



WORLD 2nd LARGEST TRADE SHOW

INNERWEAR | COMFORTWEAR | SPORTSWEAR

24-26 FEB 2025

YASHOBHOOMI CONVENTION CENTRE DWARKA, NEW DELHI




POST SHOW REPORT 2025



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BRINGING FASHION TO LIFE

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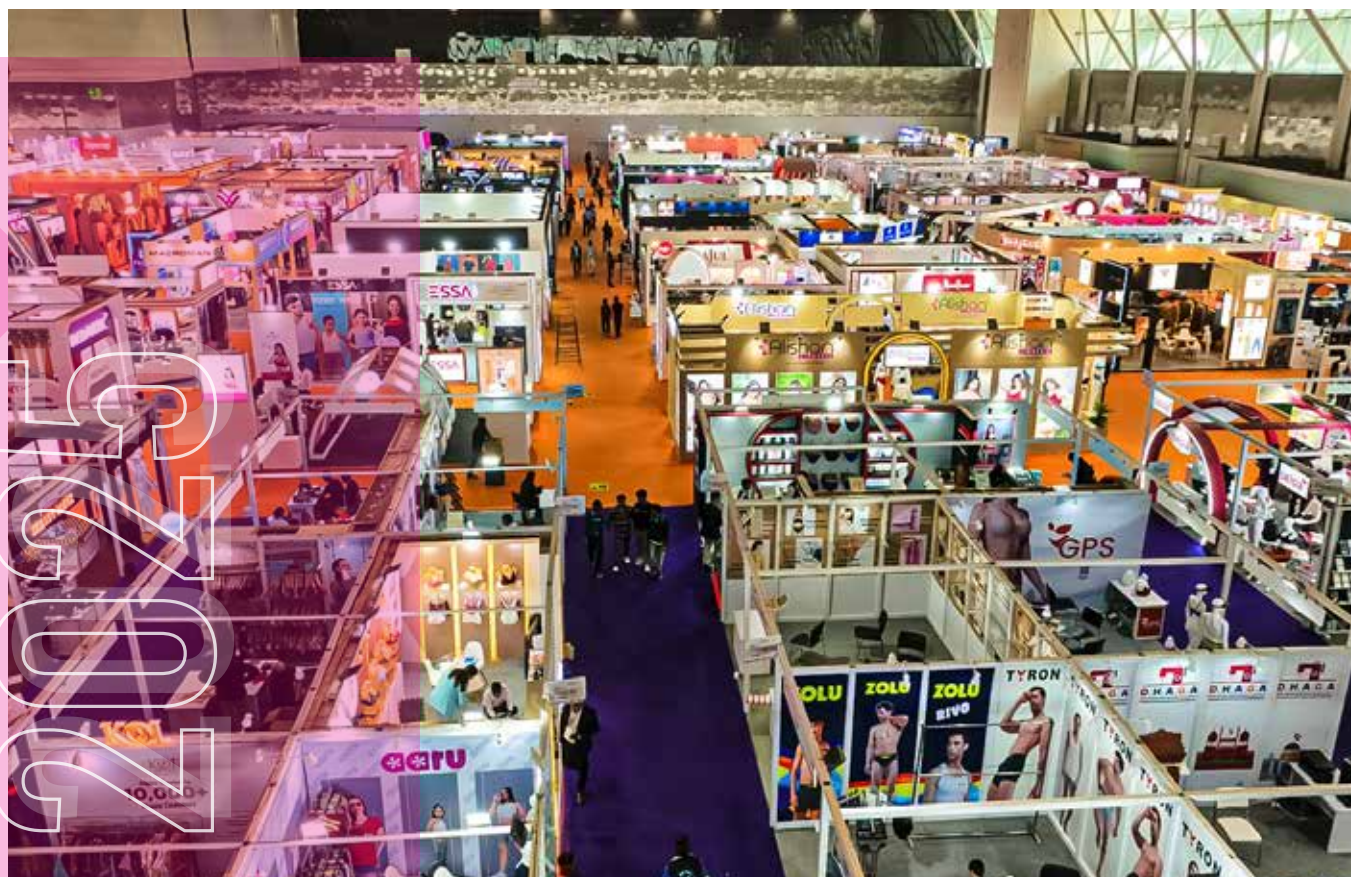
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INTIMASIA 7.0

The 7th edition of **INTIMASIA 2025** stood tall as a game-changer for the Indian Innerwear, sportswear and comfortwear. Solidifying its reputation as the **world's second-largest trade** show in its category, the event brought together over **250+ exhibiting brands, 17,000+ visitors, and 120+ product categories**, making it a powerhouse of innovation, business networking, and fashion-forward conversations.

With an electrifying atmosphere and unmatched industry synergy, INTIMASIA 2025 was not just an exhibition – it was a movement shaping the **future of lingerie, comfortwear, and performance apparel** in India.



INAUGURATION

The event was honored by the presence of **Shri Manoj Tiwari**, along with Guest of honours **smt. Kamljeet Sehrawat** Member of Parliament (BJP), Delhi, & **smt. Arti Mehra** former mayor of Delhi, national Secretary & Sr. BJP Leader who inaugurated INTIMASIA 2025 with great enthusiasm. His words of encouragement highlighted the growing significance of the intimate wear industry in India's fashion and retail sectors.



EXHIBITOR PROFILE

More than **250 leading brands** from across India and select entries from Belarus and Sri Lanka graced the exhibition with breakthrough products in:

- Lingerie & Innerwear
- Sleepwear & Loungewear
- Shape & Swimwear
- Activewear & Performance wear

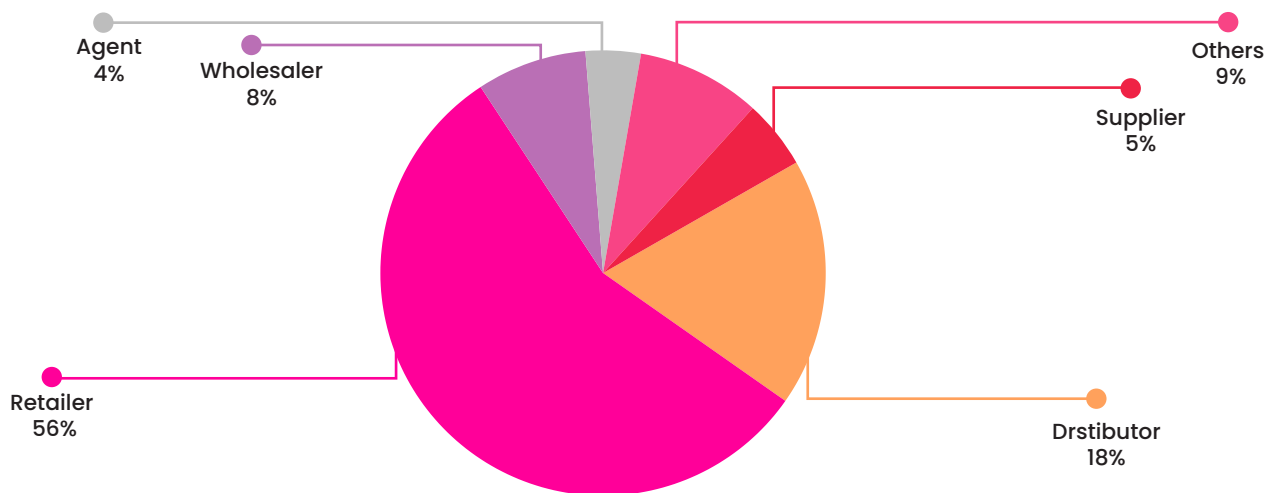
From legacy brands to emerging labels, the exhibitor mix brought diversity, quality, and innovation under one roof. Most exhibitors were **brand owners**, ensuring direct engagement and stronger decision-making interactions.



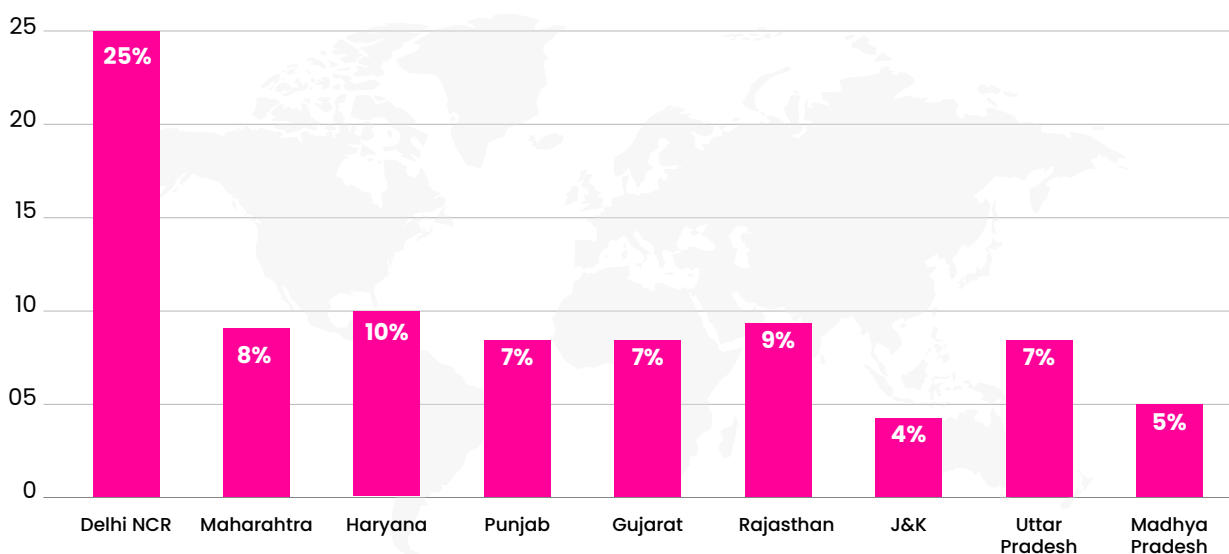
VISITOR PROFILE

INTIMASIA 2025 welcomed **17,000+ visitors**, including retailers, distributors, Agents, designers, Wholesalers, and fashion professionals from across India.

Visitor Profile



Top Visiting States



KNOWLEDGE ZONE

A series of **25+** thought-provoking sessions were conducted by **45+ speakers**, including international and national experts. Topics revolved around:

- **Conservative to Contemporary:** The Evolution of the Indian Intimate Apparel Industry
- **Lingerie Trends** / by Carlin Group
- **Transforming Retail:** Solutions for Modern Age Shopping Experience
- **Fashion Snoops:** Designing for the Future of Active, Swim & Intimates
- **Beyond the Ordinary:** Innovating for a Bold & Experimental Next-Gen Consumer
- **Unlocking Innovation:** Changing Face of Men's Innerwear Market



FASHION SHOW

The glamour quotient soared with Lingerie **Fashion Week – Season 2**, where models showcased the season's most daring, comfortable, and trendsetting pieces from India's top intimate wear brands. The runway reflected bold ideas, fluid styles, and the future of lingerie fashion.

This season featured 8 spectacular shows, presenting exclusive collections from 20 different brands, making it a true celebration of style, confidence, and innovation in intimate wear.



CELEBRATING EXCELLENCE

Sales Excellence Awards: Celebrating Sales Heroes At INTIMASIA 2025, the Sales Excellence Awards were introduced to recognize the unsung heroes of the Hosiery & Knitwear industry—sales professionals. These awards celebrated individuals who drive growth, build lasting relationships, and help brands reach new heights.

Their dedication and on-ground efforts are the backbone of the industry, and this initiative was a small yet meaningful step to appreciate and encourage their invaluable contribution.



EXHIBITOR TESTIMONIALS



"INTIMASIA gave us an incredible platform to showcase our latest line. We connected with retailers from all across India who were genuinely interested in our products."



"The turnout at our booth was exceptional. We received great feedback on our innovations in thermal and innerwear segments – well-organized show!"



"From product visibility to B2B networking, INTIMASIA delivered everything we hoped for. We're proud to be part of this movement."



"INTIMASIA was a unique opportunity for us to present our activewear collection to a very focused and relevant audience. Great initiative!"



"The event helped us strengthen our presence in the market. We met wholesalers, retailers, and agents under one roof – very effective!"



"Fantastic experience! The audience was diverse, engaged, and enthusiastic about premium lingerie. We'll definitely be back next year."



"This edition of INTIMASIA was a brilliant opportunity to showcase our socks and legwear range – great footfall and serious buyers!"



"We witnessed strong traction from new regions. The setup and crowd management were commendable – a must-attend for industry players."



"A perfect platform to engage with existing partners and onboard new ones. The exposure and brand interactions were top-notch."



"Every edition of INTIMASIA keeps getting better. We had meaningful conversations with buyers who understand product and pricing deeply."



"Being part of INTIMASIA helped us promote designer lingerie to a broader trade audience. The response was beyond expectations!"



"We launched our new activewear line here – the crowd's energy matched the spirit of our brand. Great experience overall!"



"This event brought a lot of attention to our brand. We connected with multi-city distributors and onboarded new clients too."



"Being a part of INTIMASIA 2025 was a rewarding experience. Not only did we connect with quality buyers and distributors at our stall, but showcasing our activewear range on the runway during the fashion show gave us unmatched brand visibility. It was a proud moment for the team!"

VISITOR FEEDBACK/ TESTIMONIALS

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"Intimasia 2025 was an unforgettable experience – brilliantly organized and full of energy!"

”

“



"So many takeaways from a single day – loved every moment."

”

“



"Would love to see more active-wear next time – otherwise, everything was excellent."

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"The scale and presentation were outstanding – ideal for B2B networking."

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“



"Truly the biggest and boldest platform for the innerwear industry!"

”

“



"So many new leads and inquiries – very productive day!"

”

“



"Enjoyed meeting both big and emerging brands – gave me new insights."

”

“



"A solid initiative that benefits all stakeholders in the industry."

”

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"Perfect event for anyone who bridges between brands and retailers."

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"Very very nice to be part & join Intimasia – a great experience for fashion lovers."

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"Enjoyed meeting both big and emerging brands – gave me new insights."

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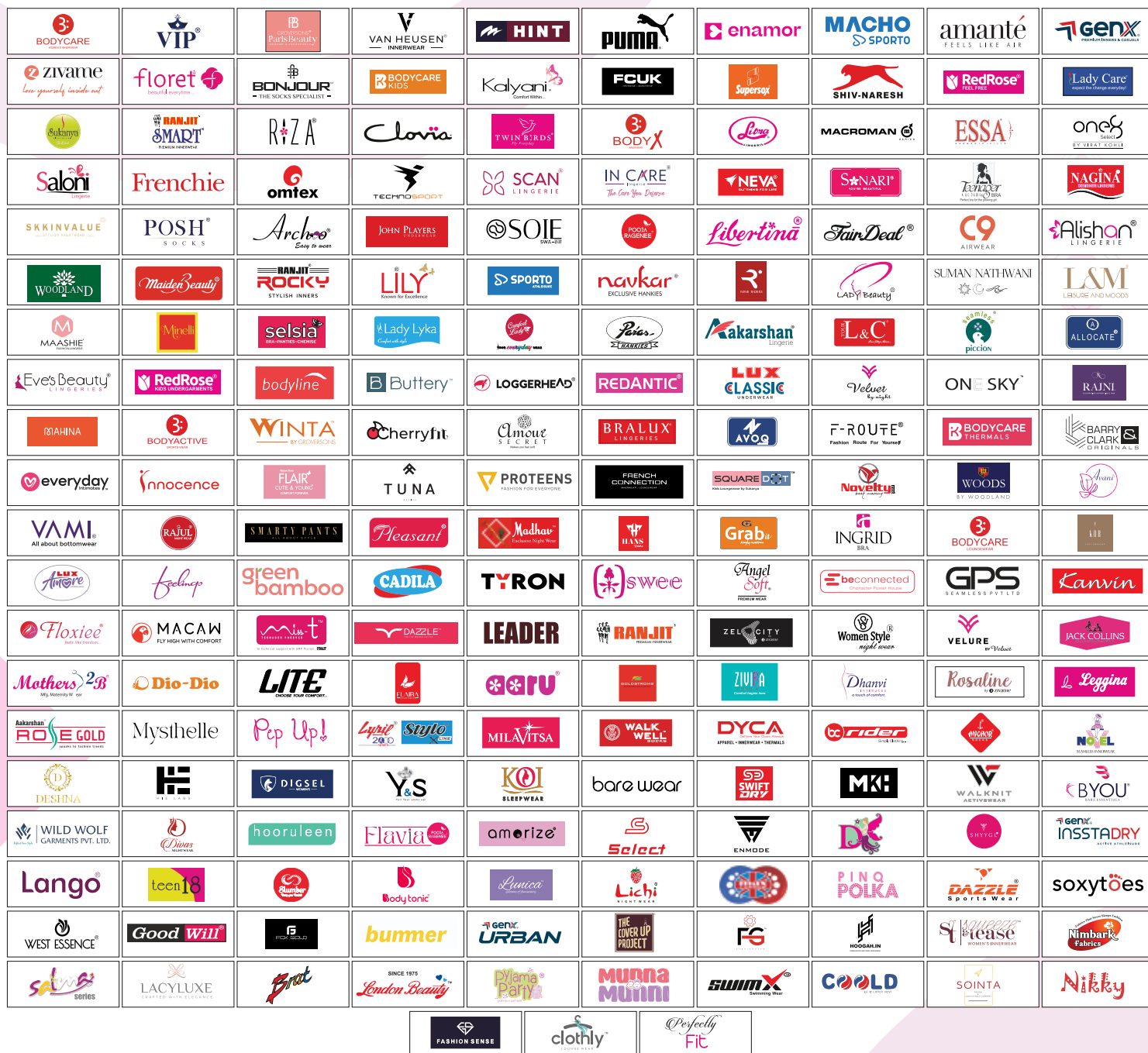


"Very well curated event with a good mix of product categories."

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PARTICIPATING BRANDS

SPONSOR & PARTNERS



SPONSORS & PARTNERS



GLIMPSE OF INTIMASIA 2025



ABOUT THE ORGANIZER



Peppermint Communications Pvt. Ltd.

An integrated communication consultancy established in 2002, Peppermint is the creative force behind INTIMASIA. With expertise in branding, advertising, and event curation, the team brings unparalleled freshness and strategic insight to every campaign.

Led by **Mr. Yusuf Dohadwala**, the agency combines research-driven planning with creative brilliance, delivering transformative brand experiences across industries.



SEE YOU IN MUMBAI!

8TH EDITION

INTIMASIA®

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- SOURCE NEXT -
BRINGING FASHION TO LIFE

With overwhelming success in New Delhi, INTIMASIA now moves to **Mumbai** for its 8th edition. Mark your calendars for **17th – 19th December 2025** for a grander, bolder, and more innovative showcase at the Bombay Exhibition Centre.

