

News & Information

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The Shanghai Fashion Culture Festival Committee has announced that the Shanghai Fashion Week will be held conjointly with Mode Shanghai at the same venue, Shanghai World Expo Center, during the same period.

Shanghai, China, January 3, 2011 - Today, the Shanghai Fashion Culture Festival Committee announced that from 2011, the Shanghai Fashion Week 2011 will be held conjointly with Mode Shanghai 2011 at the same venue, Shanghai World Expo Center, in the same period.

The two main events of the 17th Shanghai International Culture Festival include a number of programs such as the latest trend release by the latest global brands and the introduction of creative brands. The great synergy is expected to make Shanghai Asia's fashion hub along with the strong expansion of the fashion market around Shanghai.

Shanghai International Fashion Culture Festival

Shanghai International Fashion Culture Festival is one of the most important annual festive activities organized by the Shanghai Municipal City Government. It has so far been held successfully for 16 editions. The aim of Shanghai International Fashion Culture Festival is to promote "fashion for the world."

Mode Shanghai

Mode Shanghai is a leading international fashion trade show in Shanghai and will be the highlight of the Shanghai International Fashion Culture Festival, which is organized by the Shanghai Municipal City Government. After the success of the Shanghai World Expo, Mode Shanghai 2011 is the first trade show to be held at the Shanghai World Expo center venue.

Shanghai Fashion Week

The main activities of Shanghai Fashion Week are the showcasing of leading brands and the organization of fashion forums. In addition to offering the best brands and showcasing the latest trends, Shanghai Fashion Week provides both an international and a domestic fashion circuit to allow for a better understanding of consumer expectations.

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