

news +++ Interior Lifestyle China
Shanghai, 8 – 10 October 2026

interiorlifestyle CHINA

Interior Lifestyle China 2026 unites industry to unlock new possibilities in lifestyle aesthetics

Shanghai, 13 August 2026. Interior Lifestyle China 2026 is returning to the Shanghai Exhibition Centre from 8 to 10 October, showcasing a curated selection of international brands across homeware, gift ideas, and trendy décor. Embracing the theme 'Get Together!', this edition will gather quality brands from 28 countries and regions, presenting varied designs that shape modern living. As content-driven e-commerce continues to redefine the consumer landscape, the fair is boosting its digital reach through an enhanced RedNote partnership, connecting content with commerce across online and onsite channels. The returning Ambiente Trends 26+ Special Showcase will offer forward-looking sourcing inspiration, while the curated fringe events and hosted buyer programme will enhance business matching and industry exchange, helping brands grow in the Chinese market.



Interior Lifestyle China 2025 connected global lifestyle brands with B2B and B2C buyers through both online and offline channels. (Photo: Messe Frankfurt)

In today's consumer goods market, content-driven e-commerce has become a major growth driver. By using engaging content to build trust and emotional connections, this model effectively drives demand among high-intent consumers. Sitting at the intersection of e-

commerce and social interaction, RedNote has become a key entry point for brands seeking to reach the Chinese market and influence purchase decisions – supported by precise targeting and a vibrant community ecosystem. Recognising this shift, Interior Lifestyle China is deepening its collaboration with the platform, enabling brands to unlock new opportunities. By leveraging RedNote's content ecosystem alongside the fair's industry expertise, the 2026 edition is set to support brands from awareness to sales conversion.

RedNote partnership to empower brand strategy

As part of its year-round engagement, the first closed-door RedNote training session, held on 4 June, attracted nearly 100 participating brands. The event explored the latest home lifestyle trends and provided practical strategies for strengthening digital marketing performance on the platform. Ahead of the fair, an advanced masterclass for more seasoned brands and further pre-show activities will continue supporting exhibitors with actionable takeaways and exposure opportunities.

At the fair, the popular **ILC × RedNote Fantastic Goods** zone will return with over 30 fashion and lifestyle brands, showcasing a range of distinctive products and brand identities. Livestream tours led by RedNote influencers will take place throughout the three-day fair, extending product exposure to wider audiences. In addition, a dedicated RedNote forum will gather retail experts, professional buyers, and lifestyle influencers to discuss market trends and changing consumer preferences, offering practical insights for brands to refine their channel strategies.

A celebration of global designs and new arrivals

Interior Lifestyle China continues to serve as a go-to destination for international brands looking to enter the Chinese market, as well as a prime avenue for launching new products and identifying industry trends. This year's edition will feature exhibitors from 28 countries and regions, including Austria, Belgium, Canada, China, the Czech Republic, Denmark, Finland, France, Germany, Hong Kong, Italy, Korea, the Netherlands, Spain, Sweden, the UK, and the US. The diverse product mix spans home and kitchen, giftware, fragrance and accessories, and outdoor and travel – catering to the needs of both trade buyers and lifestyle-oriented consumers.

Several notable brands and agents have confirmed participation. Leading local agents – including Apous, Taio Living, TDBY, The Divine Space, and Xinchenui, among others – will return to present over 100 new items, showcasing the latest in global design trends.

Highlighted exhibiting brands include:

- **Kitchen & Tableware:** Riess (enamel cookware) from Austria; Falk (copper cookware) from Belgium; Muurla (enamelware) from Finland; Atelier Perceval (premium knives), Aveine (high-tech wine tools), Emile Henry (porcelain tableware), Jars (porcelain tableware), L'Atelier du Vin (wine tools), La Rochère (glassware), Maison Pichon Uzès (porcelain tableware), Revol (porcelain tableware), and Sabre Paris (cutlery), all from France; Hutschenreuther and Villeroy & Boch (porcelain tableware) from Germany; Bugatti and Ottinetti (cookware) from Italy; CUITISAN (food containers) from Korea; Lékué (silicone baking tools) from Spain; GUSTAFSBERG (porcelain tableware) from Sweden; and La Cafetière (coffee and tea utensils) from the UK.
- **Home decor:** Umbra (home lifestyle) from Canada; Anna von Lipa (glassware) from the Czech Republic; Gry & Sif (felted wool decor) from Denmark; Doing Goods and

Pip Studio (home lifestyle) from the Netherlands; Lorena Canals and Vigar (home lifestyle) from Spain; and Klippan (textiles), Kuovi (textiles), Lasessor (rainwear and umbrellas), and tmf (accessories) from Sweden.

- **On-trend lifestyle picks:** Utillife (drinkware) from Canada; COSRADIO (original IP) from China; Skandinavisk (fragrance) from Denmark; REDECKER (brushes) from Germany; Color-Post (cultural and creative goods) from Hong Kong; Dr.Vranjes (fragrance) from Italy; Collins (fragrance) and RAWROW (travel gear) from Korea; Hinza (eco-friendly handbags) from Sweden; and S'well (water bottles) from the US.

Feature zones inspire future lifestyles

Alongside the robust showcase, this year's fair will present forward-looking design perspectives through its signature feature zones. As an extension of Ambiente, Interior Lifestyle China 2026 will bring the **Ambiente Trends 26+ Special Showcase** to Shanghai, fostering dialogue at the crossroads of retail, design, and commerce. Centred around three stylistic elements – brave, light, and solid – the curated trend zone will highlight global design directions, facilitating product innovation and informed sourcing decisions. The **Everyday Lifestyle Goods** area will also return, spotlighting well-designed, accessible products that balance quality and affordability, making refined living more attainable.

Hosted buyer programme to drive sourcing efficiency

The organisers will invite senior representatives of leading home furnishing retailers, distributors, and multi-brand boutiques from across China to elevate the fair's business matching. A tailored two-day programme will connect hosted buyers with industry suppliers, trends and resources. Guided tours will lead participants through highlighted booths, identifying featured exhibitors and new products, while closed-door sessions will deliver insights into market trends and business strategies. Beyond the show floor, a visit to benchmark stores in Shanghai will provide first-hand exposure to the local retail landscape. Together, these elements aim to support well-informed decision-making, from trend awareness to channel expansion.

Interior Lifestyle China is a leading international fair for homeware and lifestyle products, gathering mid-range and high-end exhibitors from around the world to showcase their latest quality products and to access the Chinese market. The fair is organised by Messe Frankfurt (Shenzhen) Co Ltd and United Asia International Exhibition Group. For more information, please visit www.il-china.com.

Press information and photographic material:

<https://interior-lifestyle-china.hk.messefrankfurt.com/shanghai/en/press.html>

Links to social media:

www.facebook.com/interiorlifestylechina

<http://linkedin.com/company/interiorlifestylechina>

**Your contact:**

Gigi Tam

Tel. +852 2238 9982

gigi.tam@hongkong.messefrankfurt.com

Messe Frankfurt (HK) Ltd
35/F, China Resources Building
26 Harbour Road, Wanchai
Hong Kong

www.messefrankfurt.com.hk

Background information on Messe Frankfurt

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With a workforce of some 2,700 people at its headquarters in Frankfurt am Main and in 29 subsidiaries, it organises events around the world. Group sales in financial year 2025 were about € 766 million. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt's key strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events.

Messe Frankfurt develops new business models based on its digital expertise. Its range of services encompasses venue rental as well as exhibition stand construction, marketing services, staffing services, and catering.

Sustainability is a central pillar of our corporate strategy. Maintaining a balance between environmental and economic responsibility, social responsibility, and diversity lies at the heart of its approach. For more information, please visit our website at:
www.messefrankfurt.com/sustainability

With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: www.messefrankfurt.com

Background information on United Asia International Exhibition Group

Established in 2001, the United Asia International Exhibition Group (UAEC) is a professional online international exhibition group founded upon Sino-German cooperation, and is one of the largest organisers of international trade fairs in China. UAEC is authorised by the Ministry of Public Security of China as an intermediary agency for private entry and exit. As a professional member of UFI and IAEM, UAEC has been

recognised for its quality management system and corporate credit grading, earning certificates of ISO9001 and AAA rating.

Both at home and abroad, UAEC has successfully organised and introduced many international fairs to Chinese companies by leveraging its extensive network and comprehensive suite of online platforms to facilitate seamless connections between exhibitors and buyers. The platforms include MatchupExpo (an online international exhibition platform), MatchMarket (a B2B online trading platform), Globalbuyer (a platform for targeting the desired buyers), and more. UAEC also provides overseas inspection services, and facilitates in planning, operation, and management of international exhibitions.

Background information on Conzoom Circle

conzoom-circle.messefrankfurt.com/information