



XI'AN INTERNATIONAL
FASHION TOWN
西安国际时尚小镇

Xi'an International Fashion Town

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YOUR GATEWAY
TO
FASHION TECH

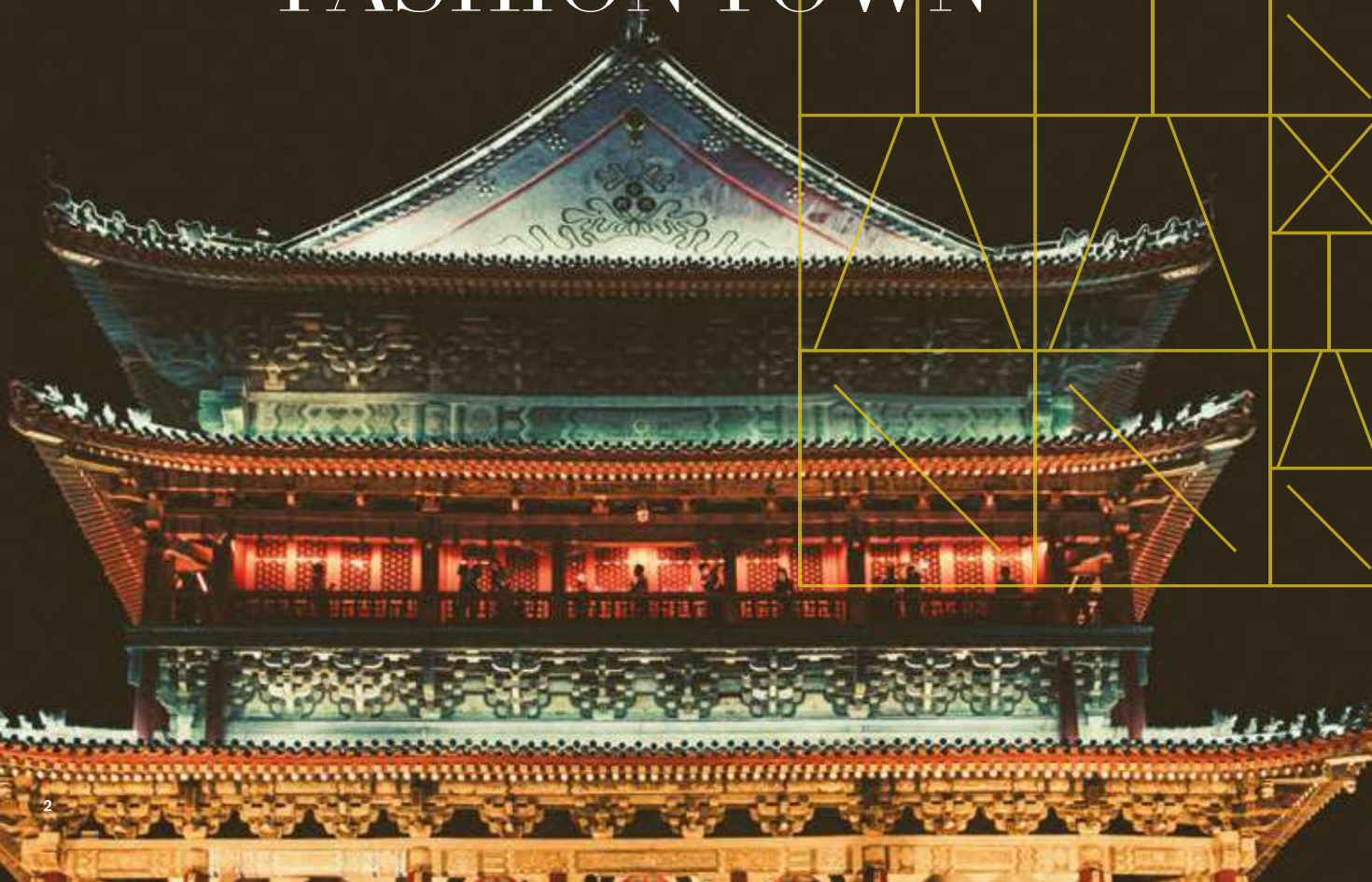
MFW
19

**Boundless
International
Community**

无边界国际社区



FROM A GLORIOUS PAST TO THE FUTURE OF FASHION: XI'AN INTERNATIONAL FASHION TOWN



Xi'an is a unique blend of tradition and modernity. It is the oldest of the Ancient Capitals of China, home to the world renowned Terracotta Army and the historical Gateway to the Silk Road. Today, with a multi-ethnic population of nearly 13 million, Xi'an has emerged as a vibrant city with a world class research and development district, Xi'an Hi-Tech Industries Development Zone, where

some of the world's top enterprises have established their presence.

The city's historic and cultural heritage has always had close ties to the world of fashion. As Gateway to the Silk Road, export from China of the precious fabric was the most lucrative trade. Centuries later, Xi'an is positioning itself as a regional hub for international and Chinese fashion entrepreneurs, designers, buyers and innovators.

Xi'an is a city that draws upon its epic past to look proudly into the future.

THE XI'AN INTERNATIONAL FASHION TOWN PROJECT FFF TOWN

The Town,
a remarkable complex
of 3.1 square
kilometers,
was planned
to provide the ideal
ecosystem
for creative talents
and companies.

The project originates from the strong commitment of its partners: Xi'an international Community Construction Development Co. (XAIC), Xi'an Tande Real Estate Development Co., Ltd. and Chic Group, through its affiliate company Xi'an Fashion Town Operation Management Co., LTD., to drive innovation and growth opportunities

for new talents and brands.

According to its mission statement, Xi'an International Fashion Town offers the most dynamic and innovative platform to thrive in a constantly evolving fashion scene to regional, national and international creative talents, brands and fashion tech companies.

XAIC

FFF Town was established within Xi'an's International Community (XAIC), a new functional area of 18,72 sq km designed to be a leading science and technology park in the High-Tech Zone. Driven by a model of international urban development based on the 3 T pillars of Technology, Talents and Tolerance, XAIC is committed to empowering talented professionals in the Xi'an Hi-tech Zone with the aim of stimulating innovation and entrepreneurship, pursuing industrial redevelopment and building an international metropolis with world class living standards.

THE XI'AN INTERNATIONAL FASHION TECH OBSERVATORY

Population: 553.000 estimated residents

Xi'an High Tech District

48 Research centres

100 Top Fortune Companies

70.000 companies, of which

1.320 world recognized Hi-tech companies

1.000 Foreign invested companies

Located inside the XAIC and Xi'an Hi-tech Zone, the Fashion Town is equipped with state of the art facilities and has a team of expert consultants

Besides the great role played by e-commerce technologies in providing a platform for fashion startups to reach a wide target of consumers at lower costs, technology is also becoming a catalyst for the increasing personalization of fashion and beauty solutions. Xi'an International Fashion Town Fashion Tech Observatory aims

to find answers to the slowdown of traditional retail by setting itself at the forefront of a fashion revolution.

Learning, along with funding, communication and market access represent some of the success tools made available by the Fashion Town to brands, designers and fashion tech start-ups.

EDUCATION

Learning is regarded as key
at Xi'an International
Fashion Town.

With a view to the next few years, Xi'an has put forward the ambitious target of creating a first league education system for fashion innovators.

An innovative learning base to equip Chinese and overseas students with the skills and experiences

required to succeed in this ever-changing industry.

Education through pollination system combining Design, Art, Innovation, Anthropology, Technology, Environment and Social Responsibility is a way to understand and re-shape the "New" Fashion Industry.



MFW

19 MILAN FASHION WEEK



The rapid growth of the Xi'an Fashion Town project is being fueled by up and coming local Chinese designers, who are capitalizing on the diverse cultural experiences to provide more creative lines and a higher standard product range for their customers.

As part of its plan to support rising talents in the fashion industry,

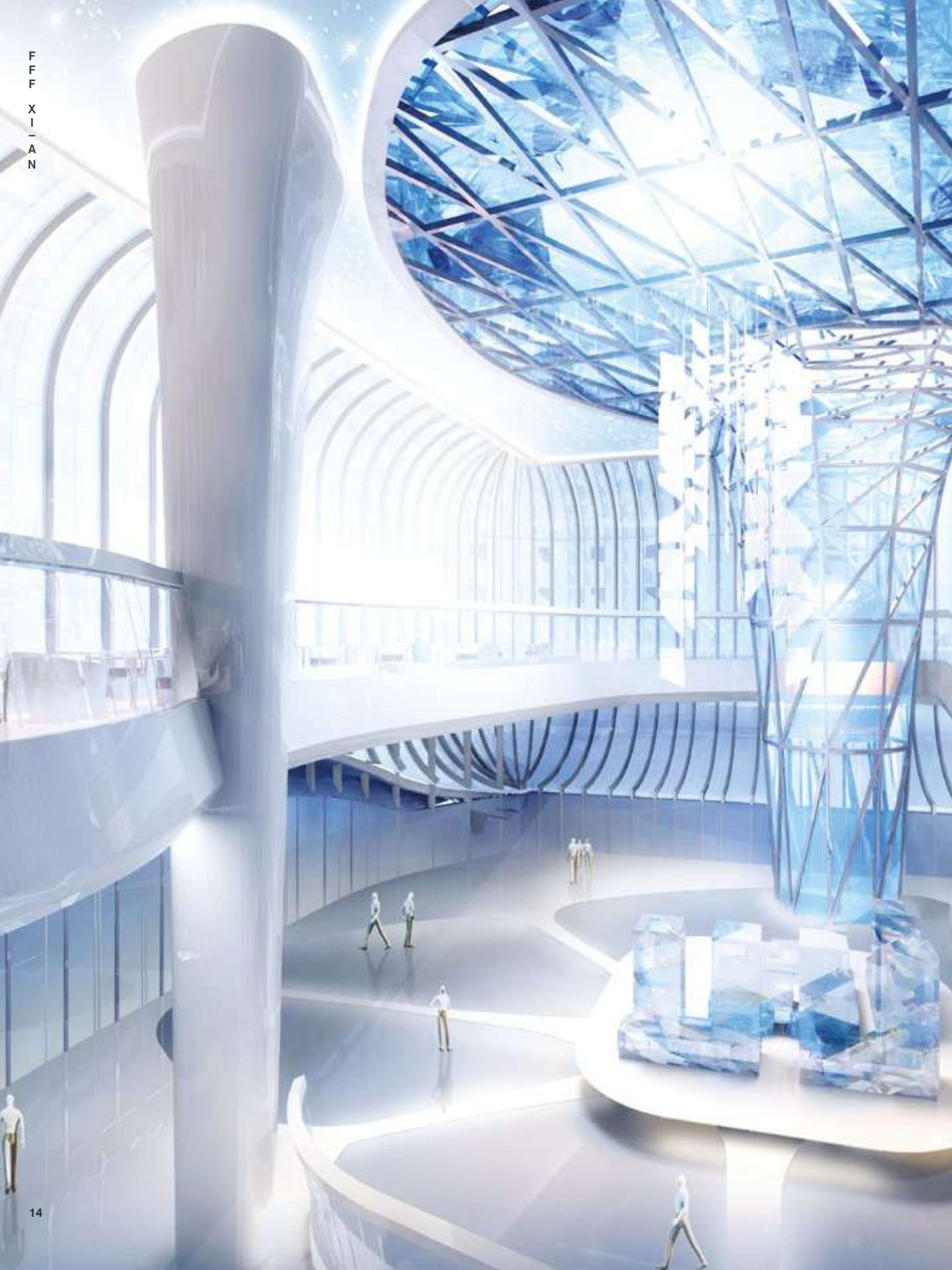
Xi'an International Fashion Town has gone all the way to Milan, one of the world's fashion capitals to partner with Camera della Moda, organizer of the prestigious fashion week to present to the world the collections of 7 emerging Chinese designers.

The 7 days exhibition roster at the Fashion Hub located at Cavallerizza inside the Museo Leonardo.

MILAN

MILAN
FASHION
WEEK
19

*Xi'an Fashion Town
participates in
Milan Fashion Week
2019 with a 7 days
exhibition that includes
Chinese talents like:
Alexstorm,
F/FFFFFFF, Scale
79 Studio, Mukzin,
Vmajor, Zynggati,
Lanneret.*



FFF TOWN EXHIBITION CENTRE

The centre will function as showroom and as venue to host trade shows and fashion & lifestyle events, which will provide business & networking opportunities.

In 2019 the FFF Town will be fully operational with its main base inside Xi'an Fashion town Exhibition Centre and several other spaces around the country (Shanghai, Ningbo...) where international and Chinese designers will have a designated space to showcase their creations to potential buyers and to consumers.

Xi'an International Fashion Town is set to become the platform of choice for international and domestic brands looking to target a highly receptive, large and fast-growing audience of Chinese fashion shoppers in a growth-stimulating environment that puts innovation and creativity center stage.

A BOUNDLESS INTERNATIONAL COMMUNITY

**Boundless
International
Community**
无边界国际社区

Here, city-making is not limited to its real estate dimension, but it goes hand in hand with a process of community-making.

Approved by Xi'an Municipal Government, under the auspices of the Belt & Road Initiative, the city's suburban transformation aims to overcome conventional models of spatial expansion. In this Boundless International Community (BIC), space-time barriers have no meaning. The community is a virtual space that enhances and nurtures the physical dimension: BIC stands as a platform for member

engagement on both levels. In the cyber space, users from different countries and cultures exchange know-how, technology and business opportunities.

In the community's physical space, members get involved personally and cement relationships: they enjoy social networking opportunities, gain access to sensorial experiences along with endless shopping and entertainment possibilities.



WHAT'S ON OFFER AT XI'AN INTERNATIONAL FASHION TOWN?

A CONVENIENT SPACE

equipped to create, showcase your products

DO BUSINESS

with like minded people, meet potential buyers and business facilitators

VALUABLE SYNERGIES

with fashion and lifestyle industry professionals coming from all over the world

OPPORTUNITY

to see the most creative and high tech ideas become reality through funding

GROW YOUR BRAND

all over China starting from one of the most important and fast growing cities in the country

GAIN EXPOSURE

during a number of fashion and lifestyle events (both B2C and B2B) locally and abroad

BENEFIT

from a pool of expert marketeers who can help you find the most suitable marketing strategy for your brand

LEGAL

support to protect your brand and trademark

SUPPORT CENTER

ELIGIBILITY

Xi'an Fashion Town will consider applications coming from:

01.

Established brands targeting the North-Western market in China

04.

Fashion & beauty tech start ups

02.

Emerging or established fashion designers

05.

Fashion and accessories retailers looking to expand their presence in the growing Western China region

03.

Emerging apparel & accessories and beauty brands of any size

06.

Fashion innovators



ONLY ONLINE APPLICATIONS WILL BE ACCEPTED. VISIT WWW.BOUNDLESSIC.COM FOR MORE INFORMATION.



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