



PLAYTIME

SHANGHAI

**JULY 21-22, 2023
AT 1933 SHANGHAI**

REPORT

**THE BIG
SMALL
SHOW**



BACK IN SHANGHAI FOR A 3RD EDITION

Following a promising start with 2 successful first editions, the Playtime offer was back in Asia for two days July 21-22, 2023. In a new intimate space at the center of the city, an ancestral Art Deco atmosphere welcomed brands and buyers for the 3rd edition of Playtime Shanghai after an imposed break.





BRANDS

In a Chinese market that continues to change as it remains marked by the health crisis in terms of its economy, Playtime Shanghai offered buyers a **high-end selection of creative, independent, premium brands** that were a blend of **international and local labels**. With more than **48 brands from 17 countries** ready and able to work within the Chinese market, the show had the intimate spirit of a showroom that offered the brands a greater chance to build effective business relationships with buyers. The main distributors in China were also at the show to present their collections from international brands. Featuring **fashion, accessory, and lifestyle brands**, this edition gathered a comprehensive offer that covered every buyer's needs. The increased number of **Chinese brands with unique, high-quality designs** offered buyers a chance to add creative local brands to their stores.

THESE COUNTRIES WERE EXCITED TO RETURN TO CHINA FOR A NEW EDITION OF PLAYTIME SHANGHAI:

- Spain 15%**
- United Kingdom 13%**
- Denmark 10%**
- USA 8%**
- Poland 8%**
- France 8%**
- Netherlands 3%**
- Belgium 3%**
- Italy 3%**
- New Zealand 3%**
- Turkey 3%**
- Lithuania 3%**
- Georgia 3%**
- Russia 3%**
- India 3%**

94% of the Playtime Shanghai brands have already exhibited at our shows in Paris and New York.

THEY EXHIBITED AT THE SHOW:

INTERNATIONAL
 Bobo Chosés, Favorite People, Caramel, Fub, Belle Chiara, Bonton, Bean's Barcelona, Carbon Soldier, Buho, Mabo, Minikid, Little Monsters Kidswear, Hey Popinjay!, Dear Sophie, Morley, Angel's Face, The Simple, Folk, and more...

LOCAL
 Outnabout, Bonbon et Bonbon, Janus, Maaath Kids, Poco Blush, and more..

SHOES
 Angulus, Tnin, Nicolas

LIFESTYLE
 Sticky Lemon, Bloomingville Mini, Mini Kyomo, Raduga Grez, Mimi & Lula, Terre Eternelle

NEW AT PLAYTIME!
 Mabo, Nicolas, Copenhagen Colors Organics, Bloomingville Mini, La Petite Alice.





More than 200 buyers came to explore the highly anticipated return of the show. They wandered the aisles to meet with their loyal suppliers and discover new brands. From the first hour the doors opened on the first day, key buyers were at show and ready to explore!

Aside from the numbers and thanks to the Playtime team, brands were able to present their collections to buyers that were carefully **verified and highly qualified**.

Most buyers in attendance were from **China, India, and Qatar**, with some buyers from **South Korea, Singapore, Hong Kong, and Taiwan** also visiting the show to the pleasant surprise of brands.

As an **inspirational show** that featured 2 dedicated trend spaces in addition to its curated offer of brands, Playtime Shanghai also welcomed buyers that intend to launch their shop in the upcoming months.



THEY VISITED THE SHOW:

Shops: Yaya Baby, Momokids, Lenfance, Tiny Buddy, Soymilk, Wegether Kids, Light & Salt, I'm here, Little Poetry, Yoyo Baby Kids, Meiyishan, Yoko Kids, and more...

Malls/Department stores: IFS, Taiguhui, Kerry Center, Xintiandi, and more...

As the only kids' fashion and lifestyle trade show in China curated to offer buyers a selection of **independent, creative brands** from both the international and local market, Playtime Shanghai stands out as the **exclusive destination for professionals** in the kid's industry in Asia. With this new edition, Playtime has established itself as the **unmissable kids' fashion & lifestyle trade show in China**.



RENDEZ-VOUS JULY 2024!

Playtime Shanghai will be back in full force in July 2024 with an enlarged local offer and a stronger international presence that will further cover every buyer's needs!

WINTER SEASON IN PARIS AND NEW YORK

PLAYTIME
PARIS

JANUARY 27-29, 2024

PLAYTIME
KID'S HUB
NEW YORK

FEBRUARY 11-13, 2024



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