



Fashion
Accessories
Shanghai
歌华·时尚配饰展

第2届上海国际时尚饰品展

The 2nd Shanghai International Fashion Jewelry Expo



2026.3.23-25
上海世博展览馆

Shanghai World Expo Exhibition &
Convention Center, PR China



www.FashionJewelryExpo.com

聚焦时尚产业细分领域，兼顾行业内外双循环
The Leading Fashion Jewelry Sourcing Show of the World

同期展会
Co-located Events

Fashion
Accessories
Shanghai
歌华·时尚配饰展

X



SFS
上海市服饰学会

SJD
Shanghai Fashion Accessories Society



歌华展览
Gehua Expo



关于展会 About FJE

穿得好，不如搭的好。时尚界向来衷情于各种时尚饰品类产品，它们不但是品味的体现，让一身穿搭脱胎换骨；它们更是个性的展示，多一种象征自己的符号。源于国际时尚潮流的发展趋势，消费者在满足基本的生活需求之余，开始追求独立自我的个性，促使时尚饰品行业的快速崛起，在此契机下上海国际时尚饰品展（简称：上海饰品展 FJE）孕育而生，一经推出便受到各方关注。

It's better to dress nicely than to dress nicely. The fashion industry has always been devoted to various fashion accessory products, which not only reflect taste but also transform one's outfit; They are more of a display of personality, with an additional symbol of oneself. Originating from the development trend of international fashion trends, consumers have begun to pursue independent individuality while meeting their basic living needs, which has led to the rapid rise of the fashion accessories industry. Under this opportunity, the Shanghai International Fashion Jewelry Expo (FJE) was born and attracted attention from all parties since its launch.

作为上海地区时尚饰品领域专题展会首届 2025 上海国际时尚饰品展 FJE 现场反响热烈，活动与 Fashion Accessories Shanghai 2025 上海国际时尚配饰展系列展——第 7 届上海国际帽子围巾手套展及第 19 届上海国际袜业采购交易会一起召开，为期 3 天的展会共汇集了 803 家知名参展商和 26,168 名专业观众一同共襄盛举。

As the first specialized exhibition in the field of fashion jewelry in Shanghai, the Shanghai International Fashion Jewelry Expo 2025 received a warm response on site. The event was held together with the Fashion Accessories Shanghai 2025 - the 7th Shanghai International Hats, Scarves, Gloves Expo and the 19th Shanghai International Hosiery Purchasing Expo, bringing together 803 well-known exhibitors and 26,168 professional visitors for its 3-day exhibition.

承上启下，第二届上海国际时尚饰品展 FJE 2026 还将携手 Fashion Accessories Shanghai 2026 上海国际时尚配饰展系列展如期于 3 月召开。主办方旨在搭建起一个国际化的集展示和交易为一体的商贸平台，贴近企业实际需求，为品牌方、连锁店、进出口贸易商、经销商、零售商、电商等相关领域专业群体演绎一场渠道拓展、品牌合作、洽谈采购、商业推广等全渠道的饰品行业盛典，助力产业全面提升。

Building on the previous, the 2nd Shanghai International Fashion Jewelry Expo (FJE 2026) will also be held as scheduled in March, in collaboration with the Fashion Accessories Shanghai 2026. The organizer aims to build an international business platform that integrates display and trading, closely meeting the actual needs of enterprises, and presenting a comprehensive jewelry industry event for brand owners, chain stores, import and export traders, distributors, retailers, e-commerce and other related professional groups, including channel expansion, brand cooperation, negotiation and procurement, commercial promotion and other channels, to help the industry improve comprehensively.

展会亮点 Highlights of FJE 2026



- 第2届上海国际时尚饰品展是2026年时尚饰品领域开展首展。
FJE 2026 is the first trade show in the fashion jewelry industry in 2026.
- 定位清晰，饰品产业供应链为展出核心，满足各类品牌方、快时尚连锁店、电商/博主、进出口贸易公司的采购、订货、贴牌生产等B2B 商贸需求。
Is themed around supply chain of fashion jewelry industry, meeting the procurement, ordering, OEM production and other B2B business needs of various brand owners, fast fashion chain stores, e-commerce/bloggers, import and export trading companies.
- 展会再次携手Fashion Accessories Shanghai 2026上海国际时尚配饰展旗下系列展：第8届上海国际帽子围巾手套展和第20届上海国际袜业采购交易会分别于不同展馆内同期召开，观众互通，资源互联。
FJE 2026 once again joined hands with the series exhibitions under the Fashion Accessories Shanghai: the 8th Shanghai International Hats, Scarves, Gloves Expo and the 20th Shanghai International Hosiery Purchasing Expo and Trade Fair were held simultaneously in different exhibition halls, with visitors and resources interconnected.
- 国际化大都市上海的影响力和时尚辐射力能迅速的帮助企业打开内销和外贸市场。
The influence and fashion radiation of Shanghai, an international metropolis, can quickly help enterprises to open domestic and overseas markets.
- 丰富的现场活动聚焦行业热点潮流，为参展企业和到会观众提供多场商业论坛、趋势发布、T台走秀等活动。
Abundant site activities focusing on hot issues in the industry, offering enterprises and visitors business forums, trend shows, Catwalks, etc.

2026年展会规模 Scale of FJE 2026 (以下数据包括同期展会相关统计)

50,000
平方米
Gross sqm

1,000+
参展企业
No. of Exhibitors

30,000+
专业观众
No. of Visitors

10+
同期活动
Concurrent activities

主办单位 Organizers



上海市服饰学会
Shanghai Fashion Accessories Society



上海歌华展览服务有限公司
Shanghai Gehua Exhibition Service Co.,Ltd

支持单位 Supporter



上海市首饰设计协会
Shanghai Jewelry Design Association

展会平面图 Overall Floor plan



展品分类 Scope of Exhibits

上海国际时尚饰品展FJE主要展出各类：项链、戒指、手镯、手链、手串、耳环、耳钉、胸针、发夹、发箍、发带、发绳、鼻饰、唇饰、挂件等相关产品及配套产业链，具体如下明细。

The Shanghai International Fashion Jewelry Expo mainly exhibits various types of products and supporting industrial chains, such as necklaces, rings, bracelets, bracelets, earrings, earrings, brooches, hair clips, headbands, hair ropes, nose accessories, lip accessories, pendants, etc., as follows.

A. 各类时尚配饰 Various Fashion Jewelry

1. 非贵金属饰品 Base Metal Jewelry

不锈钢饰品 Stainless Steel Jewelry、银饰品 Silver Jewelry、铜饰品Copper jewelry、合金饰品Alloy jewelry、塑料饰品Plastic jewelry、水晶饰品Crystal jewelry、陶瓷饰品Ceramic jewelry、琉璃饰品Glass jewelry、珐琅饰品Enamel jewelry等etc

2. 天然材质饰品 Natural Material Jewelry

木制/木珠饰品Wooden/wooden bead jewelry、珍珠饰品Pearl jewelry、贝壳饰品Shell jewelry、锆石饰品Zircon jewelry、玛瑙饰品Agate jewelry等etc

3. 手工饰品、新中式饰品、非遗饰品 Handmade Jewelry, New Chinese Style Jewelry, Intangible Cultural Heritage Jewelry

B. 饰品配件 Jewelry Accessories

链条Chain、空托Empty pallet、皮料/绳线Leather/rope、扣件Fastener、流苏Tassel、培育钻Cultivate diamonds、莫桑钻Moissanite diamond、锆石Zircon、莱茵石(rhinestone) Rhinestone (rhinestone)、珍珠Pearl、贝壳 Shell、水晶Crystal、陶瓷Ceramic、玛瑙Agate、树脂Resin、琉璃Glass、朱砂Cinnabar等etc

C. 陈列及包装 Display and Packaging Products

陈列柜Display cabinets、包装盒Packaging boxes、礼品袋Gift bags等etc

D. 机械设备 Machinery

电镀设备Electroplating equipment、精雕设备Precision carving equipment、切割及焊接设备Cutting and welding equipment、光谱仪及检测设备Spectrometer and testing equipment、其它相关数字智能设备及产品other related digital intelligent equipment and products等etc

2025年展会回顾 Review of Expo 2025

(以下数据包含同期展会相关统计数据 Data includes co-located events)



50,000+

平方米
Net sqm



803

总参展企业
No. of Exhibitors



42

2025上海饰品展参展企业数量
No. of FJE Exhibitors



26,168

观众人数
No. of Visitors

展商统计 Exhibitor Statistics

2025上海国际时尚饰品展 Shanghai international Fashion Jewelry Expo 2025 (简称: FJE 2025上海饰品展), 作为我国时尚产业细分领域B2B展会的“新IP”和“新物种”, FJE 2025上海饰品展共吸引了来自各地42家行业知名参展商同台竞技, 共同展出各类头饰、发饰、手饰、项饰、鼻饰、耳饰、胸针等不锈钢饰品、铜饰品、银饰品、合金饰品、塑料饰品、木制饰品等各类产品。

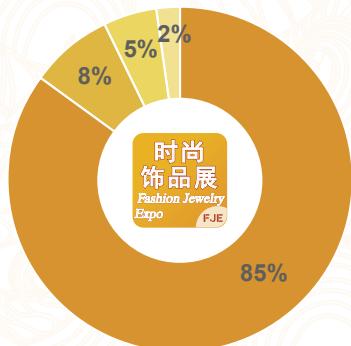
与此同时, 为链接更多样化的各类时尚配饰产业链优质资源, 满足一站式订货采购需求, 2025上海国际时尚饰品展联合歌华展览旗下: 第7届上海国际帽子围巾手套展、第6届上海国际内衣展览会、第19届上海袜交会CHPE共同开启Fashion Accessories Shanghai 2025上海国际时尚配饰展 (简称: 歌华·时尚配饰展)。该活动以供应链为基础, 聚焦穿着搭配的潮流趋势发展, 集多个系列时尚领域专业的细分展会于一体, 总展出面积达50,000平米, 共汇集了803家相关配饰企业前来参展。

2025 Shanghai International Fashion Jewelry Expo (FJE 2025), As a pioneering "new IP" and "innovative player" in China's B2B exhibition sector for the fashion industry, FJE 2025 brought together 42 leading exhibitors from across the region. The event showcased a comprehensive range of fashion accessories, including: Hair ornaments, headpieces, hand jewelry, necklaces, nose rings, earrings, brooches, and more. Materials: Stainless steel, copper, silver, alloy, plastic, and wooden jewelry.

At the same time, in order to link more diverse high-quality resources in the fashion accessories industry chain and meet one-stop ordering and procurement needs, Shanghai International Fashion Jewelry Expo 2025 has also collaborated with the 7th Shanghai International Hats, Scarves, Gloves Expo, The 19th Shanghai International Hosiery Purchasing Expo and the 6th Shanghai International Underwear Expo under Shanghai Gehua Exhibition Service Co., Ltd., to form Fashion Accessories Shanghai 2025. This event is based on the supply chain, focusing on the development of fashion trends in clothing matching. It integrated multiple professional sub exhibitions in the fashion field, with a total exhibition area of 50,000 square meters and a total of 803 related accessory companies coming to participate.

参展商按展品分类

Exhibitors Analysis by Products



- 各类饰品 Various Jewelry & Accessories
- 各类配件辅料 Accessories & Auxiliary Materials
- 其他配套产品及服务 Other Supporting Products & Services
- 其他 Others

参展商反馈 Exhibitors' Feedback

91%

表示本次展会的观众质量为满意至非常好
Agreed the visitor quality from satisfactory to excellent

93%

表示这次展会的观众数量为满意至非常好
Agreed the visitor quantity from satisfactory to excellent

86%

表示有潜在目标客户群到访他们的展台
Visited by potential target customers

75%

获得了意向订单
Received the intention order

82%

计划参展下届展会
Intended to participate in FJE 2026

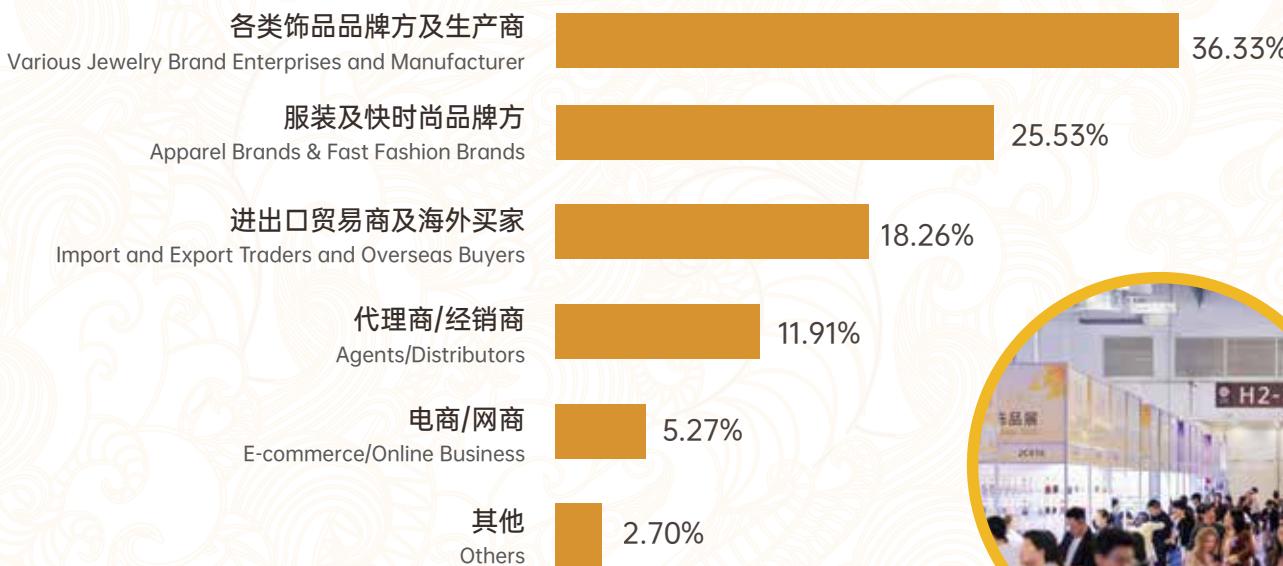
观众统计 Visitor Statistics

(以下数据包含同期展会相关统计数据 Data includes co-located events)

为期3天的展会共接待26,168名专业观众到场参观,其中海外客商占总观众人数比例约为2.8%。他们来自美国,加拿大,英国,法国,德国,日本,韩国,意大利,瑞士,新西兰,比利时,澳大利亚,新加坡,土耳其,西班牙,波兰,荷兰,泰国,印度,俄罗斯联邦,巴基斯坦,尼泊尔,越南,菲律宾,美属萨摩亚,阿尔巴尼亚,巴拿马,危地马拉,突尼斯,以色列,黎巴嫩,波黑,沙特阿拉伯,阿塞拜疆,乌兹别克斯坦,南非,奥地利,乌克兰,蒙古,马来西亚,哥伦比亚,巴西,肯尼亚,阿尔及利亚,伊朗,哈萨克斯坦,柬埔寨,印度尼西亚,乍得,尼日利亚,埃及,立陶宛,阿联酋,土库曼斯坦,厄瓜多尔,瑞典,布隆迪,爱尔兰,埃塞俄比亚,厄立特里亚等共计60个国家和地区。

The 3-days exhibition attracted 26,168 professional visitors from more than 60 countries and regions including America, Canada, Britain, France, Germany, Japan, South Korea, Italy, Switzerland, New Zealand, Belgium, Australia, Singapore, Türkiye, Spain, Poland, Netherlands, Thailand, India, Russian Federation, Pakistan, Nepal, Vietnam, Philippines, American Samoa, Albania, Panama, Guatemala, Tunisia, Israel, Lebanon, Bosnia and Herzegovina, Saudi Arabia, Azerbaijan, Uzbekistan, South Africa, Austria, Ukraine, Mongolia, Malaysia, Colombia, Brazil, Kenya, Algeria, Iran, Kazakhstan, Cambodia, Indonesia, Chad, Nigeria, Egypt, Lithuania, United Arab Emirates, Turkmenistan, Ecuador, Sweden, Burundi, Ireland, Ethiopia, ERITREA, and etc. Overseas visitors account for about 2.8% of the total number of visitors.

观众按行业性质分类 Visitors by Nature of Business



部分到场品牌 FJE 2025 Visitors of Jewelry Brand



部分到场服装及快时尚品牌方

FJE 2025 Visitors of Apparel Brand & Fast Fashion Brand



同期活动 Concurrent Activities

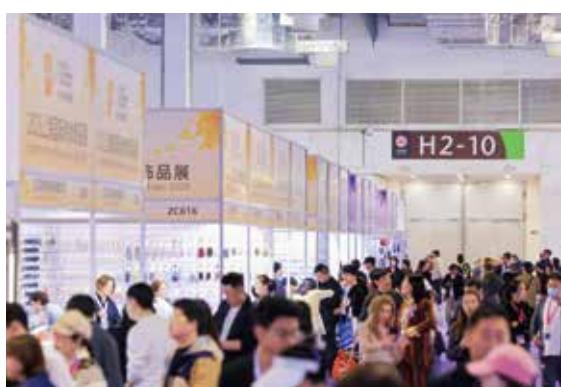
- 消费者洞察与2026年春夏流行趋势
Seminar on the Consumer Insights and Spring/Summer Fashion Trends 2026



- SHEIN服饰配饰机会类目解读
Seminar on the Opportunity Category Interpretation for SHEIN Apparel and Accessories

现场集锦 On-site Gallery





展位费用

- 一、国内企业——室内光地: 980 元 / 平方米 (36平起订)
- 二、国内企业——精品展区: 11,800 元 / 9平方米(双开口展位加收15%)
- 三、国内企业——普通标摊: 9,800 元 / 9平方米

Booth Rates

International Exhibitors

Space Only: USD 400 / m²

Equipped Space: USD 4,000 / 9m²

联系主办单位 Contact Us

展位咨询及预定 Exhibiting Inquiry

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