



Cool Kids Fashion

上海时尚童装展

WED FRI
2025. 7.16 → 7.18

国家会展中心 (上海)
NECC (Shanghai)

万物
永续

有趣 · 生命 · 自然 · 可持续

Stylishly
Sustainable



Cool Kids Fashion Shanghai

The Premier Platform for Your Brand Promotion and Market Expansion

Date: July 16-18, 2025

Venue: National Exhibition and Convention Center (Shanghai)

More stylish

- 180+ trendy kidswear brands
- Fashion kidswear show
- Fashion kidswear salon

More targeted

- Focus on professional buyers
- Targeted buyer matchmaking meetings

Strong exposure

- Collaboration with top domestic fashion media
- Partnership with leading content e-commerce platforms
- Comprehensive coverage of exhibitions



2025 Cool Kids Fashion 2025 Cool Kids Fashion 2025 Cool Kids Fashion 2025 Cool Kids Fashion



2025 Cool Kids Fashion

More Stylish

2025 Cool Kids Fashion



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Curated **180+*** Global Fashion
Brands of Kidswear, Footwear,
and Accessories.

*Estimated number of exhibiting brands in 2025




Curated Premium Exhibitors

From **eco-friendly sustainable materials** to **smart technology**, from **multicultural integration** to **personalized design**, from **comfortable functionality** to **fashion aesthetics**—six specially curated themes comprehensively showcase innovative trends and endless possibilities of future kids wear.


Trendsetter

Cutting-edge designs with a focus on re-thinking




Green Fashion

Committed to sustainable and eco-friendly design



Spotlight Moment

Scenario-apparel and accessories for



Niche & Exquisite

Exclusive high-end boutique brands



High-Tech Innovation

Incorporating advanced fabrics and latest technology



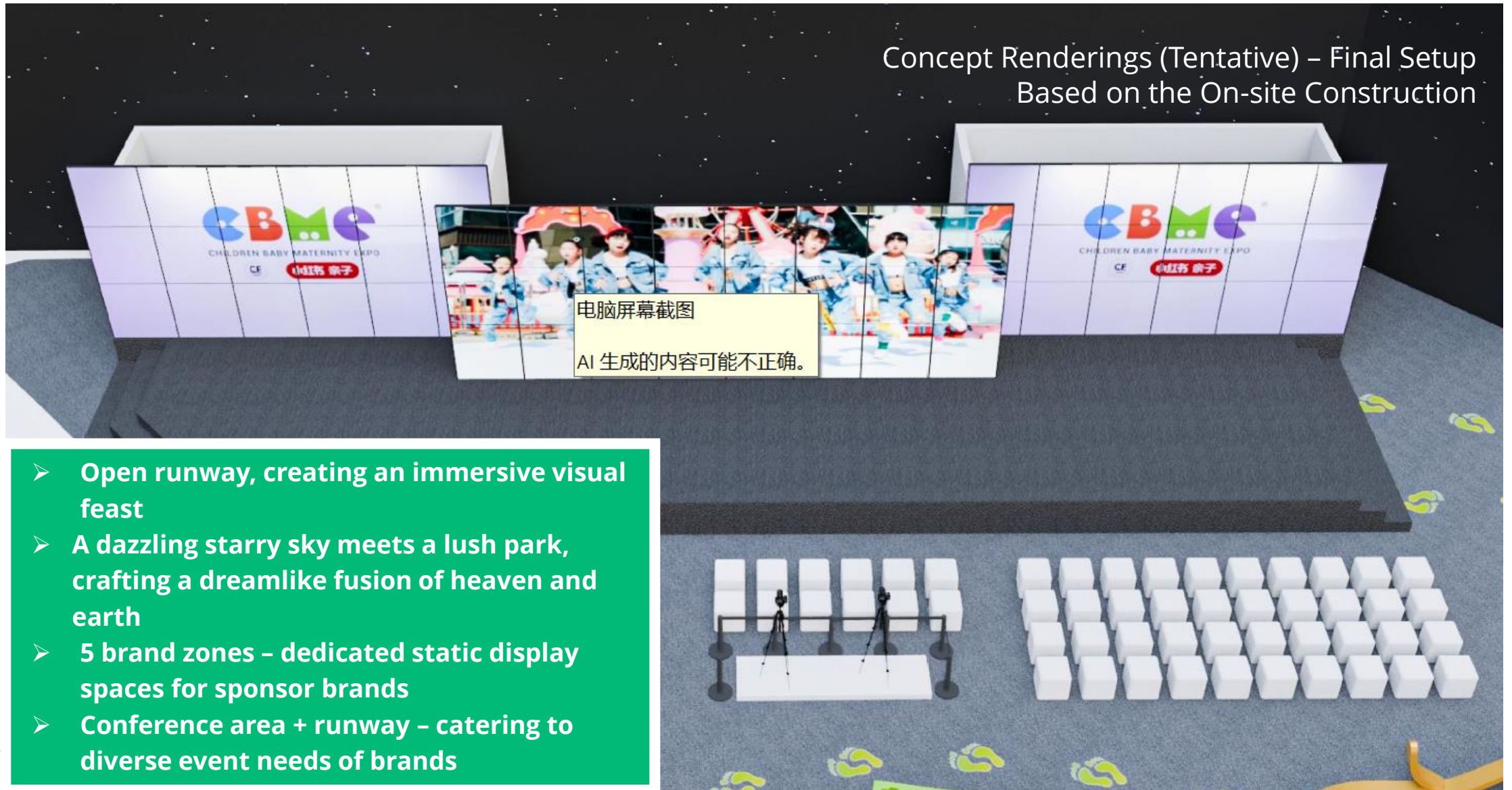
Heritage & Innovation

Traditional Chinese elements and classic



Cool Kids Fashion “Stellar Seasons” Themed Runway

Concept Renderings (Tentative) – Final Setup Based on the On-site Construction



- Open runway, creating an immersive visual feast
- A dazzling starry sky meets a lush park, crafting a dreamlike fusion of heaven and earth
- 5 brand zones – dedicated static display spaces for sponsor brands
- Conference area + runway – catering to diverse event needs of brands



2024 Cool Kids Fashion live photos

Information Classification: General



Cool Kids Fashion Show

- Professional stage equipment and service team, delivering high-quality runway photos and full video coverage
- Attendance of professional buyers, enhancing brand visibility
- Fashion kidswear influencers attending and checking in, creating trending topics
- CBME full-media matrix for promotion, ensuring comprehensive coverage
- Exposure in top fashion media, elevating brand tone

Sustainable Fashion Salon for Kidswear

#Redefining Sustainable Fashion in the Kidswear Industry

This event will focus on innovation and development of the kidswear industry, showcasing the latest design trends and material technologies. A series of expert discussions to be organized will cover market analysis, brand building, and sustainable development strategies.

Through case studies, trend analysis, and market insights, we aim to inspire creativity and keep a pulse on the evolving kidswear industry.

This event is exclusively open to industry professionals, including kidswear brands, professional buyers, fashion influencers, boutique maternity & baby stores, commercial real estate representatives, and kidswear agents, fostering a dedicated professional community for the industry.

Co-organizers (to be confirmed):



Images for reference only; final setup subject to on-site arrangements.

Salon Agenda



Images for reference only; final setup subject to on-site arrangements.

New Market – Invited Guest: Tmall

Exploring new trends in China’s kidswear industry

New Materials – Invited Guest: The Product Director of a Leading Brand

Insights into cutting-edge material applications in kidswear

New Design – Invited Guest: A Designer from a Leading Brand

Balancing fashion and sustainability in kidswear design

New Channels – Invited Guest: Top Kidswear Influencer / Multi-brand Store Owner

How kidswear brands can leverage social media to build influence

New Thinking – Dialogue Salon: Chief Editor of Marie Claire Enfants (Invited Host)

Discussing how design and innovation can drive sustainability in kidswear fashion



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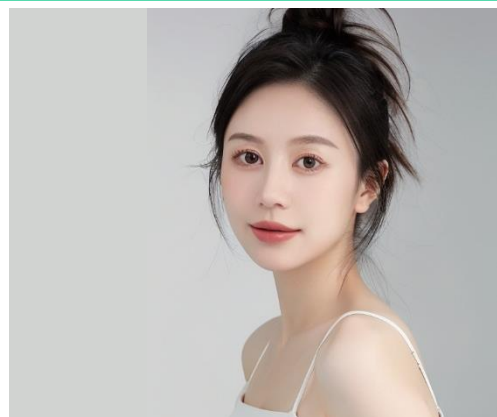
2025 Cool Kids Fashion

More Targeted

2025 Cool Kids Fashion



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Focusing on Fashion Kidswear Buyers

Cool Kids Fashion 2025, through precise market analysis and targeted buyer invitations, is committed to connecting you with high-quality buyers, maximizing your exhibition efficiency.

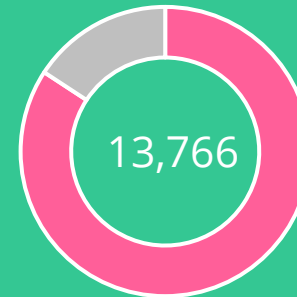
Face-to-face Communication with 36,949 Chinese fashion kidswear buyers

Including:

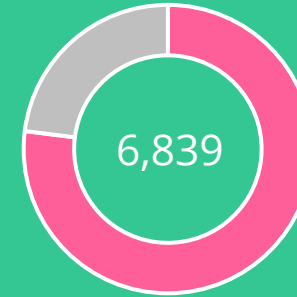
- High-end kidswear store owners
- Boutique maternity & baby store owners
- High-end kidswear distributors
- Xiaohongshu (Rednote) buyers / Douyin kidswear influencers
- Premium group-buying leaders
- Commercial real estate, shopping mall, and department store leasing managers

Types and Proportions of Buyers Interested in Children's Clothing in 2024

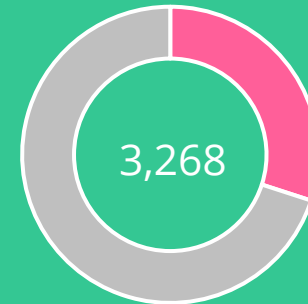
Comprehensive/
boutique maternity & baby stores



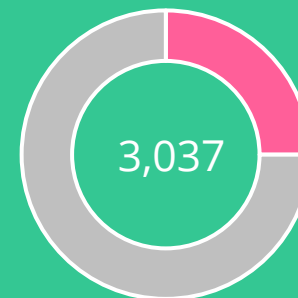
Kidswear &
footwear specialty stores



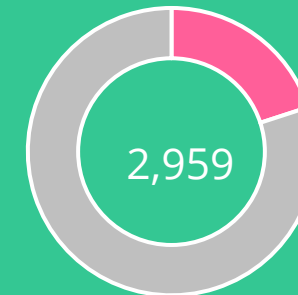
Kidswear distributors



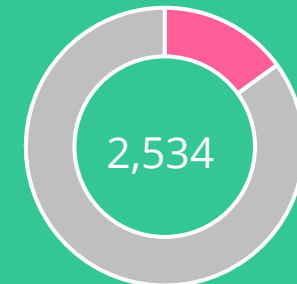
Commercial real estate,
shopping malls



KOLs, livestream hosts, and
premium group-buying leaders



E-commerce, content, and
livestreaming platforms



Cool Kids Fashion 2025 Invited Buyers (tentative)

Fashion Influencers



Xiaolu Parent-Child Fashion Zhiyun is Here Lemon Mama



Golden Tortoise's Doll Xiaoxingxing Tomato Can Lucky



Three-Kid Mom Huanghuang Xiaofanzi Lady Guagua An

Comprehensive & Boutique Maternity & Baby Stores



Mum & Baby's Home Gerry's Home TinyTravelers



Lucky Family Mother & Baby Jiaojiao's Store Cowbuk



Petitmais Deer Bambi Carrying Bear

Kidswear Distributors / Shopping Malls



RollingKids Tiny One World Booker



bebelux Around Kids21 Kids



Hangzhou Tower (China) Intime Retail Outlet

Kidswear Industry Networking Event

#A Grand Gathering for Like-Minded Kidswear Professionals

Following the Sustainable Fashion Salon for Kidswear, a private industry networking session will be held.

This exclusive event is tailored for kidswear designers, brand representatives, industry buyers, and fashion media, providing a dedicated space for professionals in the field.

In a relaxed and engaging atmosphere, attendees will have the opportunity to connect with industry leaders, designers, and professional buyers, sparking creative inspiration and exchanging ideas. It is also the perfect occasion to expand your network and meet like-minded peers who share your vision.

Let's enjoy fine wine and gourmet food while opening new chapters of collaboration in the kidswear industry.

Event Capacity: 60 Guests



Images for reference only; final setup subject to on-site arrangement



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Strong Exposure

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BABY 华(网)衣网 中国童装 小红书



Annual Strategic Partner Marie Claire Enfants China

Marie Claire Enfants China

Founded in 1937, Marie Claire Group is a pioneer in internet fashion and beauty as well as a trailblazer in publishing and future media. Marie Claire Enfants is a special edition of the international fashion magazine Marie Claire, dedicated to showcasing the latest trends in children's fashion and lifestyle.

Collaborating celebrities:

- Feng Xueya (Notable Works: *Life After Life*, *Blooms Over Blooms as Li Ying*; *With You as Ji Nian*; *Perfect Partner as Sun Yuantiao*)
- Wang Zijin (Spartan Kids World Championship Winner)
- Bettie & Sofie
- Ollie (Milk Enfants)
- Jelena (Milk Enfants)
- Chen Yibing & Daughter (Milk Enfants)
- Dong Xuan & Daughter (Milk Enfants)
- Zhu Zhu (Marie Claire NOW)



China's First High-End Children's Fashion Magazine

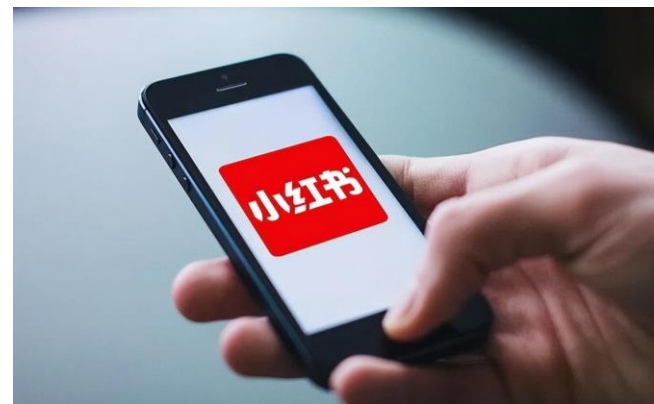


Cool Kids Fashion 2025 Omni-Channel Integrated Marketing



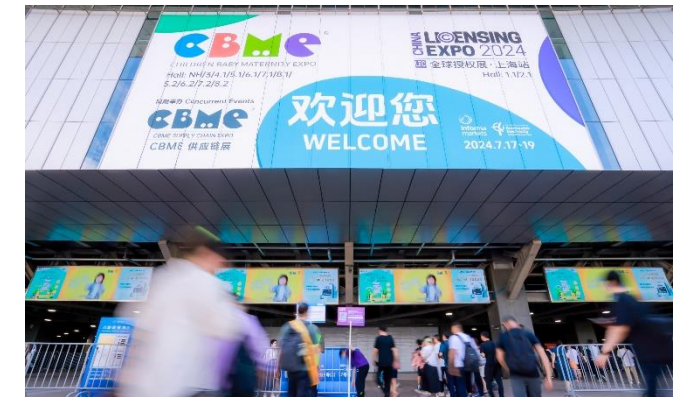
01 Fashion Media

Marie Claire Enfants, OK! Baby, VOGUE, YOKA, ELLE, SELF, Fengsung, Rayli Women, Xinwei, EF360.COM, Style Look, Phoenix Fashion...



02 Content E-commerce Platforms

Douyin & Xiaohongshu as core marketing hubs, driving customer-end traffic, collaborating with influencers for campaign amplification, enhancing brand influence and user reach.



03 CBME-Owned Media

CBME Official WeChat, CBME Insights, CBME Official Website, CBME Xiaohongshu Account, CBME Douyin Account...

Cool Kids Fashion Booth Pricing List

Exhibition Booth Pricing: RMB per sqm

Exhibition Area – Raw Space

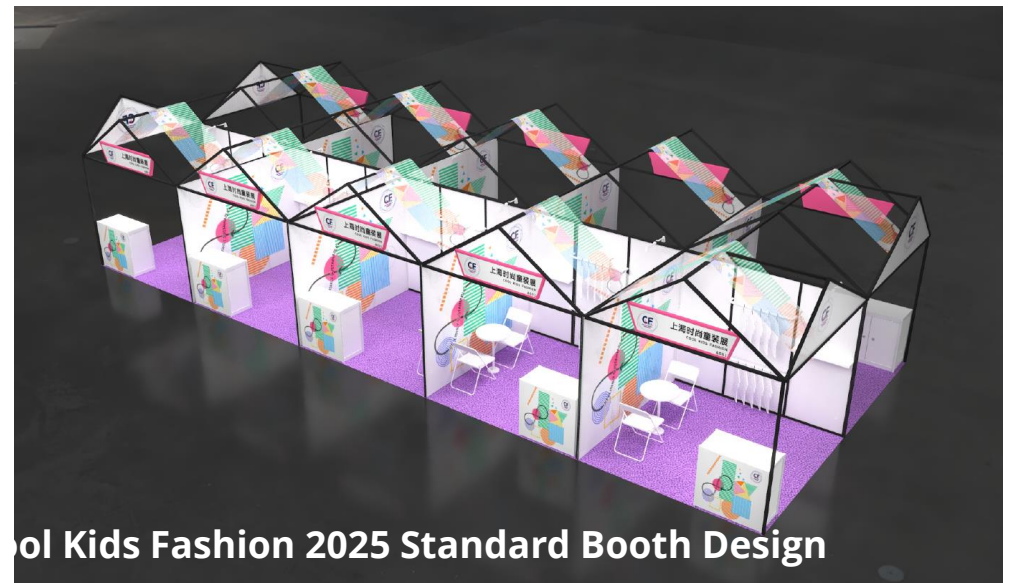
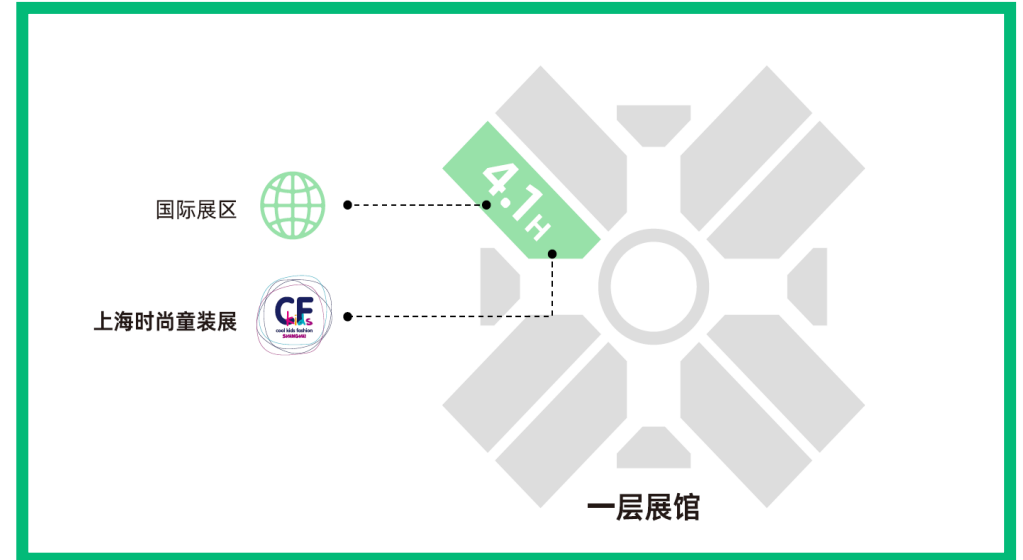
Price	Note
350 USD	2024 exhibitors enjoy a 10% discount

Standard Booth Pricing

9 m ²	18m ²
4,318 USD	8,134 USD

The above standard booth pricing includes:

- Standard booth facility fee: **USD 50/sqm**
- Yuncaibao Membership Service Fee: **USD 474**
- **6% VAT**



Cool Kids Fashion 2025 Standard Booth Design

Cool Kids Fashion Kidswear Show Pricing List

Joint Runway Show 10-15 minutes	Exclusive Runway Show 30 minutes
40,000 (excluding tax)	100,000 (excluding tax)

Professional Stage & Lighting Equipment

- Thematic stage setup with T-shaped runway
- Overhead lighting suspended from the exhibition hall ceiling
- Backdrop curtain with starlight effect
- P3 HD main screen & side panels

Professional Show Production Team

- 10 professional child models
- 3 professional makeup artists
- 4 fashion photographers & videographers
- 2 directors for live production

On-Site Brand Promotion

- Brand showcase zone with product display
- Pre-show brand video loop

Comprehensive Brand Exposure

- Media coverage on CBME WeChat, official website, and other platforms
- On-site brand interviews
- Feature on visitor guide & exhibition activity backdrop
- Expo-wide advertisement and event announcements



2024 Cool Kids Fashion on-site photos

Cool Kids Fashion Salon Pricing List

Exclusive Sponsorship

30,000 RMB

(excluding tax)



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Salon Guest

- Join the panel discussion as a guest speaker, sharing insights and perspectives.

On-Site Promotion

- Product display at the conference venue
- Sponsor video looping during the event
- Brand visibility on stage backdrops and promotional materials
- Live announcements during the event

Comprehensive Brand Exposure

- Brand logo featured throughout event promotions
- Media exposure in kidswear and fashion industry outlets
- Coverage on CBME-owned media + brand interviews

Professional Buyers Engagement

- Direct matchmaking with key buyers in the kidswear industry
- Access to guest attendee information for potential partnerships



THANK YOU!