



# FASHION ACCESS

Bags|Footwear|Leathergoods|Travelware  
Fashion Accessories | Leather Garments

**19 - 21 MARCH 2024**

**HONG KONG**

[www.aplf.com](http://www.aplf.com)

# Asian Fashion Retail Market

Between 2012 and 2019, the global fashion industry's value increased from USD1.5 trillion to 2.5 trillion, and Asia is accounting for over 60% of such growth.

In 2020, the Asia-Pacific region accounted for approximately 42% of global fashion retail sales.

By 2025, over 50% of global apparel and footwears sales is expected from Asia.



# ASIA Fashion Retail Market

**China** is the largest fashion retail market in Asia and also the largest in the world, accounting for 26% (330b) of global sales in 2020, followed by **Japan** (69.7b) , **South Korea** (30.5b).

**Hong Kong** and **Singapore** are regional headquarters of many fashion brands with buying offices and flagship stores set up.

## Spending on apparel and footwear :

Japan	\$1,000	vs	Italy	\$580
Singapore	\$1,000		France	\$860
Hong Kong	\$900			
South Korea	\$600			
China	\$400			

(US\$ /person/year)



# ASIA Consumes 56% of world's footwear

**China** – world's number 1 on footwear consumption, and the fifth importer of shoes in terms of value.

**Japan** (worldwide number 6) and **South Korea** (rank 16) - more than 90% of shoes in the market are imported.

The footwear market in **Southeast Asia** was worth approximately US\$19.6 billion in 2020. Consumers in the region are becoming increasingly interested in premium footwear, particularly those that offer good value for money.



## For the Asia's Diverse and Dynamic Fashion Retail Markets

**Fashion Access** - a global showcase of the latest collections in bags, footwear, leather goods, travel ware, fashion accessories and leather garments targeting the middle to premium fashion markets.

On the show floor there will be independent brands in the ***Fashion Access Showroom***, as well as Original Equipment Manufacturers (OEM) in the ***Fashion Access Sourcing***.

**Fashion Access** is strategically co-located with **APLF Leather** and **Materials+** to offer an extensive and inclusive fashion and leather supply chain to source from.

**Fashion Access Showroom** is an exhibition with end consumers in mind, so that trend, sustainability, craftsmanship, price point and marketability are highlighted.

**Fashion Access Showroom** welcomes retailers of middle to premium price points to look for the right fashion brands for Fall-Winter 2024 and Spring-Summer 2025 seasons.

# Who should exhibit at Fashion Access Showroom?

## Brands

Independent fashion labels wanting to tap into Asian retail market

## Fashion Products

- Bags
- Fashion Accessories
- Small Leather Goods
- Footwear
- Garments
- Fashion Jewelry
- Travelware





# Who will you meet at Fashion Access Showroom?

- Buying Offices
- Department Stores
- Retailers & Boutiques
- Multi-brands Agents
- Importers & Distributors





# Which are the target buying countries?

Japan

South Korea

Hong Kong

Singapore

China

+ Asia Pacific countries



# Who will be invited

Japan



# Who will be invited

## South Korea



SHINSEGAE



BOONTHESHOP

# Who will be invited?

## Hong Kong

---

*Lane Crawford*

I.T

JOYCE

kapok

TASSELS

SWANK

HARVEY  
NICHOLS

## Southeast Asia

---

ZALORA

 SOGO

CENTRALGROUP

SIAM  
PIWAT

 blibli.com  
BIG CHOICES BIG DEALS

## China

---

  
Alibaba Group

 天虹  
分享生活之美

Belle 百麗國際  
International

 JD.COM

  
万达集团  
WANDA GROUP

HLA  
海澜之家

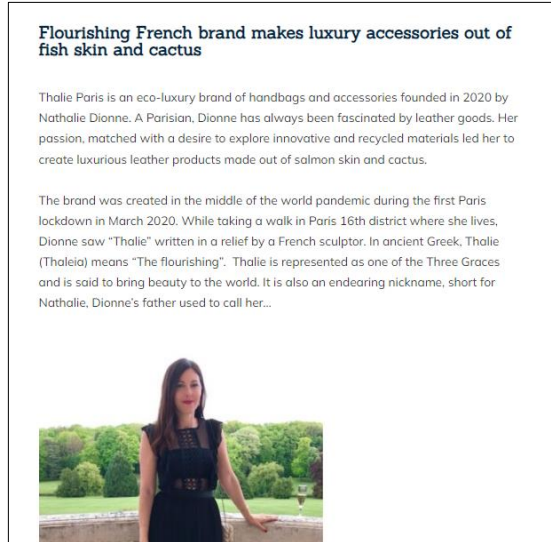


# What will exhibitor get?



Booth in the best location

+



Media feature

+



Business matchings with key buyers

+ your digital catalogue on [www.sampleroom.online](http://www.sampleroom.online)



# Showroom Format

- Create a department store shopping experience for the buyers
- Café area for meeting and networking
- Onsite activity – trend area, window display area, fashion talks, entertainment, networking party







# Booth Design Objectives

- A sustainable booth design
- An open, welcoming booth layout which put your products in the spotlights
- Flexible and adjustable display facilities - select and add according to your needs to show the best of your products





# Booth Package



One-sided open



Two-sided open





# Media Feature

## Local

For Fashion Professionals:

- [Inside Fashion](#)
- [International Designers Network](#)

For Consumers:

- [Cosmopolitan HK](#)
- [Harper's BAZZAR](#)
- [Wall Street Journal Asia](#)
- [SCMP Style](#)



# Media Feature

## Regional

For Fashion Professionals:

- [Diction](#) (China)
- [Jing Daily](#) (China)
- [Pop Fashion](#) (China)
- [Bagazine](#) (Japan)
- [Senken Fashion](#) (Japan)
- [Fashionbiz](#) (South Korea)
- [Apparel News](#) (South Korea)
- [Fibre2Fashion](#) (India)
- [Ragtrader](#) (Australia)

For Consumers:

- [NHK World](#) (Japan)
- [GQ](#) (South Korea)
- [Verve](#) (India)
- Elle
- InStyle
- Marie Clarie



# Business Matchings

- 1-1 meetings with 50 key buyers, who are screened and invited by the organizer
- Don't speak their language? We will have translators walking with the non-English speaking buyers
- Before the meeting, we will create a digital catalogue for you on your [sampleroom.online](https://www.sampleroom.online) showroom



# Fashion Access Fast Facts

Fair Date:	19-21 Mar 2024
Location:	Halls 1C-E Hong Kong Convention & Exhibition Centre
Exhibiting Area:	10,000 sqm
Expected exhibitors:	250
Expected visitors:	8,000
Concurrent events:	APLF-Leather and Materials



**7,845 +** Visitors

*from* **17** Countries &  
Regions

(data from 2019)



# FASHION ACCESS

**Contact Us Now!**

E: [sales@aplf.com](mailto:sales@aplf.com) | T: (852) 3709 4982