India – A Land Of Huge Opportunities For The Intimatewear Industry

- INTIMASIA is breaking records as its fifth edition, returns back as South Asia's largest intimate wear trade show
- 200+ brands to showcase at INTIMASIA - South Asia's largest intimatewear trade show
- An unmissable event featuring experts from every stage of the intimate apparel industry supply chain under one roof

INTIMASIA – India's leading intimatewear industry trade show recently unveiled the dates for its 5th edition which is scheduled to take place from 20th to 22nd February 2023 at the Bombay Exhibition Center in Mumbai. The show promises to be the largest in South Asia region featuring 200+ brands and 100+ raw material suppliers. The show was first hosted in 2016 and after traveling for 3 years in different parts of India, it became India's largest by 2019. Breaking its own records each time, INTIMASIA is now turning to be biggest trade event in South Asia for innerwear, sleepwear, loungewear, thermals, shapewear, swimwear, activewear, sportswear and socks.

INTIMASIA's 5th edition is supported by leading trade bodies including Intimate Apparel Association of India (IAAI), Federation of Hosiery Manufacturers Associations (FOHMA), Wholesale Hosiery Traders Association (WHTA) and Ministry of Micro, Small & Medium Enterprises, all working together to support INTIMASIA as the premier industry event in the region.

With a record-breaking 200+ leading intimate apparel brands from across India showcasing their products and innovations at INTIMASIA 2023 and an estimated footfall of over 15,000 retailers and distributors, the exhibition is set to be an unmissable event, where industry leaders and experts from the manufacturing, distribution and retailing segments will gather to discuss business ideas, industry insights and opportunities. INTIMASIA will also host over 100+ key partners, including the manufacturers and suppliers of fibres, fabrics, elastics, laces, accessories, labels, packaging and other key raw materials required by the industry.

"With this edition of INTIMASIA, we are spearheading the next revolution of growth in the Indian intimate wear industry. This will be an unprecedented event, with all the movers and shakers of the industry under one roof. INTIMASIA will symbolize everything that Prime Minister Modi's Make in India manufacturing vision seeks to achieve. We are in the golden era for intimate wear industry, in India, and the next 10-15 years will see immense growth and opportunity in the segment. With the complete industry supply chain from brands to manufacturers to suppliers and distributers to retailers all gathered in one common pursuit, we will witness an event like none other before."

- Yusuf Dohadwala

Chief Organisor – INTIMASIA and CEO - Intimate Apparel Association Of India

INTIMASIA will continue to be the leading event of its kind to connect brands, manufacturers, suppliers, distributors and retailers of intimate wear together. INTIMASIA takes immense pride in continuing to remain not only the largest show of its kind in India, but also seals its place in history as **SOUTH ASIA'S LARGEST INTMATE WEAR TRADE SHOW**. The intimate wear industry is the FASTEST growing segment within India's well-developed textile and apparel industry, generating opportunities and employment for India, especially to the women population. Hence, intimate wear industry is not only an opportunity for the business sector, but also serves a humanitarian need, as women are the backbone of our society, and need to be uplifted and empowered.

Mumbai is the commercial capital of the country and biggest contributor to GDP. The city is also well connected for domestic as well as international business visitors and hence was decided to be host to INTIMASIA 2023. The show is organised by Peppermint Communication having 20 years of strong experience in servicing the intimatewear sector.

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The intimate apparel industry is growing rapidly in India, and the innerwear and comfort wear segment is currently valued at Rs 60,000 crores, as estimated in a recent report authored by Wazir Advisors. The industry is well positioned to expand in the upcoming years, reaching over Rs 90,000 crores by 2026. Intimate apparel industry is a huge opportunity in the Indian context. The apparel and textile industries are the backbone of the Indian manufacturing sector, and intimate wear has broken all boundaries by setting double digit growth in an uncertain economy. Mr. Dohadwala notes that while some aspects of the Indian manufacturing industry may be hit by the upcoming predicted recession, intimate wear as a segment will largely be shielded from its effect and will continue to register in double digit growth in the upcoming years.

The growth in demand for intimate wear can be largely attributed to the changing lifestyles of modern Indian consumers and their increased disposable income. These customers are primarily from the aspirational class, who are striving for a better lifestyle, and the upper class with high disposable income. They are well-educated, well-groomed, fashion-conscious, and highly aware of their needs. Intimate wear is no longer just a necessity, but also a fashion item. Today's consumers are constantly seeking to upgrade different aspects of their lives, and are willing to pay more for higher quality, comfort, and well-known brands.

INTIMASIA 2023 would be featuring high-profile panel discussions, seminars and workshops by industry stalwarts including a trends seminar on lingerie, sleepwear, and activewear by Paris-based Carlin Group. These seminars provide valuable and rare insights and learning into the coveted intimate apparel industry, and are vital for industry professionals looking to leave their mark in this segment. The exhibition also offers visitors market insights and networking opportunity.

About Peppermint about Communication Pvt. Ltd.

The Event is conceptualized and managed by 'Peppermint Communications Pvt. Ltd.' who has 20 years of experience in the thriving **intimate apparel industry.** The organization crowns a leading publication **'Inner Secrets' Magazine** which is responsible for enlightening the intimate apparel industry with latest market news, innovations, opportunities and trends for past 17 yrs.

About The Intimate Apparel Association of India (IAAI)

The Intimate Apparel Association of India (IAAI) was founded on May 30th, 2010. It is an apex body with a goal towards developing and the intimate apparel industry of India. IAAI's vision is to promote, advance, expand and develop the Indian intimate apparel industry to match and surpass international intimate apparel standards.

Yusuf Dohadwala, CEO of the IAAI has well over twenty years of exposure and knowledge into the intricacies of the intimate apparel industry. Mr. Yusuf has advised numerous brands, manufacturers, distributors and retailers on key insights and strategies required to crack the Indian intimatewear market. Mr. Yusuf notes that India is in an excellent position to overtake its neighbours in exports of intimate apparel and textiles, due to its focus on technical expertise and vast resources of raw materials.

For supporting images please visit: https://www.intimasia.in/media_gallery.php
For further details of the event please log on to www.intimasia.in

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