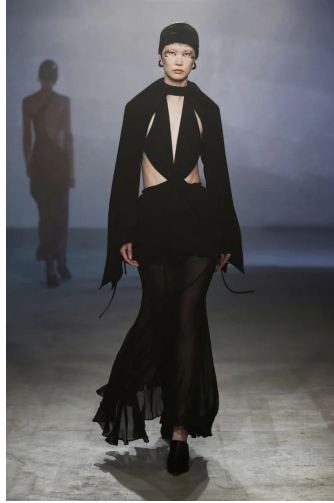


## Shanghai Fashion Week SS26 Expands Global Reach, Celebrates Local Talent

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Shanghai Fashion Week's (SHFW) Spring/Summer 2026 edition marks a new stage of growth, with the provisional schedule featuring more than 100 shows from 9 to 16 October. This season blends international debuts with homegrown labels celebrating significant anniversaries, underscoring Shanghai's ambition to be a hub for both Asian talent and global fashion influence.

Independent Chinese designers continue to gain prominence, though challenges remain in converting cultural acclaim into commercial success. Notably, Labelhood, an incubator platform launched in 2016, celebrates its 20th season. Designers Shushu/Tong, Xu Zhi, Mark Gong, and Yirantian commemorate a decade of innovation with milestone runway presentations. SHFW will also debut the Shanghai Fashion Designers Association (SFDA) New Wave Awards, spotlighting the next generation of creative directors, alongside an evening gala to strengthen industry networks.

International designers will make their Chinese runway debuts, including Seoul-based Eenk, sustainability-focused New York label Climate Project, and Vietnamese designer Thanh Huong Bui. Adidas will headline with a show celebrating the 20th anniversary of its Creation Centre Shanghai (CCS), highlighting hyper-localised designs developed in collaboration with Chinese talent.

Long-standing partners such as Kering, Harrods, and H&M reaffirm their commitment. Kering will host the fourth edition of its Kering Generation Awards, identifying innovative startups and technologies, while H&M unveils its second collaboration with local designers, following last year's partnership with Garçon by Garçon.

The commercial outlook shows renewed international interest, with buyers from Japan's Masahiro Koishikawa department store and the Middle East's Chalhoub Group confirming attendance. Organisers report that international buyer participation has returned to pre-pandemic levels, cementing Shanghai's growing importance on the global fashion calendar.

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