



# 第9届上海国际帽子围巾手套展

The 9<sup>th</sup> Shanghai International Hats, Scarves, Gloves Expo

# 2027上海国际时尚配饰展

Fashion Accessories Shanghai 2027



## 2027.3.22-24

## 上海世博展览馆

Shanghai World Expo Exhibition & Convention Center, PR China



[www.shgexpo.com](http://www.shgexpo.com)

## 配饰风尚 · 焕新穿搭

The Leading International B2B Fashion Accessories Trade Fair

同期展会  
Co-located Events



歌华展览  
Gehua Expo



50,000m<sup>2</sup>

展出面积  
Exhibition Area

1,000+

参展企业  
No. of Exhibitors

30,000+

观众数量  
No. of Visitors

10+

同期活动及品牌发布秀  
Concurrent activities and brand release show

## 展会概况 Show Overview

(相关数据包含同期展会 The data includes co-located events)

搭配是穿着的灵魂，而帽子、围巾、手套、腰带、头巾、发带、手袋等配饰产品，便是点亮这份灵魂的高光所在。随着消费升级浪潮的持续推进，人们对穿搭的精致感与个性化追求愈发强烈，曾经作为“配角”的小配饰，如今已成为塑造穿搭风格、提升造型质感、彰显个人品味的核心载体，亦是时尚消费市场的新增长点。

The pairing of clothing is the soul of dressing, while accessories such as hats, scarves, gloves, belts, headscarves, hairbands and handbags serve as the highlights that bring this soul to life. As the wave of consumption upgrading continues to advance, people's pursuit of refined and personalized dressing becomes increasingly intense. Once considered "supporting roles," these small accessories have now evolved into the core carriers for shaping dressing styles, enhancing outfit texture, and showcasing personal taste, becoming a new growth point in the fashion consumption market.

由上海市服饰学会、上海市服饰学会配饰专业委员会与上海歌华展览服务有限公司联合主办的第9届上海国际帽子围巾手套展暨2027上海国际时尚配饰展（简称：上海帽子围巾手套暨时尚配饰展 HSGE & FAE 2027），将于2027年3月22-24日在上海世博展览馆盛大启幕。自创办以来，展会始终深耕时尚配饰领域，紧扣行业发展脉搏与市场消费趋势，展品涵盖各类帽子、帽饰、围巾、丝巾、披肩、头巾、手套、袖套、面罩，更延伸至腰带、腰链、手袋等产品，全方位展现配饰行业的多元魅力与创新活力，为行业呈现一场兼具专业性与观赏性的时尚盛宴。

The 9th Shanghai International Hats, Scarves, and Gloves Expo and Fashion Accessories Shanghai 2027 (HSGE & FAE 2027), jointly organized by the Shanghai Fashion Accessories Society, Shanghai Fashion Accessories Society Accessories Specialized Committee and Shanghai Gehua Exhibition Service Co., Ltd., will grandly kick off from March 22-24, 2027 at the Shanghai World Expo Exhibition and Convention Center. Since its establishment, the HSGE & FAE has always been deeply rooted in the field of fashion accessories, closely following the pulse of industry development and market consumption trends. The exhibits cover various types of hats, headwear, scarves, shawls, headscarves, gloves, sleeves, face masks, and even extend to belts, waist chain, handbags. It comprehensively showcases the diverse charm and innovative vitality of the accessories industry, presenting a fashion feast that combines professionalism and aesthetics for the industry.

此外，为链接更多元化的时尚配饰产业链优质资源，满足参展商与采购商的一站式订货采购需求，本届还将于第21届上海国际袜业采购交易会、第3届上海国际时尚饰品及首饰展同期举办。多展联动、强强联手，聚焦全球穿搭潮流趋势风向，整合多个时尚领域细分展会资源，总展出面积达50,000平方米，预计将吸引超1,000家优质参展商、近30,000名专业采购商齐聚现场。展会将全面整合生产商、品牌商及全产业链优质资源，为品牌采购、贸易洽谈、趋势发布、跨境合作搭建一站式高效商贸平台，助力行业从业者精准把握年度流行风向，挖掘行业新机遇，共拓时尚配饰市场新商机。

In addition, in order to link high-quality resources in a more diversified fashion accessories industry chain and meet the one-stop ordering and procurement needs of exhibitors and buyers, this year's HSGE & FAE 2027 will be jointly held with the 21st Shanghai International Hosiery Purchasing Expo and the 3rd Shanghai International Fashion Jewelry Expo. Multi exhibitions linkage and strong collaboration, focusing on global fashion trends and integrating resources from multiple fashion segments, with a total exhibition area of 50,000 square meters. It is expected to attract over 1,000 high-quality exhibitors and nearly 30,000 professional buyers to gather on site. The exhibition will comprehensively integrate high-quality resources from manufacturers, brands, and the entire industry chain, providing a one-stop and efficient business platform for brand procurement, trade negotiations, trend releases, and cross-border cooperation. It will help industry practitioners accurately grasp the annual trend, explore new opportunities in the industry, and jointly explore new business opportunities in the fashion accessories market.

### 2027年展馆平面图 Overall Floorplan

H2  
2号馆

H1  
1号馆

H2  
2号馆

- 第9届上海国际帽子围巾手套展  
The 9th Shanghai International Hats, Scarves, Gloves Expo
- 2027上海国际时尚配饰展  
Fashion Accessories Shanghai 2027
- 第3届上海国际时尚饰品及首饰展  
The 3rd Shanghai International Fashion Jewelry Expo

H1  
1号馆

- 第21届上海国际袜业采购交易会  
The 21st Shanghai International Hosiery Purchasing Expo
- 2027上海国际居家服饰及杂物用品展  
Shanghai International Home Apparel & Products Expo 2027

# 展会亮点 Highlights of HSGE 2027

历史悠久，规模盛大。国内乃至全球首个帽子、围巾、手套及配饰领域专题性B2B商贸展会，获得青岛、义乌、温岭、东莞、慈溪、德清等多个产业集群支持，近300家参展商同台竞技。

Long history and grand scale. The first specialized B2B trade exhibition in the field of hats, scarves, gloves and Fashion Accessories both domestically and globally, has received support from multiple industrial clusters such as Qingdao, Yiwu, Wenling, Dongguan, Cixi, and Deqing, with nearly 300 exhibitors competing on the same stage.

展会专注于企业B2B商贸订货需求。展品种类齐全，覆盖日常休闲、户外运动、时尚聚会、商务活动等多元场景，全方位满足各类穿戴采购需求。

HSGE 2027 focuses on the B2B business ordering needs of enterprises. The variety of exhibits is complete, covering various scenarios such as daily leisure, outdoor sports, fashionable gatherings, business activities, etc., fully meeting all kinds of clothing procurement needs.

展会将携手上海国际袜业采购交易会和上海国际时尚饰品及首饰展分别于不同展馆内同期召开，观众互通，资源互联。

HSGE & FAE 2027 will be held simultaneously with Shanghai International Hosiery Purchasing Expo and Shanghai International Fashion Jewelry Expo in different exhibition halls, with visitors and resources interconnected.

丰富的现场活动聚焦行业热点，为参展企业和到会观众提供多场商业论坛、趋势发布、T台走秀、技术研讨会等活动。

Rich on-site activities focus on industry hotspots, providing multiple business forums, trend releases, runway shows, technical seminars and other activities for exhibitors and visitors.

上海独特的城市影响力和强大的时尚辐射力，助力企业迅速打开内外贸市场。

Shanghai has unique urban influence and strong fashion radiation, which can help enterprises quickly open up domestic and foreign trade markets.

## 主办单位及支持单位 Organisers and Supporter

上海市服饰学会  
Shanghai Fashion Accessories Society

上海市服饰学会配饰专业委员会  
Shanghai Fashion Accessories Society  
Accessories Specialized Committee

上海歌华展览服务有限公司  
Shanghai Gehua Exhibition Service Co., Ltd

胶州市制帽行业商会  
Jiaozhou Hats Industry Association

义乌市帽业行业协会  
Yiwu Caps Industry Association

义乌市围巾行业协会  
Yiwu Scarf Industry Association

东莞市制帽行业协会  
DongGuan Cap Industry Association

温岭市帽业商会  
Wenling Cap Industry Chamber Of Commerce

## 展品范围 Scope of Exhibits

帽子围巾手套相关产品  
Hats, Scarves, Gloves  
and Related Products

帽子、帽饰、围巾、丝巾、披肩、手套、冰袖、面罩等  
Hats, headwear, scarves, scarves, shawls, gloves, ice sleeves,  
face shields, etc

功能穿戴产品  
Functional Fashion  
Accessories

遮阳、防晒、发热、保暖等功能性配饰产品  
Sun-shading, sun-protective, heating, thermal and other  
functional accessory products

流行配饰产品  
Fashion Accessories  
Products

腰带、腰链、手袋、头巾等  
Belt, waist chain, handbag, headscarf, etc

供应链配套产品  
Supply Chain &  
Supporting Products

原辅材料、生产设备、加工技术及配套服务  
Raw and auxiliary materials, production equipment,  
processing technology and supporting services



# 2026年展会回顾 Review of Expo 2026

(以下数据包含同期展会相关统计数据 Data includes co-located events)



**50,000+**  
平方米  
Net sqm



**816**  
总参展企业  
No. of Exhibitors



**258**  
上海帽子围巾手套展参展企业数量  
No. Of HSGE & FAE Exhibitors



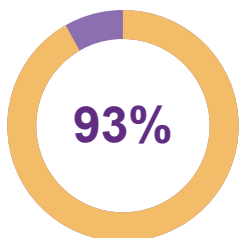
**26,988**  
观众人数  
No. of Visitors

## 展商统计 Exhibitor Statistics

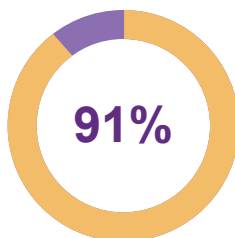
258家参展商来自15个产业集群地，分别是青岛、义乌、东莞、温岭、扬州、阳江、张家港、南通8大帽子产业集群地；杭州、桐庐、德清、内蒙古这4大围巾产业集群地；以及蠡县、辛集、嘉祥3大手套产业集群地。

There are 258 exhibitors coming from 15 Industrial cluster. The eight major hat industry clusters are Qingdao, Yiwu, Dongguan, Wenling, Yangzhou, Yangjiang, Zhangjiagang, and Nantong; The four major scarf industry clusters are Hangzhou, Tonglu, Deqing and Inner Mongolia; The three major glove industry clusters are Lixian Xinji and Jiexiang.

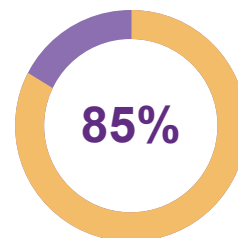
## 参展商反馈 Exhibitor's Feedback



认为这次参展成绩满意至非常好  
Concluded the exhibition result from satisfactory to very fruitful

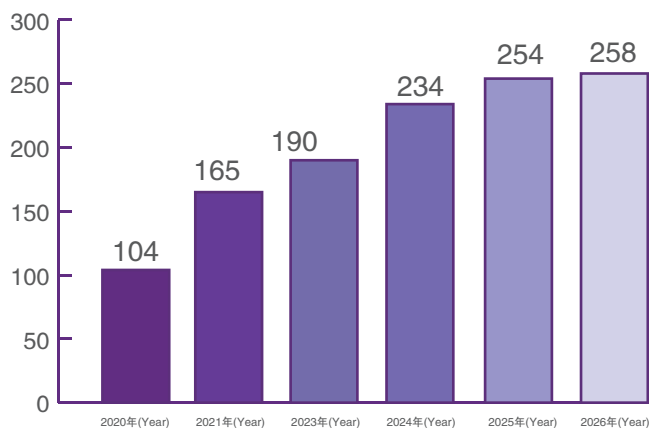


认为这次展会的观众质量为满意至非常好  
Agreed the visitor quality from satisfactory to excellent



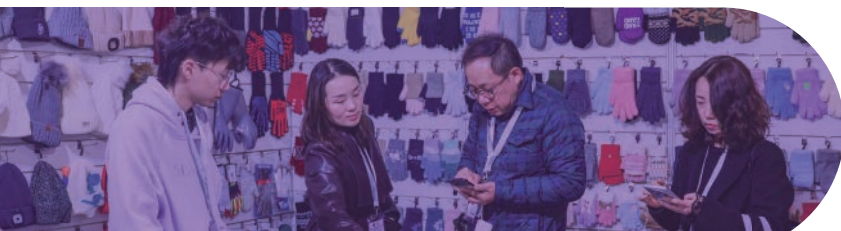
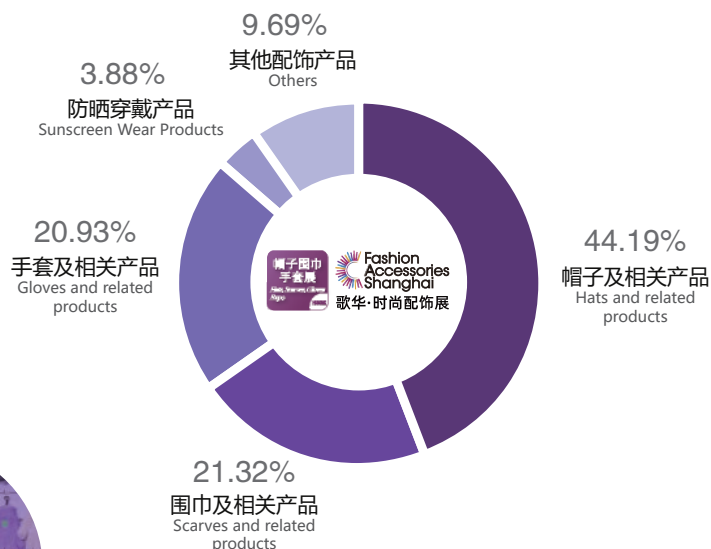
计划参展下届展会  
Intended to participate in HSGE & FAE 2027

## 参展商数量 Number of Exhibitor



## 参展商按产品分类

Exhibitors Analysis by Product Category



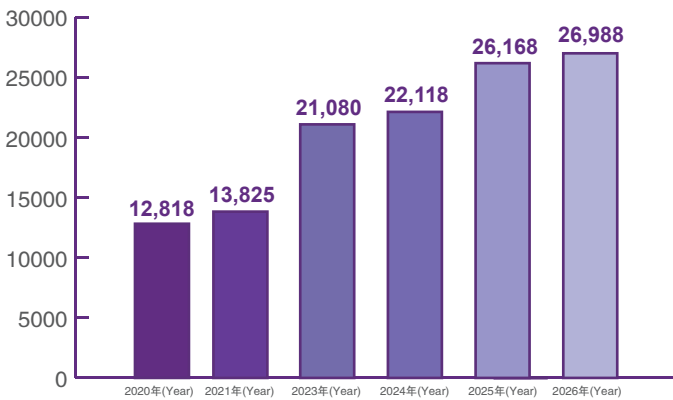
# 观众统计 Visitor Statistics

(以下数据包含同期展会相关统计数据 Data includes co-located events)

为期3天的展会共接待26,988名专业观众到场参观，其中海外客商占总观众人数比例约为3.5%。他们来自美国，加拿大，英国，法国，德国，日本，韩国，意大利，瑞士，新西兰，比利时，澳大利亚，新加坡，土耳其，西班牙，波兰，荷兰，泰国，印度，俄罗斯联邦，巴基斯坦，尼泊尔，越南，菲律宾，美属萨摩亚，阿尔巴尼亚，巴拿马，危地马拉，突尼斯，黎巴嫩，沙特阿拉伯，阿塞拜疆，乌兹别克斯坦，南非，奥地利，乌克兰，蒙古，马来西亚，哥伦比亚，巴西，肯尼亚，阿尔及利亚，哈萨克斯坦，柬埔寨，印度尼西亚，尼日利亚，埃及，阿联酋，土库曼斯坦，厄瓜多尔，瑞典，立陶宛，布隆迪，爱尔兰，埃塞俄比亚，阿根廷，巴林，白俄罗斯，直布罗陀，斯里兰卡等共计60个国家和地区。

The 3-days exhibition attracted 26,988 professional visitors from more than 60 countries and regions including America, Canada, Britain, France, Germany, Japan, South Korea, Italy, Switzerland, New Zealand, Belgium, Australia, Singapore, Turkey, Spain, Poland, Netherlands, Thailand, India, Russian Federation, Pakistan, Nepal, Vietnam, Philippines, American Samoa, Albania, Panama, Guatemala, Tunisia, Lebanon, Saudi Arabia, Azerbaijan, Uzbekistan, South Africa, Austria, Ukraine, Mongolia, Malaysia, Colombia, Brazil, Kenya, Algeria, Kazakhstan, Cambodia, Indonesia, Nigeria, Egypt, United Arab Emirates, Turkmenistan, Ecuador, Sweden, Lithuania, Burundi, Ireland, Ethiopia, Argentina Bahrain, Belarus, Gibraltar, Sri Lanka and etc. Overseas visitors account for about 3.5% of the total number of visitors.

## 观众数量 Number of Visitor



## 观众按行业性质分类 Visitors by Nature of Business



## 观众最感兴趣的产品

Most Interested Products of Visitors



- 帽子及相关产品 (Hats and related products) 82%
- 围巾及相关产品 (Scarves and related products) 55%
- 手套及相关产品 (Gloves and related products) 53%
- 其他 (Others) 18%

## 观众按地区分类(国内)

Visitors by Geographical Origins (Domestic)



# 部分品牌方观众名单 Part of the Brand's Visitor List

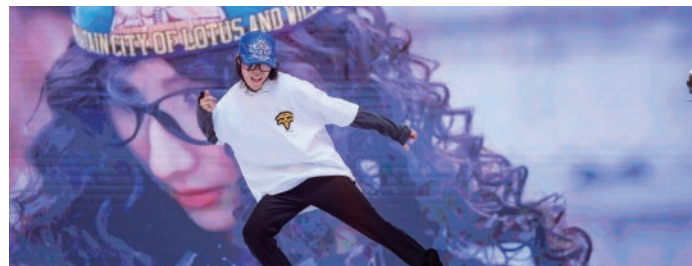
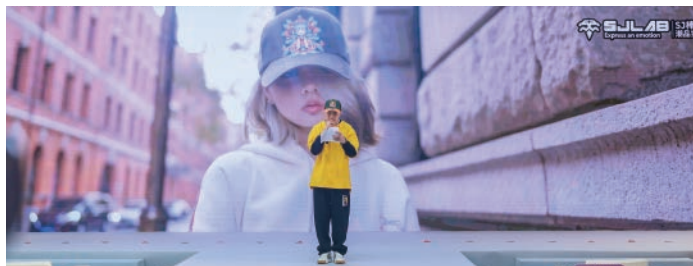


## 同期活动 Concurrent Activities

- 2026配饰增长新论坛  
Fashion Accessories New Growth Forum 2026



- 帽子街舞SHOW  
Hat Street Dance Show



# 现场集锦

## On-site Gallery





## 展位费用

- 一、国内企业——室内光地：980 元 / 平方米 (36平起订)
- 二、国内企业——精品展区：11,800 元 / 9平方米(双开口展位加收15%)
- 三、国内企业——普通标摊：9,800 元 / 9平方米

## Booth Rates

International Exhibitors

Space Only: USD 400 / m<sup>2</sup>

Equipped Space: USD 4,000 / 9m<sup>2</sup>



## 联系主办单位 Contact Us

### 展位咨询及预定 Exhibiting Inquiry

电话Tel: +021-61276590

电邮E-mail: Alex@gehua-expo.com

### 参观咨询及媒体合作 Visiting & Media Cooperation Inquiry

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