

SIUF VIETNAM INTIMATE
FASHION & SOURCING EXPO
越南国际
贴身服饰博览会

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SES Vietnam Exhibition
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Limited

SIUF VIETNAM INTIMATE FASHION & SOURCING EXPO

SIUF 越南国际贴身服饰博览会

THUR. - SAT.
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越南胡志明市西贡展览中心
SAIGON EXHIBITION AND CONVENTION CENTER

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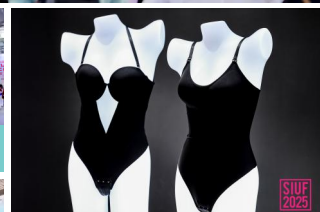
ORGANIZER 主办方介绍

中国(深圳)国际品牌内衣展(SIUF)系由中华人民共和国商务部批准,广东省纺织协会、深圳市盛世九州展览有限公司主办,深圳市内衣行业协会、英富曼会展集团、深圳市盛世九州展览有限公司承办的年度内衣行业盛会,展会集中展示海内外内衣产业的新产品、新技术、新趋势及新应用,并着力为内衣生产企业及上下游产业链打造集商贸洽谈、国际交流及品牌展示为一体的专业交流平台。

The China (Shenzhen) International Brand Underwear Fair (SIUF), approved by the Ministry of Commerce of the People's Republic of China, is an annual lingerie industry event hosted by the Guangdong Textile Association and Shenzhen Shengshi Jiuzhou Exhibition Co., Ltd., and organized by the Shenzhen Underwear Association, Informa Markets and Shenzhen Shengshi Jiuzhou Exhibition Co., Ltd. The exhibition showcases new products, technologies, trends and applications of the lingerie industry worldwide and strives to create a professional exchange platform integrating business negotiation, international communication and brand display for lingerie manufacturers and the entire supply chain.

SIUF 怀揣“共建·共享·共生·共赢,打造全球内衣生态圈”的愿景,超 20 年的精心培育,中国国际品牌内衣展已成为全球最具规模和影响力的行业价值服务平台。SIUF 多个功能展区,将覆盖贴身时尚品牌、跨界时尚、新零售电商、爆品直播、生产制造等新业态,依托展会资源及供应链、全渠道资源优势,为一众展商、专业观众打造全渠道的综合性展会。同期将举办 U30 全球内衣产业峰会、中国内衣峰会、金肚兜奖颁奖盛典、BIDA 国际贴身服饰设计大奖(原“魅力东方”)、SIUF 国际超模大赛两大赛事总决赛,及近 80 场品牌时尚发布秀等,引领全球内衣时尚潮流新趋势。

With the vision of "co-construction, co-sharing, co-existence and co-win, creating a global lingerie ecosystem", SIUF has been carefully cultivated for 20 years and has become the world's largest and most influential industry value service platform. For its 20th anniversary, SIUF covering new business forms such as intimate fashion brands, cross-border fashion, new retail e-commerce, live-streaming of best-selling products, and production and manufacturing. Relying on the exhibition resources and advantages of the supply chain and all-channel, it will create a comprehensive exhibition for exhibitors and professional visitors covering all channels. At the same time, it will host the U30 Global Lingerie Industry Summit, the China International Underwear Forum, the Golden Dudou Award Ceremony, the Best Intimate Apparel Design Awards (BIDA, formerly "The Charm of Oriental"), the finals of the SIUF International Supermodel Contest, and nearly 80 brand fashion shows, leading the new trends of global lingerie fashion.





OUTLOOK AND OPPORTUNITIES OF THE INTIMATE INDUSTRY IN VIETNAM

越南内衣行业展望与机遇

越南在 2024 年 GDP 增速达 7.09%，人均 GDP 约 4700 美元，属于全球范围内第一梯队，在东盟内部，增速长期位于前列，从而表明越南作为“亚洲新虎”的形象更加突出，在国际贸易和地缘经济话语权更大。

Vietnam's GDP grew by 7.09% in 2024, with a per capita GDP of approximately \$4,700, placing it in the first tier globally. Within ASEAN, it has long maintained a leading growth rate, which underscores Vietnam's rising profile as the "New Tiger of Asia" and enhances its voice in international trade and geo-economics.

越南是全球第二大纺织品出口国，内衣是其纺织服装产业的重要分支。越南内衣市场正凭借出口制造和本土消费的双重驱动，展现出强劲的增长前景。越南经济快速增长，预计到 2025 年，越南时尚市场规模将达 35 亿美元，年增长率在 9%-10% 左右。内衣作为重要品类，增长显著。

Vietnam is the world's second-largest exporter of textiles, and underwear is a key segment of its textile and garment industry. Driven by both export manufacturing and domestic consumption, Vietnam's underwear market is showing strong growth prospects. With Vietnam's rapid economic expansion, its fashion market is expected to reach \$3.5 billion by 2025, with an annual growth rate of around 9%-10%. As an important category, underwear will see significant growth.



WHY VIETNAM?

为什么选择越南市场？

出口驱动：供应链优势与政策红利

Export-driven: Supply chain advantages and policy dividends.

核心优势：凭借与欧美市场的自贸协定，越南可享受低关税或零关税待遇，出口竞争力强。

Core advantage: Leveraging free trade agreements with European and American markets, Vietnam enjoys low or zero tariff treatment, giving it strong export competitiveness.

产业角色：在全球供应链重构中，越南承接了大量从中国等地转移的订单。

Industrial role: Amid the restructuring of the global supply chain, Vietnam has taken over a large number of orders transferred from China and other regions.

与中国联系：越南纺织业约 80% 的原料依赖进口，中国是最大供应国。中企可通过在越设厂或出口原料，利用其“中转跳板”角色优化全球布局。

Ties with China: Approximately 80% of Vietnam's textile raw materials rely on imports, with China being the largest supplier. Chinese enterprises can optimize their global layout by establishing factories in Vietnam or exporting raw materials, utilizing Vietnam's role as a "transit springboard".

本土消费：市场升级与品牌萌芽

Domestic consumption: Market upgrading and brand emergence.

需求升级：女性消费者需求从基础功能转向个性化、舒适性与时尚化。

Demand upgrading: Female consumers' demands have shifted from basic functions to personalization, comfort, and fashion.



👉 电商助力：电商渗透率快速提升，是品牌触及年轻消费者的关键渠道。

E-commerce support: The penetration rate of e-commerce is rising rapidly, serving as a key channel for brands to reach young consumers.

👉 本土品牌崛起：例如，本土 D2C 品牌 Coolmate 在 2024 年售出近 170 万条内裤，并计划成为估值超 10 亿美元的“独角兽”，显示出本土市场的活力。

Rise of local brands: For example, local D2C brand Coolmate sold nearly 1.7 million pairs of underwear in 2024 and plans to become a "\$1 billion unicorn", demonstrating the vitality of the local market.

而且，在 2025 年越南内衣展中，有近 70% 展商希望进入越南市场拓展新的业务领域及获取其新的客户链条。

Furthermore, at the 2025 Vietnam Underwear Exhibition, nearly 70% of exhibitors expressed their desire to enter the Vietnamese market to expand into new business areas and acquire new customer networks.

ANALYSIS OF SIUF VIETNAM 2025 2025越南内衣展分析

👉 买家部分 VISITORS FROM SIUF VIETNAM 2025

2025 年越南内衣展 3 天合计有来自 35 个国家和地区的买家到场，包括：越南、印度、印尼、南韩、日本、美国、新加坡、意大利、泰国、柬埔寨、马来西亚、英国、菲律宾、缅甸、法国、西班牙、澳大利亚、德国、墨西哥、巴西、蒙古、斯洛伐克、阿根廷、荷兰、埃及、黎巴嫩、挪威、葡萄牙、沙特、科威特、毛里求斯、哥伦比亚、瑞典、中国及港澳台地区。还有来自超过 20 多个协会 / 市场 / 企业等买家团莅临现场，他们在越南展现场都能遇到心怡的展商，收获满满！

Over the three-day run of the 2025 SIUF Vietnam, 35 countries and regions attended the event. These regions include Vietnam, India, Indonesia, South Korea, Japan, the United States, Singapore, Italy, Thailand, Cambodia, Malaysia, the United Kingdom, the Philippines, Myanmar, France, Spain, Australia, Germany, Mexico, Brazil, Mongolia, Slovakia, Argentina, the Netherlands, Egypt, Lebanon, Norway, Portugal, Saudi Arabia, Kuwait, Mauritius, Colombia, Sweden, China and Hong Kong Special Administrative Region, the Macao Special Administrative Region and Taiwan Region of China.

In addition, more than 20 buyer groups from associations, special markets and enterprises also visited the exhibition. All of them found their preferred exhibitors at the show and gained good results.





SIUF越南 2025 部分到场知名品牌

SOME WELL-KNOWN BRANDS PARTICIPATING IN SIUF VIETNAM 2025

🏠 越南本土

TRIUMPH(vietnam)、GILIMEX INDUSTRIAL PARK CORPORATION、MAS HOLDINGS、PERRY ELLIS、GUKATO、INJOY CO., LTD、MENALINGERIE、CÔNG TY TNHH DỆT MAY THIÊN ÂN、FEMME FIT、MYM BEAUTY、BRARINI LINGERIE、KaSa 's House、NHƯ KỶ COLLECTION、ANH KHOA UNDERWEAR、ENOWS、PANDEMOS、AKUNDERWEAR、Hoa Hiep Co Ltd、Gia Nguyen HD、HOAHIEP COLTD、ITAS GLOBAL GROUP、Anh Khoa Production、TỔNG KHO SỈ ĐỒ LÓT ANH LONG、ĐỒ TẬP YOGA、CÔNG TY TNHH CONFIDENCE GROUP 等

🏠 泰国、马来西亚、印尼、菲律宾、新加坡

DUO CAT PTE. LTD.、BEPU、MELIORA INTERNATIONAL CO., LTD.、PENN ASIA、SULTRY SECRETS、CV GLOBAL MITRA、MELIORA INTERNATIONAL CO., LTD.、PT AIX INDONESIA JAYA、GRAHA、PT MULTI LARIS JAYA SUKSES、CV. JAYA ABADI、CV MULIA ABADI、CV MITRA SUKSS、CV KARYA BERSAMA、CV SINAR LESTARI 等

🏠 欧美及日韩

ROSALEIGH、WILD VIOLETS(英国)、CURVIE LINGERIE(葡萄牙)、DEEP DIVE、FINIX TRADING Z. BUJNOWICZ(波兰)、ROUNDERBUM(美国)、M GLOBAL.INC. 等

🏠 其他国家及地区

EMERGING INTIMATE BRAND PROJECT、SAINARA APPAREL LIMITED、V SHAPES MOULDERS、ZERO-KAATA、OPAPA APPARELS、SIARAM 'S INTERNATIONAL、SUSHIL ENTERPRISES、MOLDING TEX S.A.(阿根廷)、LUMIERAS(哈萨克斯坦) 等



SIUF越南 2025 买家团

GROUP DELEGATION IN SIUF VIETNAM 2025



🏠 协会团

VITAS 越南纺织服装协会
AGTEK 胡志明市服装刺绣与针织协会
FinnCham 芬兰广东商会
Japan Lingerie Stylist Association
日本内衣设计师协会
中国纱线网

🏠 内衣布料市场参观团

Chợ Tân Bình 胡志明市新平市场
Chợ An Đông 胡志明市安东市场
Chợ Đại Quang Minh
胡志明市大光明市场
胡志明市 Chợ Soái Kinh Lâm 市场

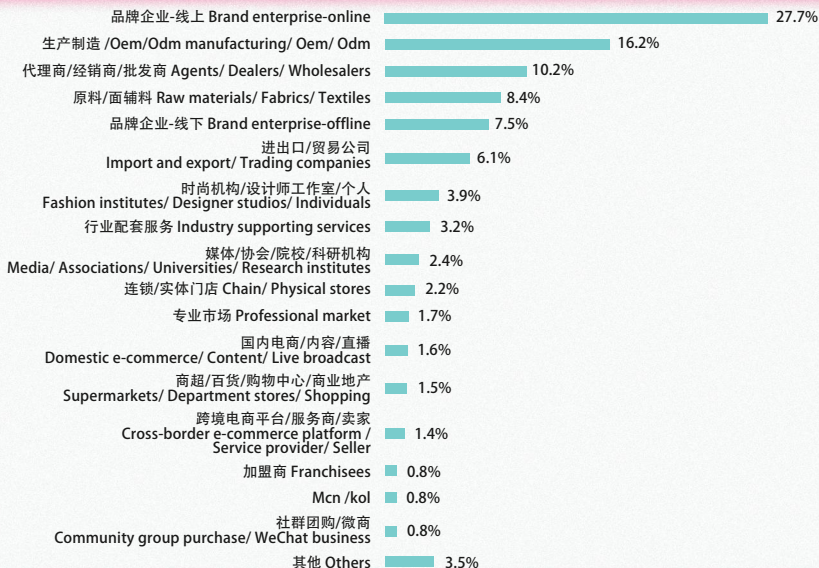
🏠 企业团

AIX 东南亚买家代表团
TRIUMPH 黛安芬代表团
CHANTELLE 代表团
SON KIM 代表团
VINAFICO 代表团
Unichain 代表团
Hà Nam 代表团
BOM Sister 代表团

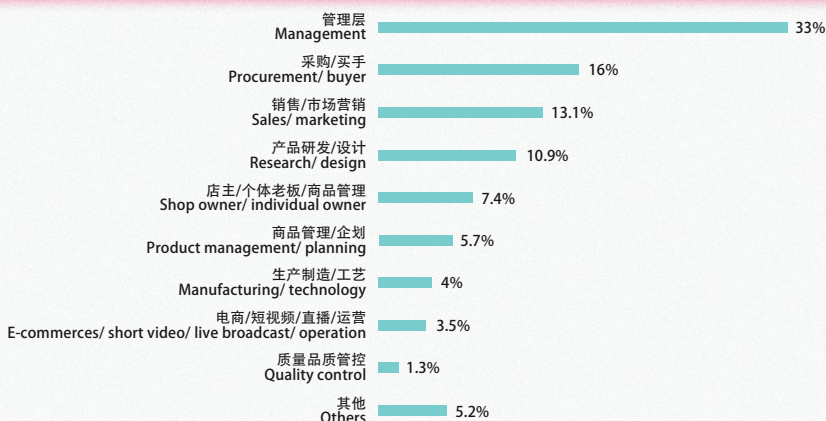
我们对到场的 256 位买家进行了随机采访，97.93% 的买家对展出的展品和品牌表示感兴趣，超过 9 成买家表示下届还会再来参观，53.21% 的买家找到了新供应商，51.03% 买家产生了合作订单。

We conducted random interviews with 256 on-site buyers. Among them, 97.93% expressed interest in the exhibited products and brands, over 90% stated they would return for the next edition, 53.21% found new suppliers, and 51.03% secured cooperative orders.

买家行业类别 VISITOR PROFILE



买家职位 JOB POSITION



买家反馈 (部分) BUYER FEEDBACK



Finncham South China
芬兰广东商会
Saara Fu (Chairman)

“我认为此次展会为芬兰的可持续发展专业经验与越南制造业实力提供了重要的合作机遇。”



Asia Influencer X
马来西亚
Naomi Ranita

“展会选址使东南亚参与者更易到访，认为本地市场需求增长显著，SIUF 展会是拓展业务的良机。”



Japan Lingerie Stylist Association
日本内衣设计师协会
Naoko Nakane (首席代表)

“越南首次举办内衣展——我认为胡志明市将成为备受瞩目的产业据点，对此充满期待。”

Company Name 公司名称	Country 国籍	Niche / Category 采购需求	公司名称	产品	商业形式	搜索需求
Golden Stepp Group (GS) – TIDEMRKT	USA美国	Street wear 服饰	Dang Minh Production Trading Co., Ltd.	高科技贴身衣物	制造/OEM	- 寻找新的供应商 - 寻找 OEM 和 ODM 供应商
Semperit	Singapore 新加坡	T-shirt / clothing/Fabric	Son Kim Fashion Joint Stock Company	高级贴身衣物	贸易与零售	- 寻找新的供应商
UltraSolid	Singapore 新加坡	shirt and men's cloths /Fabric	PPJ Group	提供全面的端到端服装制造解决方案：裁缝、纱线生产、面料生产、服装生产	制造/OEM	- 为运动服生产寻找 - OEM/ODM 合作伙伴
Tidemrkt	Malaysia 马来西亚		Palm Forest Vietnam Joint Stock Company	高端设计品牌, 专营内衣、运动和家居服 (贴身衣物)	零售/品牌	- 寻找新的供应商 - 寻找分销商和战略合作伙伴 - 寻找 OEM/ODM 供应商 - 寻找高设计附加值资金 - 寻找 OEM/ODM 供应商
Sieue	Malaysia 马来西亚		LNK GARMENT CO., LTD	提供全面的制造服务, 包括 FOB (船上交货) 和 OEM (原始设备制造)。产品包括: 内衣、T 恤、裤子、衬衫和配饰。	制造/OEM	- 寻找新的供应商 - 寻找 OEM/ODM 供应商 - 寻求商业伙伴和投资机会
Neubodi	Malaysia 马来西亚		Phu Hoa An Textile and Garment Joint Stock Company	生产各种针织产品, 包括经典美克、Polo 衫、T 恤、针织衫、防晒服和防晒口罩。	制造商/OEM	- 寻找新的供应商 - 寻找 OEM/ODM 供应商 - 寻找分销商和战略合作伙伴 - 寻找 OEM/ODM 供应商 - 寻求商业伙伴和投资机会
Moimoi	India 印度		MAM 10 CORPORATION - JOINT STOCK COMPANY	高品质内衣品牌生产及 OEM/ODM (原始设计/设备制造)。	制造商/OEM	- 寻找新的供应商 - 寻找 OEM/ODM 供应商 - 寻找分销商和战略合作伙伴 - 寻找 OEM/ODM 供应商 - 寻求商业伙伴和投资机会
Misaki	Vietnam 越南		innecare	专业生产和销售男女内衣/贴身衣物	零售/品牌	- 寻找新的供应商 - 寻找 OEM/ODM 供应商 - 寻求商业伙伴和投资机会
KBYN	Philippines 菲律宾			一家越南内衣专卖店, 专营男女内衣产品, 提供全系列贴身衣物及相关用品, 包括: 文胸、内裤、健身衣/塑形衣、睡衣、无痕内衣、家居服	零售/品牌	- 寻找新的供应商 - 寻找 OEM/ODM 供应商
Pryntd	Malaysia 马来西亚		BOM Sister		零售/品牌	- 寻找新的供应商
Piengpor Clothes	Thailand 泰国		May Son Viet	男女内衣、运动服、T 恤、泳装	服装, 本地品牌	产品包装材料: 面料、松紧带..... 无限制起订
Vera	Vietnam 越南		FASTLINK	男女内衣、运动服、T 恤、泳装	出口 (FOB, OEM)	时尚品牌、服装厂、贸易公司 OEM.....
			SITS	椰子纤维面料、再生面料、线条	出口	生产内衣和手提包的工厂 寻找新的供应商
			Chito	- 泳衣 - 套裤料	贸易、面料生产、零售/OEM (原始设备制造) 和 ODM (原始设计制造) 供应商	寻找 OEM (原始设备制造) 和 ODM (原始设计制造) 供应商



展商部分 EXHIBITORS FROM SIUF VIETNAM 2025



2025 年越南内衣展有来自中越两国合计 250 家企业、380 个品牌参展, 均为内衣市场供应链优质企业, 包括像健盛、华阳、丽莱、聚衣堂、棒杰、华美及 AGTEK 胡志明市纺织服装时尚协会带来的环保新材料以及 Maya DIY Sewing Community 带来的手作缝纫展示区, 参展企业对首次亮相越南展充满信心及认可。

At 2025 SIUF Vietnam, there are a total of 250 enterprises and 380 brands from China and Vietnam participating. All of them are high-quality enterprises in the underwear market supply chain, including well-known ones such as Jasan, Huayang, Lily underwear, Juyitang, Bangjie, Huamei, as well as eco-friendly new materials brought by The Ho Chi Minh City Textile and Garment - Fashion Association, and a hand-sewing demonstration area presented by the Maya DIY Sewing Community. Exhibitors in SIUF Vietnam 2025 have shown their confidence and recognition of their first appearance at the Exhibition.

展商类别 EXHIBITOR PROFILE



展商参展目的 EXHIBIT PURPOSE



展商反馈(部分) EXHIBITOR FEEDBACK



Lei Yangyong
Founder
GUANGDONG HUAYANG
UNDERWEAR CO.,LTD

华阳：“借着这次展会的机会，我们公司也会持续加大投入。我们希望能把最核心的服务板块——从研发、生产到销售，都带到越南市场来。”

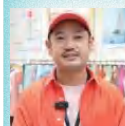
Our company continues to place great importance on this. We also aim to bring our most robust services-including R&D, production, and sales-to the vietnamese market.



Suharsh Chandna
Business Development Head
JASAN TEXTILE & DYEING
(VIETNAM)CO.,LTD

健盛：“我认为 SIUF 提供了一个绝佳的交流平台，连接了产业链中的各方伙伴。主办方打造的这场行业盛会很成功，期待未来能延续此类展会，以便我们能参与。”

As i mentioned, we are here to showcase our capabilities- what we are capable of doing- in seamless and intimates and active wear and sports wear. And i believe siuf has provided a great platform connecting different people. It' s not only the brands; it' s also we can look at what market is offering.



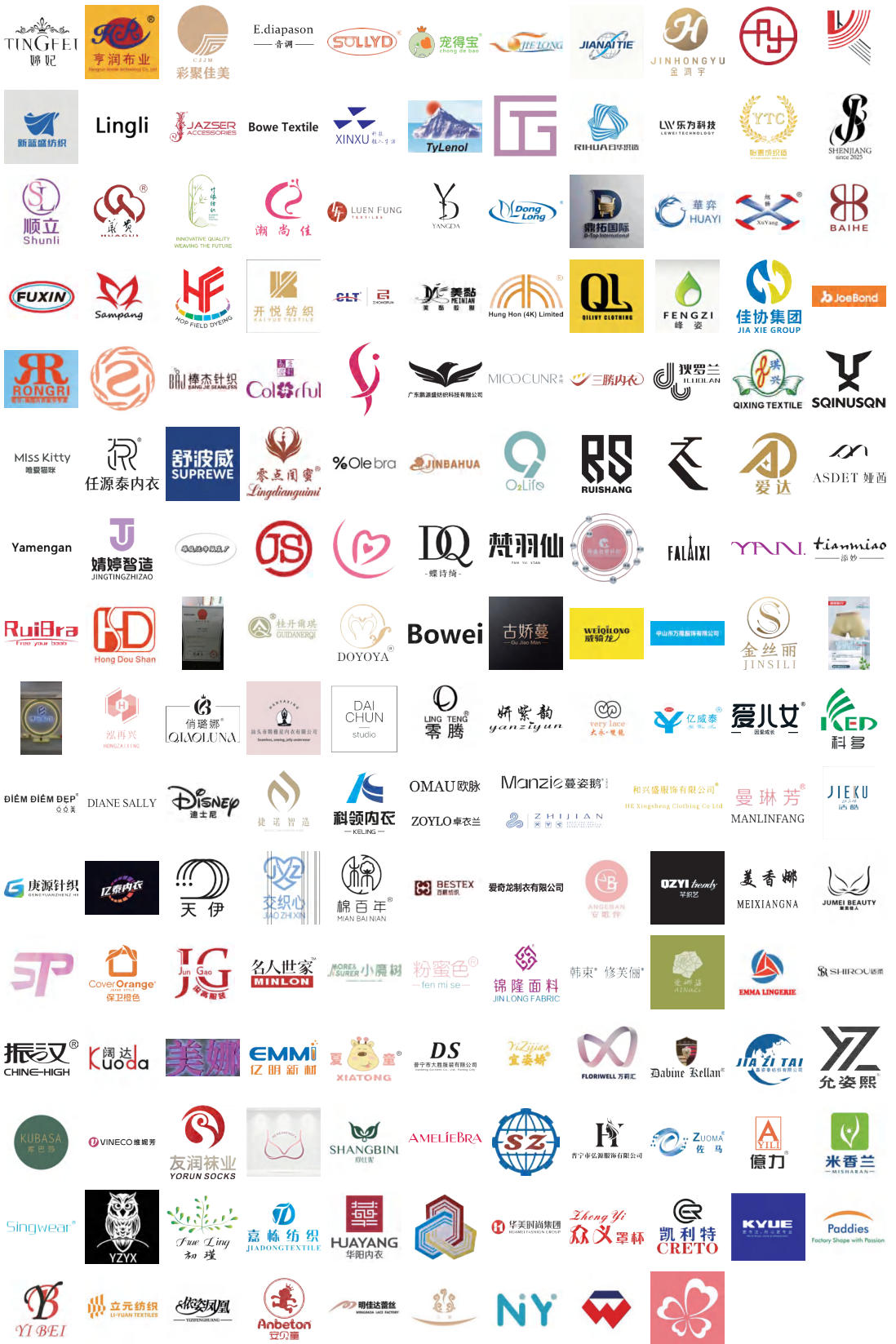
Cheng Lingshuang
Sales Manager
ZHEJIANG LILY UNDERWEAR
CO.,LTD

丽莱：“此次在胡志明市的展会体验非常出色。虽然这是我们首次参展，但整体收获十分积极。未来我们希望能在这新兴市场中建立更多联系，开拓新的商业机遇。”

The exhibition here in Ho Chi Minh City has been excellent. Even though this is our first year participating, the experience has been very positive. Moving forward, we hope that in this new and emerging market, we can build new connections and develop future business opportunities. Thanks.



SIUF越南 2025展商(部分)
EXHIBITORS IN SIUF VIETNAM 2025



同期活动 THE CONCURRENT EVENTS

同期论坛 & 商贸配对 CONFERENCES & BUSINESS MATCHING

回顾三日展会, SIUF越南展以丰富的内容矩阵实现全方位价值输出:

Looking back on the three-day exhibition, SIUF Vietnam Show has achieved all-round value delivery through a rich content matrix:



DAY 1

聚焦全球化战略, 通过全球内衣峰会、主题演讲及商贸配对, 奠定专业与高端基调

It focused on the globalization strategy. Through the global underwear summit, keynote speeches and business matching sessions, it established a professional and high-end tone.



DAY 2

深化产业链, 涵盖女性健康公益、市场洞察、战略签约, 展现人文与商业并重的平台特质

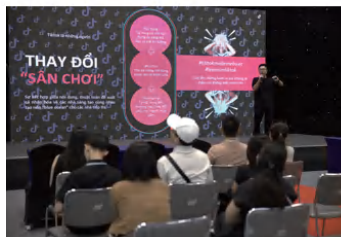
It deepened industrial connections. Covering women's health public welfare, market insights and strategic signings, it demonstrated the platform's characteristics of attaching equal importance to humanity and business.



DAY 3

以 TikTok 实战专场为代表, 突出数字化工具对业务增长的直接推动力

Represented by the tiktok practical special session, it highlighted the direct driving force of digital tools for business growth.



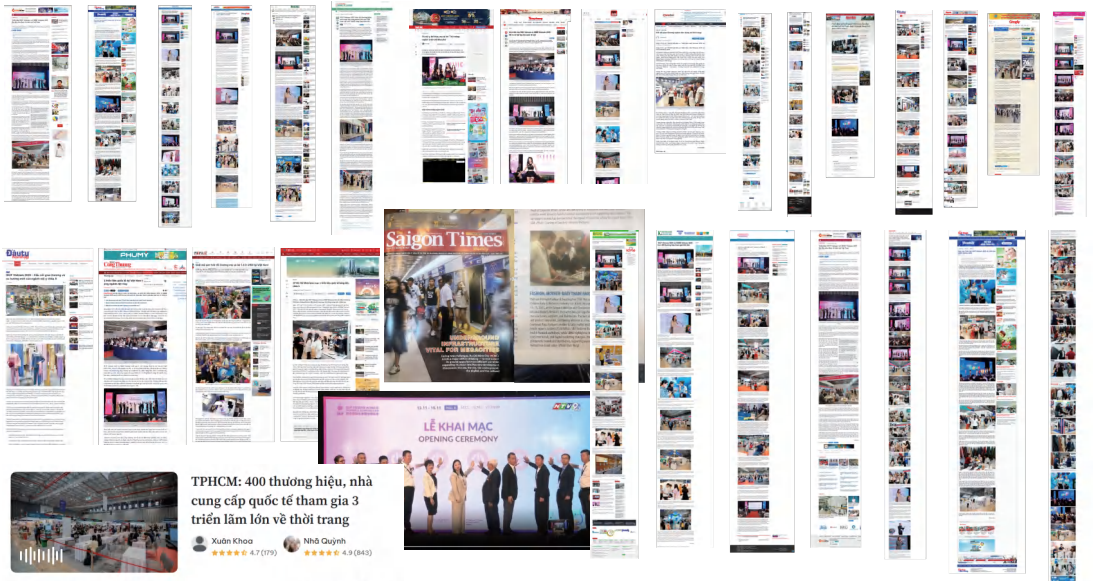
媒体传播 MEDIA COVERAGE

2025越南展覆盖了全球100多家媒体进行了全方位的线上及线下传播:

社交媒体传播
DIGITAL MARKETING



专业媒体传播
PROFESSIONAL MEDIA



TPHCM: 400 thương hiệu, nhà cung cấp quốc tế tham gia 3 triển lãm lớn về thời trang

Xuân Khoa 4.7 (779) Nhà Quỳnh 4.3 (843)

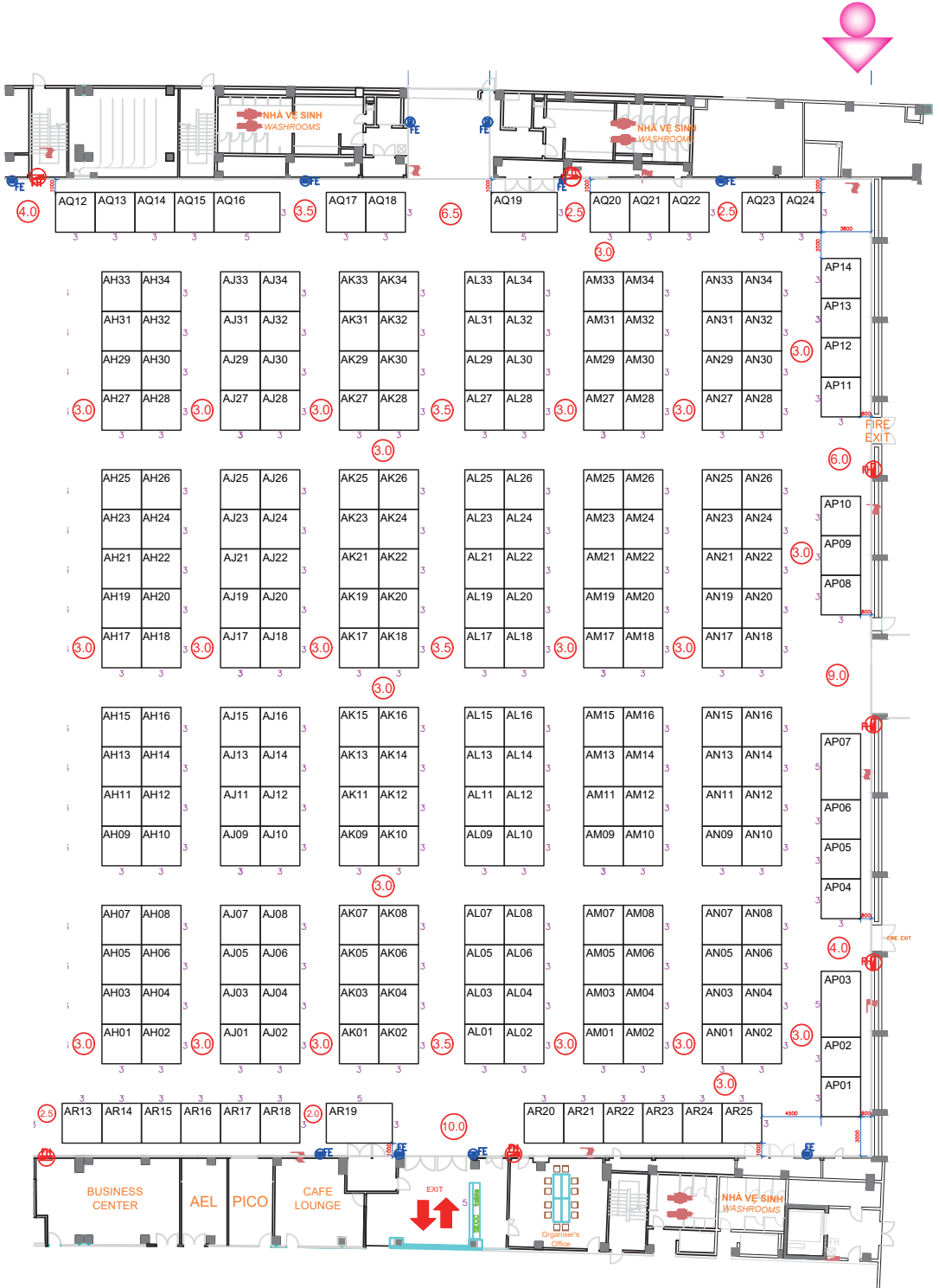
Thứ Bảy, 15/11/2025, 06:30 (GMT+7)

Chia sẻ

展位分布图 FLOOR PLAN

Hall A

Hall B



展位范围 EXHIBITS



展位规格配置 BOOTH SIZE & CONFIGURATION

展位规格: 9平米标摊 (3 X 3), 单开口

Booth size: 9 sqm standard booth (3 x 3), single opening

价格: 人民币 26,800 元 / 标摊(含税价)

截止日期: 2026 年 9 月 30 日

Price: RMB 26,800 / standard booth (tax included)

Deadline: September 30, 2026

双开口新增开口费: 人民币 2,500 元

Extra fee for double opening: RMB 2,500

展位配置 BOOTH CONFIGURATION

- ① 1 套洽谈桌椅
(涵盖 1 个接待台和 2 把可折式椅子)
1 Reception table & 2 Folding chairs
- ② 2 条灯管 (白色照明)
2 Light Tubes (white lighting)
- ③ 1 个电源插座 5 安培插座 (最大功率 600 瓦)
1 Socket 5Amp (Max 600W)
- ④ 1 个垃圾桶
1 Waste Basket
- ⑤ 地毯
Carpet
- ⑥ 1 条 1 米衣通
1m run of System Fabric Rod (1m)







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