86 25 8469 2648



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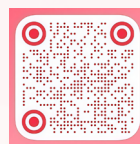
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