

Asia's Leading
Home & Lifestyle
Trade Fair

Lifestyle VIETNAM

18-21 April 2027, Hanoi



ASIA'S PREMIER DESTINATION FOR GLOBAL LIFESTYLE SOLUTIONS

Welcome to Lifestyle Vietnam 2027 - the premier wholesale event where visionary brands and discerning buyers converge to conduct the market-moving business that supercharges their growth. Hosted in Vietnam - a premier manufacturing hub with an exceptionally stable business environment - this landmark edition marks a transformative milestone. In strategic partnership with Vingroup, Vietnam's leading regionally-recognized corporation, the fair will be held at the Vietnam Exhibition Center, a world-class venue specifically engineered for large-scale international commerce.

Lifestyle Vietnam 2027 is targeting an unprecedented scale of nearly 3,000 booths, featuring curated suppliers from Vietnam and across the region. Nine comprehensive product categories will be showcased at the fair, including Home Decoration, Indoor and Outdoor Furniture, Housewares, Home Textiles, Leather and Bags, Personal Accessories, Toys & Kids, HoReCa, and Gifts. The event serves as a definitive platform to discover the future of the industry, debuting over 2,000 exclusive, trend-setting design collections yet to be seen on the market, crafted by a global collective of 100 top-tier designers. Visitors will also experience 54 "Future Living" pavilions designed by leading architects, alongside the mastery of celebrated artisans from around the globe.



IMPRESSIVE NUMBERS



3,000
BOOTHS



54 "FUTURE LIVING" PAVILIONS



100+
TOP DESIGNERS



690 M+
ASEAN MARKET REACH

PREMIUM CUSTOMER SERVICES



VISA SUPPORT



COMPLIMENTARY AIRPORT PICKUP



INTERNATIONAL BUSINESS LOUNGE



EXCLUSIVE EXPERIENCE TOURS

For the past 16 years, Lifestyle Vietnam has been the reliable gateway for the world's most prestigious buyers, including international importers, department stores, home centers, and global chain stores, as well as e-commerce retailers and buying associations. To ensure a seamless and high-end journey, we provide comprehensive visa support, free entrance/badges, complimentary airport pickup, and exclusive access to the international business lounge specifically for our international buyers. A standout feature that no other fair in the world can offer is our exclusive experience tours, allowing buyers to witness quality at the source through production hub visits and bespoke cultural expeditions to the majestic highlands.

Beyond being an export powerhouse, Lifestyle Vietnam 2027 is the ultimate platform to penetrate the vibrant market of 100 million people in Vietnam and the 690 million strong ASEAN community. To ensure maximum visibility, we deploy a sophisticated, multi-channel international marketing campaign across renowned trade events, elite publications, and influential social media networks. This is where your brand gains the global spotlight it deserves.

Join us at Lifestyle Vietnam 2027 - where the world's most influential players meet to showcase and discover the future of home and lifestyle excellence to ignite new business opportunities across the globe!

PRODUCT GROUPS

At Lifestyle Vietnam



HOME DECORATION



FURNITURE



HOUSEWARES



HOME TEXTILES



LEATHER & BAGS



PERSONAL ACCESSORIES



TOYS & KIDS



HORECA



GIFTS

HOME DECORATION

Lifestyle Vietnam covers full of inspiration, design trends, new products and ideas of home decoration products. Products are engineered for both indoor and outdoor environments, utilizing a diverse material mix including rattan, bamboo, seagrass, water hyacinth, ceramics, lacquer, wood, and metal, as well as eco-friendly polyfiber and resin. In alignment with global market demands, the fair prioritizes the "Green Trend," showcasing suppliers that integrate circular economy principles and sustainable material sourcing to meet the increasing international demand for eco-conscious home products.



FURNITURE

Vietnam is the second largest furniture exporter in Asia with export turnover reached US\$17.2 billion in 2025, solidifying its position as a primary sourcing hub for international markets. The 2027 edition features comprehensive collections spanning Classic, Colonial, Rustic, and Contemporary styles. The indoor category focuses on dining sets, sofas, and bedroom furniture, while the outdoor segment spearheads trade in weather-resilient armchairs, sun lounges, and architectural swings.



HOUSEWARES

Housewares present stunning collections of home entertaining, kitchenware and specialty tabletop resources including product categories from kitchen accessories (cutting boards, trays, plates...), cutlery/flatware, wooden utensils to plastic and metal items such as cabinets, tables and chairs, shelves, boxes...and many other useful home items that can turn any house into a home.



HOME TEXTILES

Leveraging Vietnam's position as a global textile powerhouse with an annual export turnover reaching over US\$52 billion in 2025, this sector showcases the convergence of ancient embroidery and industrial textile technology. Key materials include silk, organic cotton, hemp, and linen. The product range covers bed linens, bath/kitchen textiles, and cushions, offering a strategic blend of Asian heritage and Western quality standards to satisfy diverse international market segments.



LEATHER & BAGS

Vietnam remains a primary strategic hub for the global leather and footwear industry, with 2025 data showing continued strong export performance to Europe and North America. Lifestyle Vietnam 2027 offers direct access to manufacturers of bags, wallets, and high-durability luggage. Utilizing both genuine leather and advanced synthetic materials, exhibitors provide scalable production solutions for global importers and premium retail brands seeking reliable supply chain partners with shortened lead times.



PERSONAL ACCESSORIES

This sector features high-end, trend-driven accessories, including artisanal jewelry crafted from buffalo horn, seashells, silver, and wood. The collection extends to premium silk scarves, hats, footwear, and designer wearables. These unique, one-of-a-kind products provide retailers with a distinct competitive edge, allowing for effective assortment differentiation from mass-market suppliers while maintaining high standards of artisanal integrity and craftsmanship.



TOYS & KIDS

A lovely and eminently creative approach to children's living environment makes use of furniture, decorative objects, textiles, toys and accessories. Lifestyle Vietnam showcases wooden and soft toys presented in the simplest form to stimulating a child's imagination and to create endless playtime. Customers will also find a beautiful and unique selection of hundreds of kids wear for babies, pre-school and kindergarten-aged children... All manufacturers prioritize non-toxic materials and ergonomic designs, complying with stringent international safety certifications required for global distribution.



HORECA

With the global HoReCa market projected to reach USD 350 billion by 2027, this sector serves as a strategic gateway for business growth. Lifestyle Vietnam offers a curated selection of hospitality equipment designed to elevate guest experiences, alongside innovative stationery solutions. Buyers can source directly from regional leaders to optimize their supply chains in these high-value commercial sectors.



GIFTS

Lifestyle Vietnam 2027 features a diverse range of high-end corporate gifts, handcrafted ethnic items, and artisanal products from regional and international minorities. From customized corporate gift sets and wood carvings to indigo-dyed hemp textiles and traditional basketry, these source-verified items provide buyers with exclusive, story-led assortments that meet the global demand for ethical, culturally significant, and professional diplomatic gifting products.



HEAR FROM OUR BUYERS

“We heard a lot about Lifestyle Vietnam International Trade Fair from our colleagues, so we decided to visit this year. The scale is not extremely large, but the quality of the products and exhibitors is really impressive. We were happy to find many producers with strong production capacity and very attractive prices. We hope the fair will grow even bigger, and we look forward to coming back again next year.”

Mr. Takashi Sonoda
TSUKASAKI CO., LTD, Japan

“I have been attending Lifestyle Vietnam for six editions now, and it has become a regular and important stop in our sourcing tour each year. Every visit continues to impress us with the vast variety of product collections on display. What we particularly appreciate is that each year brings something new, fresh designs, new suppliers, that keep the fair dynamic and inspiring. We cannot wait to come back for the next show.”

Mr. Flavio Romeo
Goldcoast Global Sourcing, USA

“I came to Lifestyle Vietnam International Trade Fair mainly to source mass-produced home décor. But I was really impressed by the wide range of high-end and luxury collections here. I was also amazed by the many ethnic products from different regions of Vietnam, something I have never seen at any other trade show. This fair really feels different.”

Loreen Gramse
Patzl International GmbH, Germany

WHAT DID EXHIBITORS SAY ABOUT Lifestyle VietNam...

We came to LifeStyle for the 4th time. I was managing Cambodia pavilion of 7 exhibitors of silk and jewelry products. Last year, with support from a UN/ITC project, 4 Cambodian SME companies exhibited in LifeStyle. The results were very positive, so I publicized the Fair in Cambodia and this year, 7 SMEs came on their own, without financial support. We know that Vietnam is rising as a potential sourcing destination in South East Asia I intend to come next year”.

Ms. Sola Heng,
Rajana Association, Cambodia

This is the ninth time we participated in Lifestyle Vietnam and we are very, very satisfied with the fair. We made an average of 50 business contacts every day. Visiting buyers at Lifestyle are really serious business persons and they highly appreciated the design of our products. We have concluded some orders from the US and European buyers. Next year, we will expand our booth.

Mr. Nguyen Huy Thong,
Director of Ngoc Dong Co., Vietnam

This is my first trip to Lifestyle Vietnam thanks to the invitation of the fair organizer. A very big surprise since I have received an order of 1 container of our vetiver baskets from a German buyer right in the first day. I could not believe since I have ever exhibited these products in Europe but there's no order there ... I am also very much impressed with the purchasing power of the Vietnamese customers...They have already paid in advance and got my contact for next orders.

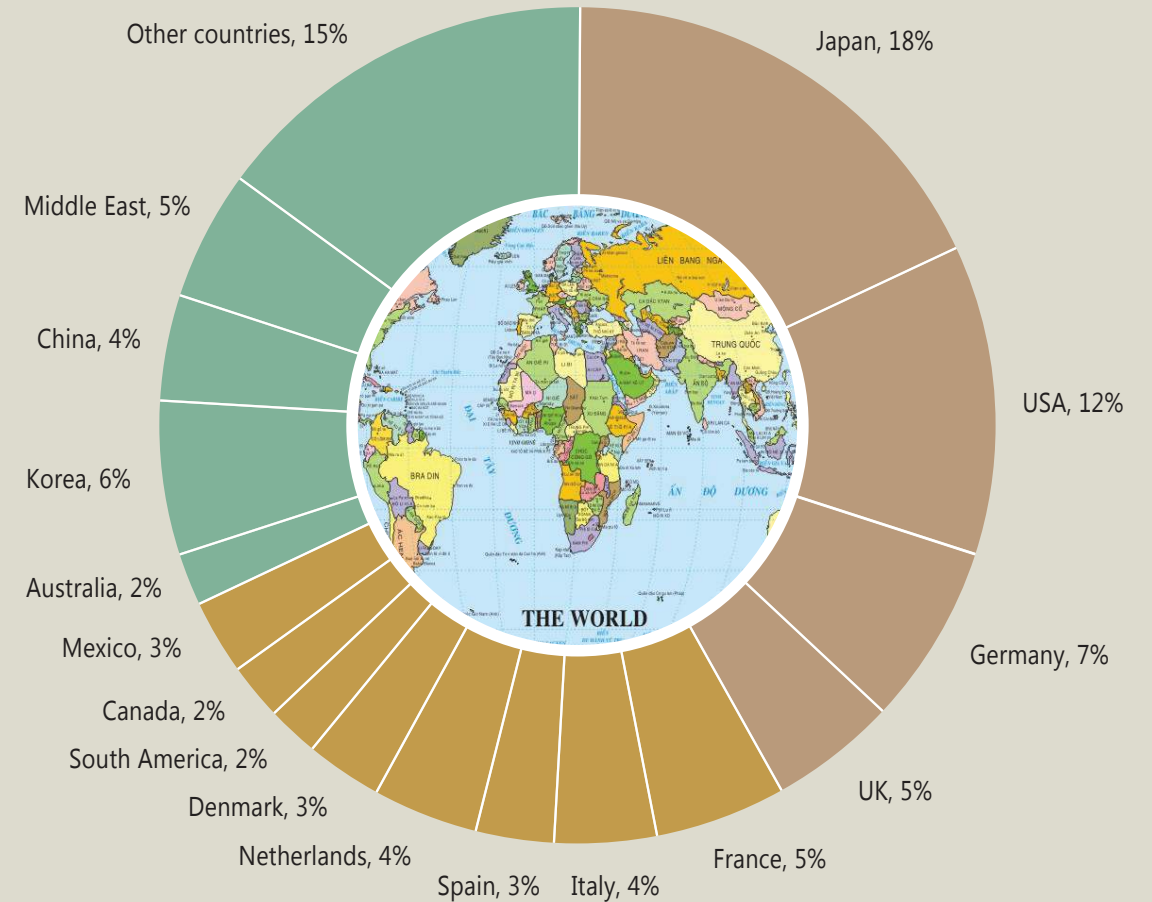
Ms. Marie Alexandrine,
Director of Tahiana Creation, Madagasca.

COUNTRIES EXHIBITED at Lifestyle Vietnam

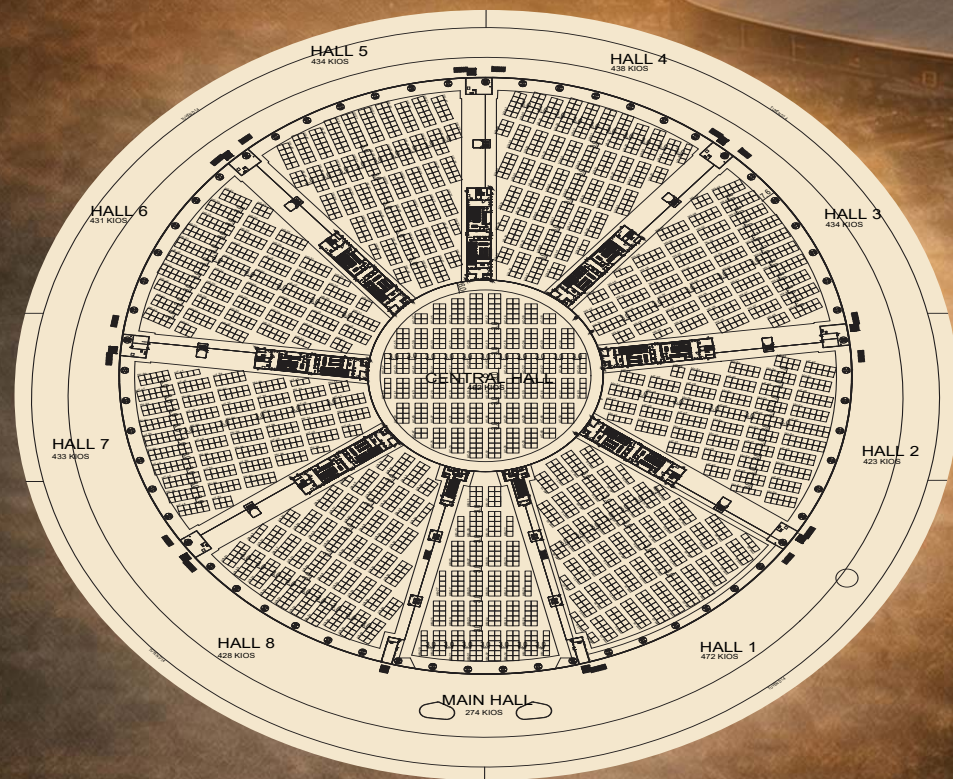


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|------------|------------------------|----------------|-------------|
| Vietnam | Myanmar | Nepal | Madagascar |
| Laos | Singapore | Pakistan | Afghanistan |
| Cambodia | Japan | Czech Republic | Botswana |
| Thailand | Korea | Netherlands | Tajikistan |
| Malaysia | China | Russia | Colombia |
| Indonesia | Chinese Taipei/ Taiwan | Senegal | Australia |
| Philippine | India | Kenya | |

INTERNATIONAL BUYERS VISITED Lifestyle Vietnam by countries



LAYOUT & VENUE OF LIFESTYLE VIETNAM 2027



Life Style Vietnam 2027

18th - 21st April

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Instagram: <https://www.instagram.com/lifestylevietnam/>

Youtube: <https://www.youtube.com/user/LifestyleVN>

