

Asia's Leading  
International Trade  
Fair of Lifestyle,  
Fashion and Craft  
Products

Organized by

**DITP**  
Department of International Trade Promotion  
Ministry of Commerce, THAILAND



**STYLE**

**B A N G K O K**

LIFESTYLE | FASHION | CRAFT  
INTERNATIONAL TRADE FAIR

**2-6**  
**APRIL 2025**

QSNCC, Level G, Hall 1-4  
Bangkok, Thailand



# STYLE BANGKOK FAIR

**STYLE Bangkok made its debut in 2017 and has since been held seven times, bringing together three major trade exhibitions:**

the Bangkok International Fashion Fair & Bangkok International Leather Fair (BIFF&BIL), the Bangkok International Gift Fair & Bangkok International Houseware Fair (BIG+BIH), and the Thailand International Furniture Fair (TIFF). These concurrent exhibitions aim to adapt to the evolving trends in travel and purchasing behaviour of international buyers amidst global economic fluctuations. In 2022, the Department of International Trade Promotion (DITP) and the Board of Trade of Thailand signed a Memorandum of Understanding to elevate STYLE Bangkok, positioning it as a crucial driver in the industry's journey towards becoming a hub for lifestyle and fashion product manufacturing and trading, particularly in the ASEAN region.





# GENERAL INFORMATION

**Event name** : STYLE Bangkok Fair  
**Location** : Bangkok, Thailand  
**Venue** : Queen Sirikit National Convention Center, Level G, Halls 1-4  
**Event Dates** : 2-6 April 2025  
Trade Days: 2-4 April 2025  
Public Days: 5-6 April 2025



## FURNITURE

Furniture  
Furniture Parts/Accessories  
Lighting  
Home Textile  
Mattress and Pillow

## GIFTS & HOUSEWARE

Gifts & Premium  
Home Décor  
Office/Stationery  
Pet Products and Services  
Toys & Games  
Wellness  
Houseware  
Art

## FASHION & LEATHER

Fabrics/Textile  
Garment/Apparel  
Tanneries and Other  
Component Leather  
Fashion Accessories  
Clothing Accessories  
Bags & Luggage  
Leisure & Sport  
Footwear  
Other

# PRODUCTS COVERED



# WHY VISIT?

## STYLE Bangkok:

Your One-Stop Solution Hub for the Global Lifestyle and Fashion Industry.

From conceptualising innovative designs to sourcing sustainable materials and executing large-scale projects, STYLE Solution+ offers a multifaceted platform that fosters creativity, efficiency, and sustainability throughout the entire value chain. Whether you're a designer, manufacturer, or retailer, each component of STYLE SOLUTION+ is tailored to empower businesses and individuals to thrive in today's dynamic market landscape.



## STYLE Solution:

### Design Solution+

Connect with a network of creative entrepreneurs, talented designers, and leading exporters offering cutting-edge designed products.

### Product Solution+

Explore a vast array of products covering fashion and leather, gifts and houseware, to furniture, all under one roof.

### Project Solution+

Source a comprehensive selection of lifestyle products tailored to meet project requirements of all sizes.

### Material Solution+

Discover a wide range of materials, from innovative to sustainable and eco-friendly, paving the way for your business's success.



## Elevate Your Brand Globally

STYLE Bangkok offers a unique platform for emerging local designers and producers to showcase their talents on the world stage. It's your opportunity to shine alongside renowned international names, gaining invaluable exposure and recognition.

## Lead the Way in Sustainability

Demonstrate your commitment to sustainability and innovation by showcasing products aligned with global efforts towards eco-friendly practices. Capture the attention of conscientious consumers and participate in discussions and workshops to learn about the latest sustainable practices and how to integrate them into your business model.



## Forge Meaningful Connections

Join industry leaders, buyers, and importers at STYLE Bangkok, where your booth becomes a hub for networking, negotiation, and collaboration. Connect with key players in the market, laying the groundwork for fruitful partnerships and business ventures.

# WHY EXHIBIT?



# OUR VISITORS

**Importers  
and  
Distributors**

**Retail Buyers**

**Industry  
Professionals**

**Designers  
and  
Artisans**

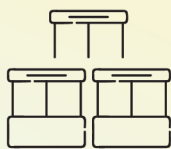
**General  
Consumers**

**Media  
and  
Influencers**

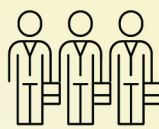
# EXPECTED FIGURES



**550+**  
exhibiting entities



**1,000+**  
booths



**30,000+**  
visitors



**USD**  
**44,000,000+**  
trade value



# STYLE Bangkok: Record of Success

With such a track record of success, STYLE Bangkok presents an unmissable opportunity for exhibitors and buyers alike to participate in the next edition. Whether you're showcasing the latest trends in fashion and lifestyle products or seeking cutting-edge designs to add to your collection, STYLE Bangkok offers a dynamic platform to connect, collaborate, and thrive. Join us at the next edition of STYLE Bangkok and become part of a vibrant community driving innovation, sustainability, and growth in the industry.

## STYLE Bangkok 2019 (5th edition)

17-21 Oct 2019  
905 companies  
1,841 booths  
39,042 visitors

**1.366** billion baht  
of trade value

## STYLE Bangkok 2023 (6th edition)

22-26 Mar 2023  
489 companies  
958 booths  
24,468 visitors

**1.58** billion baht  
of trade value

## STYLE Bangkok 2024 (7th edition)

20-24 Mar 2024  
505 companies  
826 booths  
25,545 visitors

**1.756** billion baht  
of trade value

## STYLE BANGKOK 2025

**Witness  
the success  
together!**

**Don't miss your chance to be part of something extraordinary.  
Mark your calendars and make plans to join us at**

# STYLE Bangkok 2025!



# EXHIBITOR APPLICATION

With our exhibitor application open from 2 May to 27 December 2024, secure your place early and position your brand at the forefront of innovation and success. Don't miss this chance to captivate audiences, forge lucrative partnerships, and take your business to new heights. Embrace the opportunity – STYLE Bangkok awaits your brilliance.

Apply now at [www.STYLEBangkokFairRegistration.com](http://www.STYLEBangkokFairRegistration.com). For more information, visit [www.stylebangkokfair.com](http://www.stylebangkokfair.com) and follow the STYLE Bangkok Facebook page or the Thai Trade Centre offices in your country.

## Exhibitor Application open from 2 May - 27 December 2024



**Trade:**

**2-4**

**APRIL 2025**  
(10.00-18.00 hrs.)

**Public:**

**5-6**

**APRIL 2025**  
(10.00-21.00 hrs.)

**Venue:**

**QSNCC** Level G, Halls 1-4  
Bangkok, Thailand