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FEB 2023

BOMBAY EXHIBITION CENTER



POST SHOW REPORT 2023

THE MECCA OF INTIMATE WEAR: INTIMASIA 5.0

INTIMASIA 2023 Mumbai, The most awaited South Asia's Intimate Wear Show INTIMASIA returned with a bang. It emblazoned a glimpse of the future of Intimate Wear apparel across the nation leaving the exhibitors and visitors in awe. INTIMASIA 2023 was held on the 20th, 21st and 22nd of February 2023 at the Mumbai Exhibition Centre. The event was a confluence of coveted Retailers, Distributors and Intimate Wear brands from across the country

The constant support from TENCEL India, Title Sponsors, and Morgantecnica, the Silver Sponsors for the event along with Wazir Advisors (Knowledge Partners), Inner Secrets Magazine, Apparel Resource, Perfect Sourcing and Inside Fashion (Media Partners) made the event a stupendous hit. The event attracted a massive footfall of 13,335, with the participation of 220 exhibiting brands from 5 countries, featuring 100+ product categories. The top brands and manufacturers embellished the venue with colourful, stylish and innovative intimate wear such as Swimwear, Shapewear, Loungewear, Sleepwear, Activewear and much more. From specialized lingerie, and intimate wear stores to family departmental stores, from multi-brand outlets to investors and distributors, there was something for every attendee. The show gave an unmatched networking opportunity to all like-minded businessmen and ensured the exchange of ideas and knowledge.

With over 20 seminars and workshops, the event served as a platform for devising a plan of action to help the industry soar to newer heights in terms of innovation and trends. The 40 trailblazing speakers from across the industry graced the event and deliberated upon the future of the Intimate Wear Apparel Industry.



KEY STATISTICS

Crowned as India's biggest B2B fashion expo in the Intimate wear category. INTIMASIA 5.0 was strategically and tactfully timed for success. The event tapped into India's highest-spending community and surpassed all its previous records both in terms of numbers and expectations.

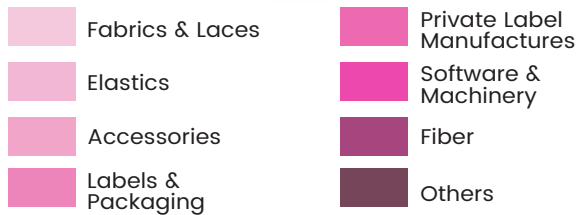
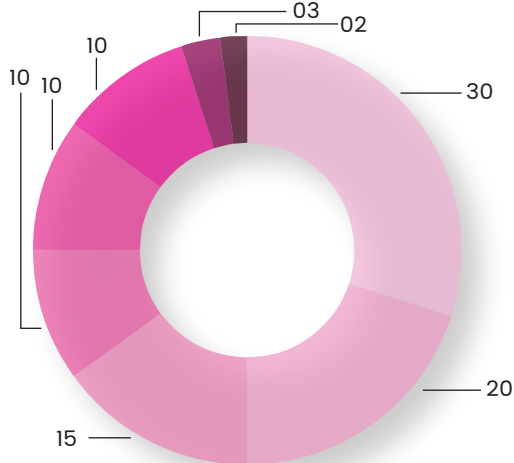


VISITOR AND EXHIBITOR PROFILING

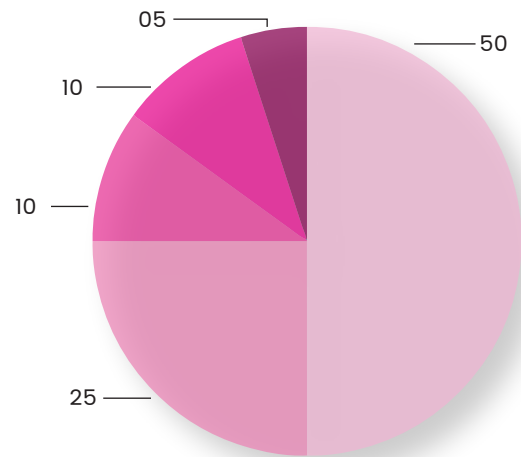
The event had 233 exhibiting companies, 220 exhibiting brands brandishing over 100+ product categories and hosted Retailers, Distributors and Agents, Manufacturer of Hosiery and Knitwear Products, Raw Material Suppliers and Exporters from across the country. With all kinds of intimate wear apparel displayed across the exhibition space, INTIMASIA 5.0 was a sight to behold!

PRODUCT PROFILE

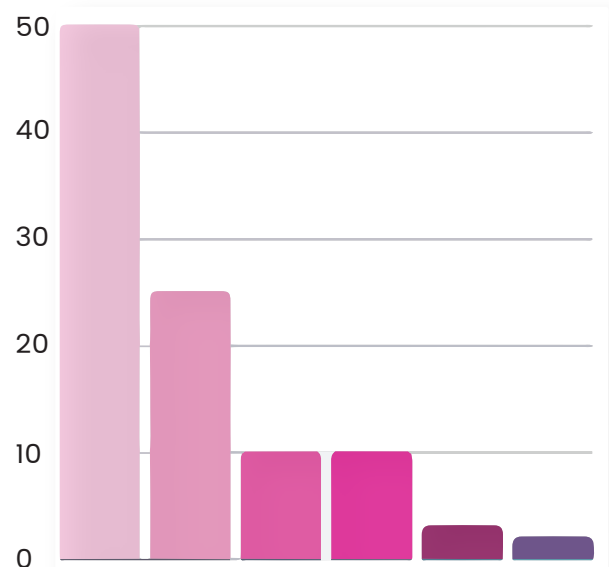
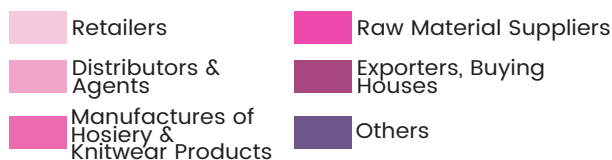
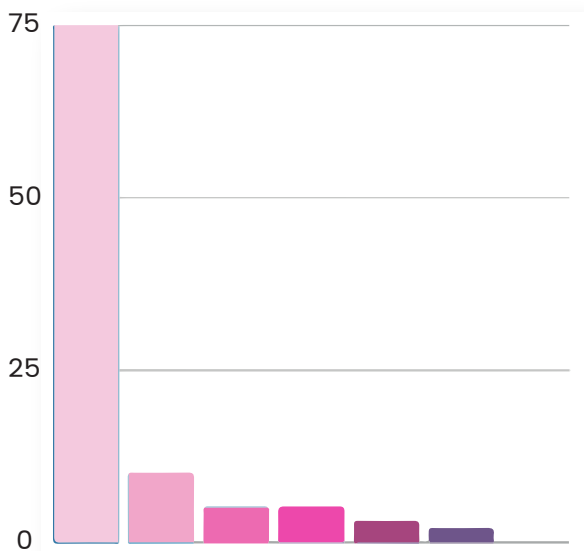
RAW MATERIALS -



FINISHED GOODS -



VISITORS



Why MUMBAI for INTIMASIA 5.0?

What better place to host an event of stellar stature than Mumbai – the fashion capital, epicenter of business and a hub of the highest-spending consumers?

One of the world's biggest megalopolises, Mumbai is the city of ultimate opportunities, progressive and fashion-conscious environment. Mumbai includes elite intimate apparel brands from across the nation. It is the perfect place for anyone in the creative, design and innovative side of the intimate apparel space to showcase their ideas, products, and vision to the retail titans of the intimate wear business.

The gate-way to the lucrative Western and Southern belt of the country, Mumbai's proximity to international maritime trade, great connectivity to the rest of India by land, sea, rail and air, and an excellent climate of investment added an allure to the Intimate Wear Industry's premier event.



EVENT HIGHLIGHTS

ENTIRE SUPPLY CHAIN UNDER ONE ROOF

With 200+ intimate-wear brands from all over the country; 100+ suppliers of raw materials from India and abroad; 15,000+ retailers, distributors, and agents from across India, Intimasia 2023 presented the visitors with unceasing market networking opportunities.

RIVETING DISCUSSIONS

INTIMASIA 2023 hosted panel discussions on topics such as the future of the Indian innerwear industry; fibre innovations for Innerwear and activewear; elements to building a strong brand and much more. The industry experts -- Mr. Ritesh Kumar - Head - Sales & Marketing, Amante; Ms. Neha Kant - Founder, Clovia; Ms. Lavanya Pachisia - COO, Zivame; Ms. Preeti Gupta - CBO, Nykd by Nykaa; Mr. Swarn Deep Singh - MD, LogicERP; Mr. Peeyush Saxena- Vice President- Infilloom India Pvt Ltd; Mr. Baqar Naqvi - Founder & CEO, Upriver Ecommerce; Mr. David Landart, Business Head - South Asia, Carlin Group; Mr. Anil Syal - President, SafeXpress -- provided valuable and rare insights into the intimate apparel industry.



TESTIMONIALS - VISITOR'S SAY



Mr. Abhay Chhappia,
Director, Ampio BraCups

"The show gives you a real-time perspective of what the market holds, in terms of potential growth, product segmentation and newer innovations to be inspired by."



Mr. Venugopal, Naidu Hall

Intimasia is deeply rooted into every section of the industry. Being pioneers of the intimate wear show category, Intimasia helps binds the industry together.



Mr. Deepak Agarwal, Retailer,
Balaji Hosiery

Intimasia is globalizing the way people register lingerie and intimate wear. With every edition, we are awestruck with the kind of impact it has on the industry.



Mr. Jatin Shah, Retailer,
Vaishali

Intimasia works as an accurate evaluation center. There's so much to learn even today. Be it coming across new brands or even improvisation of new product lines.



Mr. Sunil Pathare, Managing
Director, VIP Clothing

Intimasia is your one stop show, from being network intensive, to rigorously business oriented, if growth is a part of your long term plan, Intimasia is the place to be.



Mr. Sanjay Dawar, Managing
Director, Bodycare Creations

Being a successful brand is all about being at the right place, at the right time with the right people. And that is where you will find us, at Intimasia.



Mr. Suresh Nambiar, CEO,
Pepe Innerwear

The kind of exposure our brand has received through this platform has been unbelievable! Apart from garnering business for our brand, we've also discovered new channels of sales we hadn't even considered before.



Mr. Hitesh Ruparelia,
Managing Director, Sweet
Dreams

Intimasia is unquestionably a one-of-its-kind platform. It is a single point where everyone can get introduced to new retailers and new brands. I truly hope that the show continues to take us to more such potential markets across the country.



GLIMPSES OF INTIMASIA 2023



PARTICIPATING BRANDS



PARTICIPATING SUPPLIERS



WHAT TO EXPECT FROM INTIMASIA 2024?

INTIMASIA 2024 will be bigger, better and grander!

The anticipated event is expected to secure a participation of more than 300 participants from all over the world. The show will be designed to correspond to international standards, ambiance and aura and will see increased international participation. Bigger players in sportswear and quality buyers from the Middle East, Russia and Africa will honour the event.

