

# VIATT

26 – 28.2.2026

Ho Chi Minh City,  
Vietnam



## Exhibit in VIATT's New Fashion Label Zone – Where Distinctive Design Meets Global Opportunity

Discover a curated showcase for contemporary fashion brands, independent labels, and boutique ateliers grounded in originality, craftsmanship, and creative vision.

Position your brand in a space created to connect design-led collections with Vietnamese and international buyers who value both artistic integrity and commercial potential in VIATT 2026.



### Participation highlights

- **Dedicated environment** for elevated, brand-forward fashion
- **Direct access to global buyers:** fashion retailers, distributors, concept stores & agents
- **Curated exposure** through digital campaigns, featured highlights & media outreach
- **Tailored business matching** with professionals seeking standout fashion labels
- **Opportunity to be selected** for exclusive features like the **fashion parade** or **curated display** (limited availability, selection process applies)
- A launchpad for **cross-border growth and long-term brand building**

### Exhibitor benefits

- **Enhanced exposure to new markets** that attract a diverse range of buyers
- **Elevate your brand recognition** to make a strong presence within the industry
- **Showcase your brands and collections** to targeted buyers
- **Stay updated** on the latest fashion trends in designs, products and technologies
- **Gain valuable insights** into consumer interests and market demand
- **Unlock the business opportunities** to connect with potential buyers
- **Facilitate networking** with other brands, suppliers, designers and industry experts.

Limited spots available — secure your position  
among fashion's next movers

**Booth fee: USD 4,140 up** (min. 9sqm)

**Application deadline: 30 Sept 2025**

### Enquiries

Ms Kathy Lai  
Messe Frankfurt (HK) Ltd  
E-mail: [Kathy.Lai@hongkong.messefrankfurt.com](mailto:Kathy.Lai@hongkong.messefrankfurt.com)  
Phone: +852 2238 9963  
[www.viatt.com.vn](http://www.viatt.com.vn)