

8TH EDITION

INTIMASIA®

WORLD 2ND  
LARGEST **TRADE SHOW**

Innerwear | Comfortwear | Sportswear

**SHOW  
BROCHURE**



**17 | 18 | 19**  
**DEC 2025**

**BOMBAY  
EXHIBITION  
CENTER**



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www.intimasia.in

# ABOUT THE Show

## **Where Innovation Meets Business:**

*Uniting Brands, Retailers, and Distributors Across Innerwear, Comfortwear, Swimwear, Sportswear*

**8th Edition of INTIMASIA** is set to be the largest trade show in India and the second-largest globally, bringing together the best of the Innerwear, Comfortwear, and Sportswear industries. Over 300+ exhibiting brands, showcasing innovative designs and state-of-the-art solutions, will participate alongside 15,000+ visitors, including retailers, distributors, agents, wholesalers, etc.

The show continues to expand and evolve, with every edition creating significant opportunities for the industry. It is a vital event that shapes the future of the market and brings together key players to foster business growth, network, and learn. Through **INTIMASIA 2025**, we aim to set new benchmarks for the future of innerwear, comfortwear, and sportswear, making it the most anticipated event of the year.

As **India's** innerwear market continues to grow, INTIMASIA acts as a significant platform for showcasing new innovations and product developments, while opening doors to business opportunities for exhibitors and visitors alike.





# Why INDIA

2023

India is experiencing exponential growth in the **Innerwear, Comfortwear, and Sportswear** market, driven by an evolving consumer demand for fashion, functionality, and comfort. The market is projected to grow significantly due to factors like increasing disposable incomes, health-conscious trends, urbanization, and a growing emphasis on sustainability.

- The Indian Innerwear Market is poised to grow at a CAGR of 9.32% from 2024 to 2032.
- The Sportswear Market in India, valued at USD 673.34 million in 2022, is expected to hit USD 1.92 billion by 2029.
- The growing athleisure and activewear segments are forecasted to witness substantial demand in the next decade.
- The Indian kidswear market alone is anticipated to grow at 10% CAGR and is becoming one of the fastest-growing segments in the Indian apparel market.

India offers immense opportunities for brands looking to enter the market, manufacturers seeking global sourcing solutions, and exporters looking to leverage the Indian manufacturing base for their products.

With government initiatives like Make in India, INTIMASIA 2025 plays a crucial role in furthering India's growth, connecting global buyers to Indian suppliers, and driving export opportunities in the Innerwear, Comfortwear, and Sports-

# CONSUMER IN INDIA

## Trends

### ***Innerwear. Rising Focus on Comfort, Sustainability, and Functionality***

**Comfort & Fit:** Innerwear in India has witnessed a significant shift from traditional, standard fits to more comfortable, breathable, & ergonomic designs. The increasing awareness of body positivity has led to a surge in demand for comfortable, body-conscious innerwear options. Consumers are now gravitating towards seamless, soft fabric, wireless, and full-coverage designs for added comfort and long-lasting wearability.

**Sustainability:** As part of the growing eco-conscious sentiment, consumers are increasingly seeking sustainable and ethical options. Brands focusing on using organic cotton, recycled materials, and non-toxic dyes are gaining momentum. This trend reflects the growing desire for eco-friendly fashion solutions.

**Technology and Performance:** With the growing focus on health and fitness, innerwear that offers moisture-wicking and breathable fabrics has become highly popular, especially in activewear lines. Brands are also incorporating antibacterial properties into their innerwear, aligning with the heightened hygiene consciousness among consumers.

### ***Comfortwear. Blurring the Lines Between Loungewear and Streetwear***

**Versatility and Comfort:** The rise of comfortwear has been a game-changer in India, with loungewear, athleisure, and sleepwear gaining popularity. The shift from formal to more casual and versatile home-office wear has led to a growth in comfortable yet stylish options. Consumers are looking for relaxed fits, soft materials like cotton, jersey, and blends that provide a luxurious feel without compromising on style.

**Work-from-home Influence:** The COVID-19 pandemic and the rise of hybrid work cultures have permanently altered the demand for clothing that combines comfort with functionality. Comfortwear and athleisure now serve as an all-day attire, from home-office to outdoor casuals.

**Designs & Patterns:** Loungewear in India is now available in stylish patterns, from minimalistic tones to bold prints. There is also a rise in gender-neutral collections that appeal to a wider range of customers, particularly the younger, socially aware generation.

### **Sportswear: Active Lifestyle and Fitness- Driven Growth**

**Rising Health Consciousness:** India's sportswear market is booming as the nation becomes more health-conscious. There is a growing demand for performance-driven sportswear that provides comfort, flexibility, and durability for consumers engaged in fitness activities like yoga, gym, running, and outdoor sports.

**Functional Fashion:** Consumers are increasingly drawn to sportswear that is not just practical but stylish too. As athleisure continues to grow, brands are incorporating fashion-forward elements into their collections, with stylish leggings, sports bras, and jackets that blend seamlessly into both the gym and casual wear.

**Customization & Personalization:** Many sportswear brands are offering customization options, allowing customers to personalize their gear with names, colors, and logos, reflecting their unique style and preferences. The rise of social media and fitness influencers also plays a role in shaping consumer decisions.

### **Infant & Kidswear: Focus on Comfort, Safety, and Sustainability**

**Comfort and Functionality:** The infant and kidswear market has evolved significantly in recent years, with parents prioritizing comfort, durability, and functionality. Organic cotton and soft fabrics have become essential in ensuring that babies and young children stay comfortable throughout the day.

**Safety and Sustainability:** There is an increasing awareness among parents about the safety of the fabrics and materials used in their children's clothing. Non-toxic dyes, organic cotton, and hypoallergenic fabrics are gaining popularity. Moreover, eco-conscious parents are now opting for sustainable baby products, reducing the carbon footprint and embracing more eco-friendly solutions.

**Ethical Production:** More brands are now focused on producing ethically made children's clothing, ensuring that their manufacturing processes are sustainable and environmentally friendly. sustainable baby products, reducing the carbon footprint and embracing more eco-friendly solutions.

“

*"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."*

**-L&M**

”

“

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

**-Bodycare**

”

# Event HIGHLIGHTS

01

Spread Across **15,000 SQM** of space at the Bombay Exhibition Center.

02

**300+** Exhibiting Brands from India and abroad.

03

**15000+** Visitors, including retailers, distributors, and industry professionals.

04

**150+** **Product** Categories of Innerwear, Comfortwear, Sportswear, and more.

05

**Live Fashion Shows, Trend Workshops, Seminars, and Panel Discussions** featuring industry leaders.

06

Co-Located with **Source NXT** – A sourcing & product development show, and **Super Juniorz** – Infant and Kidswear show.



Live Fashion Shows



Trend Workshops



Seminars



Panel Discussions

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

-Puma

”

“

"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!"

-Shiv Naresh

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# EXHIBITORS

## Profile

2025

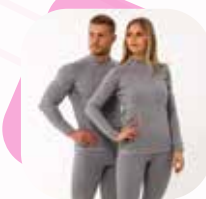
Exhibitors at INTIMASIA 2025 Mumbai includes elite brands for lingerie, Innerwear, Sleepwear, Loungewear, Shapewear, Swimwear, Thermals, Activewear, Sportswear, Socks and Handkerchiefs. The event provides a perfect platform for creative individuals, designers, and innovators in the Innerwear, Comfortwear and Sportswear space to showcase their ideas, products, and vision to the prominent retailers and industry leaders present at the event.



LINGERIE



INNERWEAR



THERMALS



SLEEPWEAR



LOUNGEWEAR



SWIMWEAR



ACTIVWEAR



SPORTSWEAR



BAECHWEAR



YOGAWEAR



SHAPEWEAR



LEGGINGS



HANDKERCHIEFS



STOCKINGS



SOCKS



# VISITORS

## Profile

The presence of retailers, distributors, and agents from across India at this industry event is a testament to its significance and the opportunities it offers. From specialized innerwear and sportswear stores to family departmental stores, and from multi-brand outlets to investors and distributors, exhibitors can expect a diverse range of participants. The event provides a platform for retailers, distributors, and agents to connect, exchange ideas, and explore potential collaborations.



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

**-Groversons**

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“

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

**-Bonjour**

”



# PARTICIPATION

*Details*

2025

Category	Domestic Participants	International Participants
Bare Space	Rs.11,000 Per SQM	\$180
Shell Scheme	Rs.10,000 Per SQM	\$160
ECO SHELL	Rs.9500 Per SQM	\$150
Start Ups	Rs.8000 Per SQM	NA

**Note:** The above-mentioned rates exclude 18% GST

Premium		Discounts	
Category	Percentage	Category	Percentage
4 Side Open Booth	15%	Last Show Exhibitor	5%
3 Side Open Booth	10%	IAAI Member Discount	3%
2 Side Open Booth	5%	Early Bird–Before 30th April	2%

# INTIMASIA Basic Participation Guidelines

## **Custom Booths (Bare Space Booths)**

- Exhibitors with booths in Bare Area can fully customize their booths.
- Possession of the space will be given 2 days prior to the event.
- Bare Space booths include only the allocated space and basic electrical power. All other requirements (carpeting, construction, furniture, branding, etc.) must be arranged by the exhibitor.
- Additional power beyond the allotted supply will be charged extra.
- **Height Restrictions:**
  - 4-side open booths can go up to 14 feet in height.
  - 2-side and 3-side open booths must strictly maintain a 12-foot height limit.
- **Booth Design Approval:** All Custom / Bare Space booth designs must be submitted for approval at least 1 month prior to the exhibition dates.

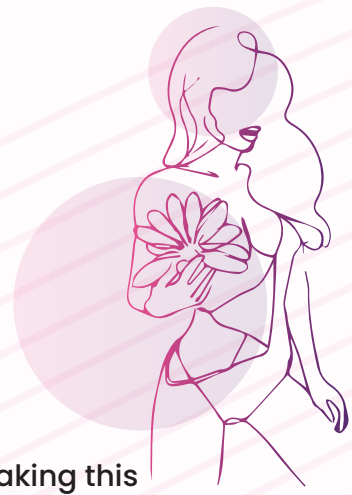
## **Booth Designing & Construction**

- Any booth customization, designing, or construction work must be executed only through our empanelled vendors.
- If you wish to engage your own vendor, they must register and be empanelled with us before 31st July 2025 by paying a nominal registration fee of ₹20,000/-.

## **Shell Scheme Booths**

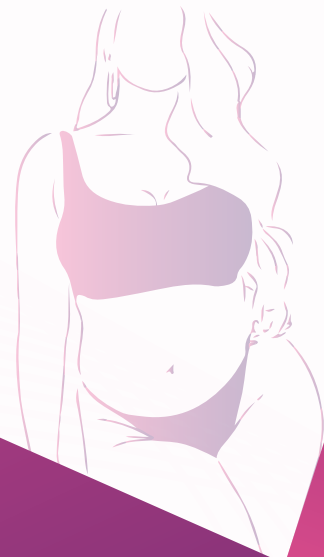
- Exhibitors opting for Shell Scheme Booths will receive possession 1 day prior to the event.
- Only basic display works within the stall area will be allowed.
- Fixtures or structures beyond 8 feet in height are strictly prohibited.
- **Booth Fascia:** Exhibitors cannot customize or obstruct the Booth Fascia area. The Fascia will remain standard and shall be provided by the organizer.
- **Exhibitor Badges & Payments**
- **Exhibitor Badges:** Two (2) exhibitor badges will be provided for every 9 SQM of space. Additional exhibitor badges shall be charged at ₹2,000 per person.
- **Payment Clearance:** All dues must be cleared before booth possession is provided. Exhibitors must present a No Due Certificate at the time of Booth Possession and again at Check-Out.

# Show Promotion



As we gear up for the 8th Edition of INTIMASIA, we are committed to making this year's edition the largest and most successful yet. To ensure that our exhibitors and visitors benefit from maximum exposure and business opportunities, we have curated a robust and extensive promotional plan. Here's an overview of our multi-channel promotional activities that will drive footfalls and engage industry professionals:

- Direct Outreach to Retailers, Distributors, Agents, and Wholesalers through Personalized Calls, WhatsApp Communications, Email Campaigns, SMS Alerts
- Road Shows in 20 Cities Across India – Educating and engaging local distributors and agents about the event's value for them and retailers
- Assured 1000+ VIP Retailers, Distributors, Agents, and Wholesalers from across India attend INTIMASIA
- Assured 100+ International Buyers – To elevate the event to a global scale, we are committed to attracting 100+ international buyers from UAE, Saudi Arabia, Africa, Russia, Malaysia, Singapore
- International Road Shows in Dubai, Saudi Arabia, Russia, and Africa
- Domestic & International Media Partnerships – Wide visibility for INTIMASIA through Industry-leading Trade Magazines and Digital Media Collaborations
- Association Partnerships to Drive Footfalls – Leveraging association networks to boost attendance and raise awareness.
- Social Media Campaigns – Using platforms like LinkedIn, Facebook, Instagram, and Twitter to generate buzz.





# GLIMPSES OF

## *Infimaşia 2025*



## Wide Range Of Intimate Wear Products For Men, Women & Kids

◆ Lingerie

◆ Underwear

◆ Sleepwear

◆ Swimwear

◆ Shapewear

◆ Loungewear

◆ Activewear

◆ Socks

◆ Stockings

◆ Fibers

◆ Yarns

◆ Laces

◆ Elastics

◆ Accessories

◆ CAD

◆ CAM

◆ PLM

◆ ERP

◆ OEM

◆ ODM

◆ Packaging

◆ Machinery

◆ Mannequins

◆ Signages

◆ Pictures

◆ Display Solutions

◆ Retail Software



# CONCEPTUALIZED & *Organised By*



**Peppermint Communications:** A leading integrated communications consultancy that specializes in advertising, branding, publishing, corporate films, and event management. Since its inception in 2002, Peppermint has been at the forefront of driving growth within the **Textile and Apparel** industries by organizing landmark trade shows like **INTIMASIA & SOURCE NXT**. Through strategic networking, seminars, and exhibitor showcases, Peppermint continues to provide unmatched value to industry leaders and exhibitors.





# SPONSORS

2025

Title Sponsor



Supporting Association



Media Partner



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