

Press Release:

Ismaning, May 15th, 2017

PERFORMANCE DAYS ® functional fabrics fair
produced by Design & Development GmbH Textile Consult
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Key trade fair information virtually online!

The Trade Fair of Tomorrow - PERFORMANCE DAYS service offer combines analog and digital information

PERFORMANCE DAYS functional fabrics trade fair winds up two successful exhibition days. The concept behind the event is catching on with visitors as the most recent increase in numbers shows. But, the real attraction is this: The exhibition is not over at the end of the second day – thanks to the expanded web site design, all information from the PERFORMANCE DAYS Fair and the exhibitors is now provided in digital form on the internet. Even a retrospective sampling is possible online!

If you work with functional fabrics in the sportswear and workwear sectors, there is no getting around PERFORMANCE DAYS. The most recent exhibition once again delivered superlatives like no one else can as it presented the latest trends for functional fabrics and accessories on April 26-27th 2017. Many new firsts were recorded: the substantial increase in the number of visitors and exhibitors, a new exhibit hall, another full program agenda of information all combined for a real success story. Plus: The trade fair has significantly expanded its presence between seasons!

Besides the good working climate, visitors have always appreciated the incomparably comprehensive range of information the fair provides. Whether expert lectures, workshops, hotspot tours, or the PERFORMANCE FORUM with the FOCUS TOPIC – the well prepared and comprehensive news provides visitors at each fair with highly valued assistance for sourcing and trend research.

The show must go on – with the perfect combination of analog and digital!

PERFORMANCE DAYS is announcing an unique innovation, so to speak, an extension of the actual exhibition in May 2017: At www.performancedays.com, the website has been expanded to allow you to experience the 2-day Munich event all year round.

All the fabrics for Summer 2019 exhibited at the PERFORMANCE FORUM, the expert lectures, the fabric trends, accessories as well as the colors and the award winners can now be researched entirely online. Furthermore, not only the FOCUS TOPIC for the current trade fair, but also the topics from past events can be found online. Specifically, all information on the major trend topics BIODEGRADABILITY, HYBRIDS, RECYCLED, ATHLEISURE, and WOOL can be retrieved at all times. But, that is not all: In addition to the digital presentation of all 240 fabrics exhibited at the PERFORMANCE FORUM, the ones that earned the 100% JURY LIKE logo are highlighted. And, best of all: All fabrics can be sampled and ordered directly from the suppliers via the PERFORMANCE DAYS website. Everything is made possible by the expansion of the "24/7 Sourcing" area of the

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PERFORMANCE DAYS website. In this way, the exhibit continues on digitally – a very special service for all those who were unable to travel to Munich, or who did not have enough time to complete all their sourcing and research under one roof.

Customize your visit to the next trade fair even more

The website simultaneously signals news about future exhibitions: Future visitors can select how much time they want to invest in sourcing and how much in trend research. Even if the focus of your trade fair visit may be on the trends, you can always follow-up via the website in sampling the 240 most important fabrics displayed at the PERFORMANCE FORUM. Also vice versa, you can now get informed after the trade fair online about the latest trends and nominate other interesting fabrics if that was not the focus of your earlier visit. Either option is now available on the new website pages listed in detail below:

The FOCUS TOPIC of the most recent exhibition (BIODEGRADABILITY) as well as all previous FOCUS TOPICS:

<https://www.performancedays.com/24-7-sourcing/performance-archive/focus-topic.html>

A preview of the PERFORMANCE COLORS by Nora Kühner color card is available at:

<https://www.performancedays.com/24-7-sourcing/trends/color-trends/summer-2019.html>

All award winners and 100% Jury Likes can be researched online at:

<https://www.performancedays.com/trends/product-trends.html>

The complete PERFORMANCE FORUMS from April 2017 and November 2016 can be viewed digitally; fabric AND accessory samples can be requested from the producers online:

<https://www.performancedays.com/trends/fabric-trends.html>

and:

<https://www.performancedays.com/trends/accessory-trends.html>

All presentations are presented in PDF format and you can listen to the audio files at:

<https://www.performancedays.com/performance-archive/presentation-library.html>

Starting in June, you can visit the website to see the exhibitor list for the next PERFORMANCE DAYS, which will present the trends for Winter 2019/20 on November 8-9th 2017. The visitor and exhibitor registrations have started and the trade fair is already 90% booked out!

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About PERFORMANCE DAYS

PERFORMANCE DAYS – The “functional fabric fair” launched in 2008, is the first and only event created especially for functional fabrics for sports and work clothing. The aim of the semi-annual trade fair is to give leading and innovative textile manufacturers, suppliers and service providers the opportunity to present their functional fabrics, membranes plus treatments, laminates, paddings, finishes, and accessories such as yarns, tapes, prints, buttons and zippers.

The industry experts who come to this fair - the sports fashion designers, product managers, and decision-makers (see online: [Visitor List](#)) represent almost every European active clothing and functional wear manufacturer - can find a complete selection of high quality materials available at just the right time in April/May and November. The dates are intentionally scheduled early thanks to our expertise in functional fabrics and are optimal for summer and winter sport collections. (All trade fair catalogs from past events are available online at [Catalogs](#) as well as a listing of current exhibitors at [Exhibitor List](#)).

The relaxed and focused workshop-like atmosphere at PERFORMANCE DAYS differentiates it from the other fairs which are often unmanageable and more stressful. That is one of the reasons why the Munich trade fair at the heart of the European sportswear industry has become one of the top addresses for new fabrics, innovations, and is the preferred meeting place to conduct business.

In the unique [PERFORMANCE FORUM](#) of PERFORMANCE DAYS, the visitor receives an inspiring and well-grounded overview of the new materials, trends, and innovations of the exhibitors. The PERFORMANCE AWARD and the ECO PERFORMANCE AWARD are also presented here.

Qualified guest speakers present special topics and their collaborative ventures to complete the range of information provided at PERFORMANCE DAYS (see online [Presentations](#)).

No entry fee and free admission to all events for industry visitors.

Detailed information and advanced registration online at: www.performancedays.com