

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

## interiorlifestyle CHINA

### The dates are set: Interior Lifestyle China 2026 to drive brand growth with integrated marketing ecosystem

Shanghai, 14 April 2026. Interior Lifestyle China, a leading trade platform for the lifestyle industry, will return to the Shanghai Exhibition Centre from 8 to 10 October 2026, presenting a curated selection of global products and new designs. Coinciding with Shanghai Fashion Week, this edition will strengthen connections between exhibiting brands and fashion buyers, as well as premium retail channels. Backed by year-round marketing activations, online-to-offline business matching, and strategic content collaborations with RedNote and others, the fair aims to expand its reach to traditional retailers, corporate buyers, and e-commerce channels. As a holistic sourcing platform dedicated to the home, gifting, and travel sectors, it is poised to attract a dynamic mix of retailers, distributors, professional buyers, and influencers across the country – empowering exhibitors to seize opportunities in the booming lifestyle sector.



A visitor exploring tableware products at Interior Lifestyle China 2025. (Photo: Messe Frankfurt)

In recent years, more Chinese consumers have come to value quality of life and personal expression. Today's consumers look beyond a product's practical function – they seek aesthetics, emotional values, and a sense of ritual in their daily lives. With China's

emotional economy projected to reach RMB 4.5 trillion (USD 653 billion) by 2029,<sup>1</sup> this emerging trend is helping to fuel the growth of the lifestyle market. Against this backdrop, Interior Lifestyle China is committed to helping businesses capitalise on this momentum by building a diversified, integrated online-offline marketing ecosystem that enables brands to expand their retail channels.

Mr Edward Che, General Manager of Messe Frankfurt (Shenzhen) Co Ltd, shared his optimism for the upcoming edition: “The rise of the emotional economy is unlocking significant opportunities for the lifestyle industry. As a pioneering platform in this space, Interior Lifestyle China is committed to empowering brands on multiple fronts and fostering connections between exhibitors and premium sales channels. In the lead-up to the October fair, we will continue enhancing our integrated marketing ecosystem, helping exhibitors boost their visibility and connect with a wider range of industry buyers and consumers. We look forward to supporting more brands in elevating their market presence and image.”

### **Cross-industry synergy and lifestyle innovation**

Coinciding with the prestigious Shanghai Fashion Week, Interior Lifestyle China 2026 will harness this opportunity to help brands expand into cross-industry retail. As such, global brand leaders, premium boutique owners, and key buyers from department stores and e-commerce platforms will converge in Shanghai to explore the intersection of lifestyle aesthetics and fashion. The synergy between these two prominent events will bring audiences together and foster cross-sector engagement, inspiring innovation across product design, visual merchandising, and business models.

Centred around three core themes – **Home** (‘Everything for daily life’), **Gifting** (‘A celebration of self-care’), and **Travel** (‘Integration into everyday living’), Interior Lifestyle China will present a robust product mix spanning home and kitchenware, designer works, fragrances, accessories, as well as outdoor and travel products, among others. The fair will bring together emerging brands and established names from around the world, offering a glimpse into the contemporary design trends at the heart of lifestyle aesthetics in China and beyond.

### **RedNote key to fair’s content-inspired, year-round marketing support**

Building on the strategic collaboration from the previous edition, Interior Lifestyle China will once again join forces with RedNote to enrich its content marketing. Through co-created online campaigns and targeted content seeding, the partnership aims to engage a new generation of discerning shoppers and convert that interest into onsite visits. Additionally, RedNote will offer year-round training courses covering product selection, brand building, and social media marketing, helping brands to strengthen digital capabilities.

During the show, RedNote will invite numerous influencers to the venue to host live streams and share curated product picks onsite. By seamlessly turning online traffic into onsite footfall, these activations are set to help businesses raise their market presence and capture new growth opportunities. To further support this effort, a dedicated RedNote forum will take place, bringing together retail experts, leading buyers, and key opinion leaders to discuss emerging market trends and consumer behaviour – offering practical insights to support product development, marketing strategies, and design innovation.

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<sup>1</sup> people.com.cn, published on 13 January 2026, <http://finance.people.com.cn/BIG5/n1/2026/0113/c1004-40644257.html>

Beyond this collaboration, Interior Lifestyle China will continue to strengthen its year-round integrated marketing support, responding to key moments in the exhibition cycle and the evolving needs of participating brands. Through a diverse array of initiatives – including pre-show roadshows, themed pop-up stores, live streaming sessions, channel training programmes, and effective business matching – the fair will help brands amplify visibility and unlock new avenues for growth.

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](http://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://www.facebook.com/interiorlifestylechina)

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



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**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 around € 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. We are using our digital expertise to develop new business models.

The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity. For more information, please visit our website at: [www.messefrankfurt.com/sustainability](http://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](http://www.messefrankfurt.com)

*\*Preliminary figures 2025*

### **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](http://conzoom-circle.messefrankfurt.com/information)