

Press Release:
Ismaning, October 20th, 2020

PERFORMANCE DAYS © functional fabrics fair
produced by Design & Development GmbH Textile Consult
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December 2020 Fair as Online Event, not at Exhibition Grounds:

Digital Fair Replaces Exhibition Halls in Munich!

CoVid-19 continues to keep the world on edge. Many PERFORMANCE DAYS visitors, as well as exhibitors, have already announced that travelling to Munich in December would be simply impossible for them. Due to the increasing number of infections, further international travel bans and company-internal travel restrictions are now threatening. As a result, the December 2020 edition of PERFORMANCE DAYS will unfortunately not take place at the Messe München, but as Digital Fair! On the planned dates of December 09-10, both approved and advanced new tools will go online and provide further proof of PERFORMANCE DAYS' expansion of its pioneering role in creating a digital textile trade fair experience.

The last few days have seen a sharp rise in CoVid-19 infections - not only in Munich, and have brought with them further travel restrictions. Since PERFORMANCE DAYS lives from its international audience, holding the event in December would not meet the expectations of exhibitors nor visitors.

Here is the good news: December 09-10, 2020 will retain its function as an international meeting place for the industry! Already back in April 2020, PERFORMANCE DAYS launched its Digital Fair with various solutions, such as the online sourcing of materials, which can be ordered to the (home) office, as well as digitalised trends and colors. "We've done our homework," explains fair founder and owner Marco Weichert. "We were not only one of the first organisers to launch a digital textile fair with our fair in April - but have managed to further develop and optimise the concept and functions." The future will see many exciting and useful functions made available to the industry during the 2 days of the fair, and in part, beyond that.

More digitalised fabrics and accessories

Inspiration for the winter season! In search of the best materials, the PERFORMANCE FORUM Jury will again convene for the December 2020 Forum and curate the most innovative and sustainable fabrics and ingredients. But even more choice awaits digital PERFORMANCE DAYS visitors! In addition to the curated Jury selections, exhibitors will present their latest collections in the PERFORMANCE DAYS marketplace. Consequently, the curated selection of fabrics and accessories is extended by company highlights with holistic concepts in terms of materials, trends and innovations.

Higher levels of qualified matchmaking

Support in sourcing is also provided: When logging in to the Digital Fair, visitors can enter their interests, enabling PERFORMANCE DAYS targeted matchmaking functions with corresponding suggestions for exhibitors/suppliers. And without any external help, matchmaking is optimised thanks to the favourites function in the designated login area.

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More dialogue with suppliers

PERFORMANCE DAYS also brings to life new call, chat and video chat functions, which enable digital visitors to enter into dialogue with exhibitors. These perfectly complement the digital collections with technical data sheets and video presentations, which now allow for questions to be discussed directly online from Asia to Europe and to America. This simplifies the work of designers and buyers, as well as that of suppliers and digital exhibitors. This feature will be available during the two days of the trade fair on December 09-10, and for another 14 days thereafter.

More sustainability

The Focus Topic is displayed online in detail as usual. Under the theme, “Nothing to Waste - Closing the Loop”, the trade fair takes a closer look at the status quo of the textile circular economy, with resulting recommendations for action as inspiration for own (further) developments. And, of course, the PERFORMANCE FORUM will showcase a selection of relating fabrics and accessories.

More essential knowledge

Thanks to Expert Talks on industry-relevant topics such as fabric and color trends on both days of the fair, visitors can further their knowledge and participate in current discussions. Exact program details on these topics and relating to the “Sustain & Innovate” conference organised together with the SPORTSFASHION by SAZ with its topic of Circular Economy are currently in progress and will follow in the upcoming weeks.

Fair recommendations to visitors:

Those wishing to be informed from the outset, should register themselves free of charge now at www.performancedays.com and subscribe to the newsletter to gain access, for instance, to the “Material Stories” series, with exclusive trend topics such as “From Ocean Waste to Textiles”, “Create the Perfect Leggings” and “Hemp & Paper Yarn”. The account not only enables visitors to be part of the Digital Fair and Marketplace, but also to organise their ticket in the future. In the run-up to December 09-10, the fair will continue to inform visitors about additional functions and textile innovations via mailings and social media.

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About PERFORMANCE DAYS

PERFORMANCE DAYS “functional fabric fair” was founded in 2008 as the first and only event specifically for functional textiles for sportswear and workwear. The goal of the biannual fair is to provide top-class and innovative textile manufacturers, suppliers and service providers with the opportunity to present functional fabrics, membranes, as well as coatings, laminates, paddings, finishes and accessories such as yarns, tapes, prints, buttons and zippers.

Industry visitors to the fair - designers, product managers, buyers and decision makers from almost all European sportswear and functional apparel manufacturers (examples online at: [Visiting Brands](#)) - will find the complete portfolio of high-quality materials at exactly the right time in April/May and October/November. Thanks to the specialisation in functional textiles, the timing is according early and optimally chosen for summer and winter sports collections. The current list of exhibitors is available online under “[Exhibitor List](#)” along with trade fair catalogues of previous events under “[Catalogs](#)”.

The relaxed and focused working atmosphere distinguishes the functional fabric fair from other, often unclear and stressful fairs. This too contributes to making the Munich trade fair, in the heart of the European sportswear industry, the top address for new fabrics, innovations and industry meeting point for business relations.

The unique [PERFORMANCE FORUM](#) at PERFORMANCE DAYS provides the visitor with an inspiring and knowledgeable overview of new materials, trends and innovations from the various exhibitors. The prestigious [\(ECO\) PERFORMANCE AWARD](#) is also presented here.

Top-quality [Expert Talks](#), [Workshops](#), [Guided Tours](#) round off the information on offer. All talks are also available online subsequent to the fair - see “[Expert Talk Archive](#)”.

Admission to the fair and the programm are free of charge for trade fair visitors.
More information and registration at: www.performancedays.com

The [DIGITAL FAIR](#) and [Marketplace](#) are available all year long for material sourcing and inspiration!

About the Functional Fabric Fair powered by PERFORMANCE DAYS

Since 2018, in cooperation with [Reed Exhibitions](#), the functional textile fair has been taking place in the USA as the “[Functional Fabric Fair powered by PERFORMANCE DAYS](#)”. At the Javits Center in New York and the Oregon Convention Center in Portland, the sourcing fair presents the latest trends in the functional textile industry in line with the event in Munich, and is the platform in the USA for the sourcing of functional fabrics and accessories. The event includes exhibitions, workshops, talks from industry experts and a programm for professional networking and connecting of producers and purchasers.

Here are the dates of the events according to the current status:

- 14-15. April 2021 Portland, OR
- 28-29. April 2021 München
- 19-20. Juli 2021 New York