

playtime
SHANGHAI

REPORT
2d EDITION

JULY 12-13, 2021 /
EXPO-I PAVILION SHANGHAI

PREMIER TRADE SHOWS FOR KID'S
FASHION & LIFESTYLE

Shanghai, the great return to physical events!

For this **second edition in Shanghai**, Playtime is back **In Real Life** after an imposed break.

Following the promising start of its first edition in July 2019, Playtime has once again taken over the Expo-I Pavilion Shanghai for two days, on **July 12 and 13, 2021**.

Eager to meet buyers' expectations Playtime **welcomed 80 international brands** in a unique, creative and inspiring scenography.

Showcasing **fashion, accessories and lifestyle brands**, Playtime made sure to build a **comprehensive offering** covering every buyer's needs for **SS22**.

More than **1000 exclusive kids buyers**, efficient and used to creative brands, were able to discover the new collections in a **high-end, prestigious and professional atmosphere**.



THEY VISITED US!

Les enfants
Motherwork
Bi Blu international
Motobaby
Fangsuo
Tmall
JD.com
Doctorbaby gift
Momokids
Little nordicbaby
Yoko

...



INTERNATIONAL BRANDS LOYAL TO PLAYTIME!

Caramel
Collegien
FUb
Rylee+ Cru
Angulus,
Young soles
Stycky lemon
Jelly cat
...



AND NEW ONES!

Camper
Bonmot
Little Hedonist
Dulis
Mimi & Lula
Aden + anais
Maybe4baby
and more...



Two unmissable meetings

A season under the sign of a world of solidarity in its diversity,
a "wild" state of childhood where creativity prevails.

Each season, Playtime offers an **enthusiastic** and **visionary dive into the fashion of tomorrow**. For the Shanghai show, illuminated by the expert team of **Fashion Snoops**, an international trend agency, Playtime enlightened two of the **season's strongest trends: SOL & ILLUME**.

Dedicated areas also showcased the **must-have silhouettes** of Spring-Summer 2022.

John Shi, CEO of Luhuida trading Co.,Lt, one of the **important distributors in the international designer kids industry**, hosted a talk regarding how doing **business in post pandemic** and focusing on the market. It was a great source of inspiration for brands and buyers **preparing their own businesses for the future**.



An unique trends space by Benjamin Bouchet

Benjamin, based on our WILD manifesto, created a large immersive visual exhibition that will immerse you in a benevolent jungle setting where nature, diversity and freedom are the new possibilities of the child.



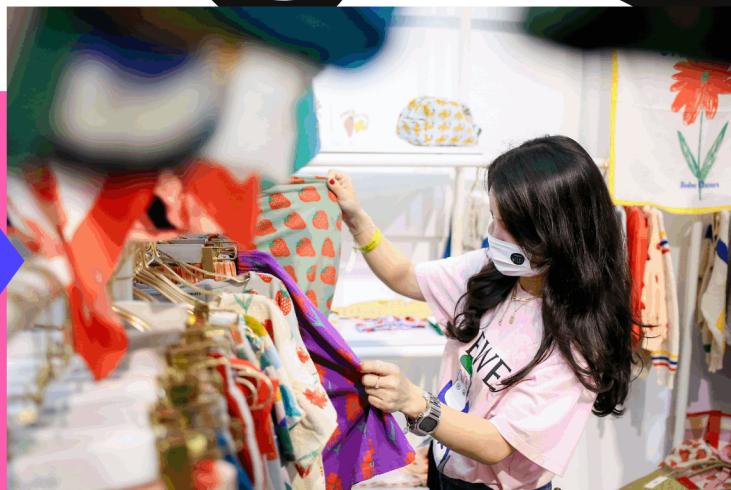
After this successful edition,
we decided Playtime Shanghai
will be a one year exclusive show!

Next edition, date coming soon...

While waiting, let's meet
in Paris and New York:

PLAYTIME PARIS
January 29-31, 2022

PLAYTIME & KID'S HUB NEW YORK
February 13-15, 2022



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