

时尚家居生活展

interiorlifestyle

CHINA

10 – 12.10.2024

Shanghai Exhibition Center

**Better Business  
Starts Here**



# Why Participate

- **An Ambiente brand show in China**
  - **Focus on China retail market for refined houseware and lifestyle brands since 2007**
  - **New sales channels extended**
  - **Effective platform for building up your business network and to get market updates**
- 
- **Strategically located in Shanghai – most international and trend-forward city in China**
  - **Venue is in heart of Shanghai commercial district**
  - **New show date is in Shanghai Fashion week – more business opportunities**
- 
- **Not only a 3-day fair, a year-round promotion platform**
  - **Roadshows and pop-ups throughout the year**
  - **Tailored business matching sessions pre-show and onsite**

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# Product Groups

## [ Giftique ]

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

## [ Lifestyle & Beyond ]

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



## [Home Living]

Glass, crystal / porcelain, ceramics / silverware, silver plated / plastic ware / cutlery, knives, choppers and accessories / 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



**smeg**  
technology with style



LC LIVING



RosenXthal



**LIGHTTREE.**



DANHERA  
1941

# Past Exhibitors at a Glance



MEISSEN  
est. 1710



IDEAL CASA



BIALETTI

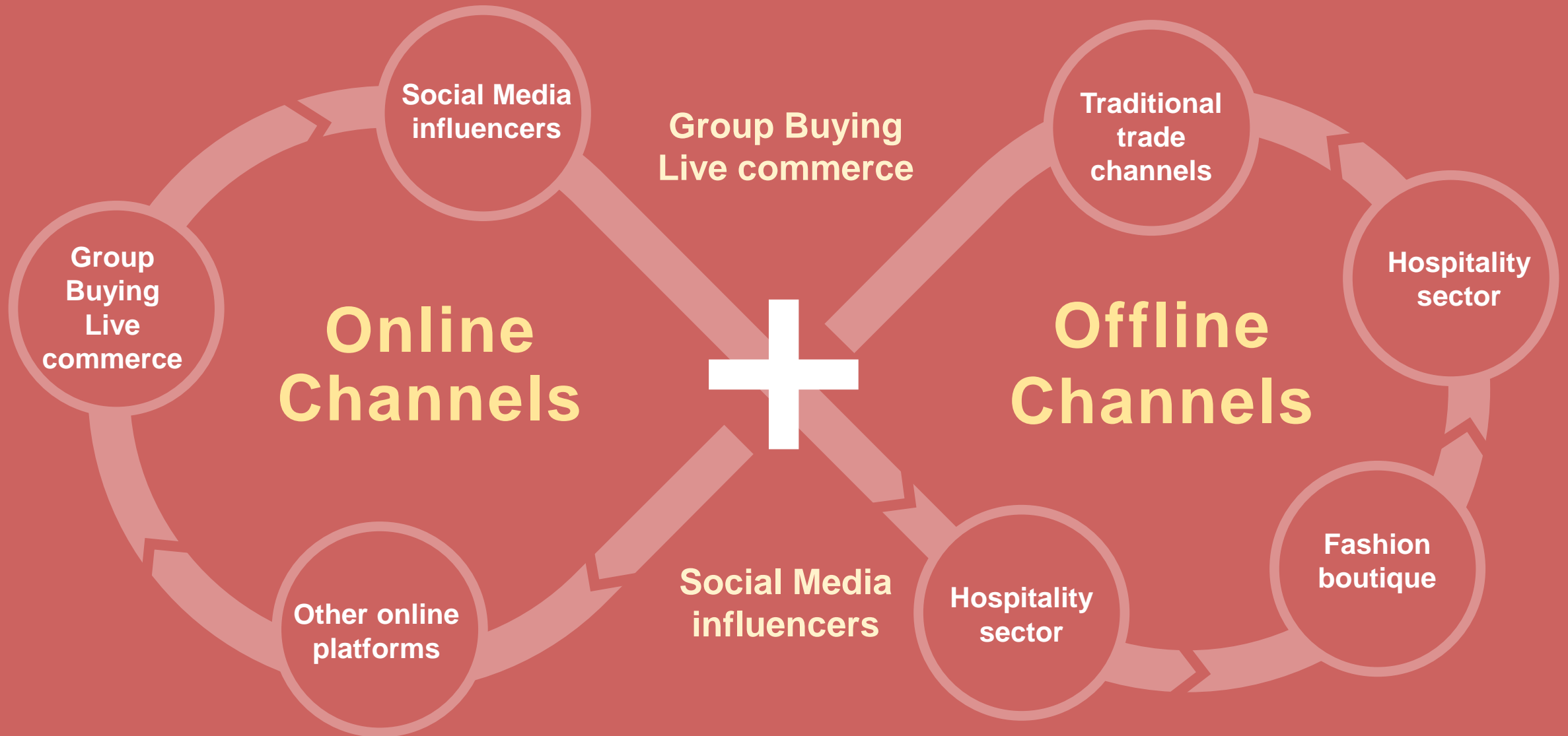


Hübsch  
DANISH HOME INTERIOR & DESIGN



AYTM

# Synergy of existing and emerging channels



# Visitor Profile expansion in 2024



## Traditional offline Channels

Retail stores / chain stores / department stores / large scale furniture stores / supermarkets / wholesale trade / distributors / commercial agents / importers / exporters

## Emerging offline channels

Lifestyle store / buyer store / gift store / cross-border retail store / pet store / mother-and-baby store / tourist souvenir store / 3C video game experience store



## New vertical channels

Hotels / Restaurants / coffee shops / art bookstore

## Emerging online channels

Lifestyle influencers / e-commerce platforms / content-driven e-commerce / specialty e-commerce / community sellers / community e-commerce





# 2024 Highlight 1 Influencer event

- Lifestyle Influencer Product Selection Session during the fair
- Social Media know-how seminar by key social media platform



**Selection of products with 5,000+ nationwide fashion/lifestyle influencers on site one-on-one**

**How to smoothly settle in on Little Red Book?  
How to leverage the rules to make the most out of Little Red Book?**



**Complete trades**



**Expand business channels**

# 2024 Highlight 2 Hospitality buyers

- Designers/Boutique Hotel Designers
- Design restaurant and bars
- Specialty coffee shops
- Interior designers

- ✓ Expand new channels
- ✓ Increase potential business opportunities







# 2024 Highlight 3 Roadshows

- Special event in selected cities in China combining business matching meetings & pop up stores
- Pre-show warm-up to both trade buyers and public exposure



## Chengdu and Hangzhou confirmed, more to be added

- ✔ Direct contact with various sales channels
- ✔ Latest local government policy and support
- ✔ First-hand experience of retail scenario

# 2024 Highlight 4

## Fashion meets lifestyle

- Concurrently held with Fashion Showroom – extended group of fashion buyers
- Fringe program on how fashion and lifestyle incorporated in retail

- ✓ Meet more buyers
- ✓ Develop unlimited business potential



# More than a three-day fair

- Product promotion
- 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



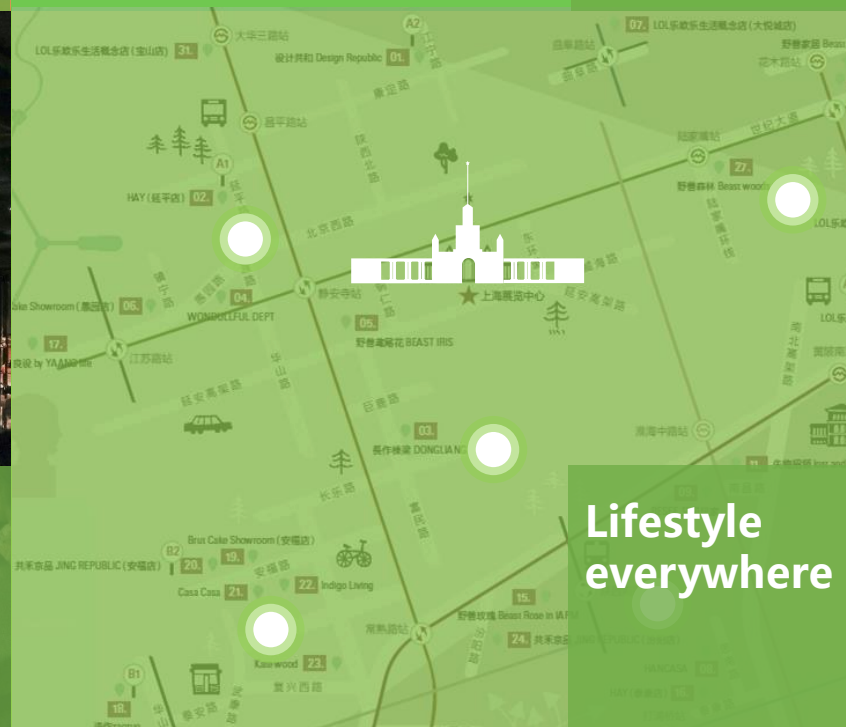
Live streaming

# More than a three-day fair

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



Press conference



Lifestyle everywhere



# Past Exhibitors at a Glance



# Facts and schedule 2024

## Interior Lifestyle China 2024

Date: **10 – 12 October 2024 (Thu – Sat)**

Venue: **Shanghai Exhibition Centre**



## Participation fee

### Raw space

RMB 2,160 / sqm

### Standard booth package

RMB 2,960 / sqm

**\*Calling all early birds! Apply for a booth before 30 June 2024 to enjoy a 15% discount.**

\*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 April 22, 2024

# 2024

# New business opportunities await !

**Contact us**

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