

Press Release:

Ismaning, March 29th, 2017

PERFORMANCE DAYS ® functional fabrics fair
produced by Design & Development GmbH Textile Consult
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PERFORMANCE DAYS is the venue for a talk with eco-pioneer Sophie Mather

Major environmental goals can be achieved with new textiles

The PERFORMANCE DAYS trade fair is particularly known for its professional presentations. The two-day agenda brings experts to the podium to discuss the latest trends, breakthrough innovations, and technologies; in addition to information concerning sustainability and much more. No presentation is repeated; every topic is unique. Traditionally, speakers on Day-2 of the fair are devoted to the Focus Topic.

When the doors to PERFORMANCE DAYS open on April 26-27th, 2017, the functional fabrics sector will once again look forward to the most important trade fair for functional fabrics, fibers, and accessories and learning all about the featured topic. The trade fair team has once again chosen a most timely topic for this summer edition: "Biodegradable - Back to Nature" that is, biologically degradable materials. The PERFORMANCE FORUM is not the only area to highlight this topic; expert talks presented by internationally recognized speakers also address various aspects of this complex subject. The "Biodegradable" lecture series is kicked-off by Sophie Mather.

Sophie, when and why did you found your company biov8tion?

Sophie Mather: Biov8tion has been going around 6 years now and was really formed to follow my passion to engage in more and more sustainable innovation projects. Beforehand I worked at the brand level and although I was able to work on sustainable projects, I stepped out so I could make it 100% of what I do, and work across the industry rather than just for one company. Its great and I get involved now with so many different organisations across the industry and supply chain, and part of what I love is connecting different organisations in order to get the best results for people and our planet.

What do you want to change with your projects?

Sophie: I want my projects to change the way we produce textiles and apparel for the better. Ultimately, I want to be part of cutting out the complexities, reducing production process steps, and enabling manufactures to be more nimble in regional locations closer to the consumer.

Do you get positive response from the textile industry?

Sophie: In general, yes I do get a positive response from the industry. As I work in innovation, I often get blank looks when I first start suggesting new ideas, as the projects I work on are not generally mainstream. However, it is great when people and

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organisations start to follow what I am doing and want to become part of that change too.

What are the biggest sins of the textile supply chain and how could they be eliminated?

Sophie: The biggest sin of the industry I see today is not involving the consumer more. The consumer plays such a vital part of industry change, but the industry is slow to involve them.

Why is it important to change the way clothes are produced?

Sophie: With a target population of 9.7 billion by 2050, we have no choice to change the way that we produce clothes today. Current production methods are in general, resource heavy, wasteful and slow. Radical change is needed to make this shift in order that we can clothe the 9.7 billion population of the future.

So what possibilities are there to save resources and avoid waste when producing clothes? What do you commend to the garment industry?

Sophie: There are many concepts, processes and technologies that save resources during clothing design and manufacture. I developed an online tool for this with “WRAP” that is open sourced and can be found here: <http://ckh.wrap.org.uk>. This site gives loads of great examples that can be used into product development.

And as a perspective - what will you talk about in your lecture at PERFORMANCE DAYS?

Sophie: Biodegradability is a term that we hear often, but its true meaning is often misinterpreted and wrongly used. Is it good, bad and what does it mean in different global areas? My presentation will start with the „Biodegradability 101“ and will then proceed to use two current pieces of work, Bio-Synthetics and Microfibre Ocean Pollution, to demonstrate the myths and connections of these pieces of work to the subject of biodegradability.

PERFORMANCE DAYS has scheduled her presentation to begin at 9:45h on April 27th, 2017.

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See all the latest trends for Summer 2019 and the FOCUS TOPIC at PERFORMANCE DAYS in the Munich MTC, 26-27th April 2017. For all those who just cannot wait that long, some initial information is already provided for you online at <https://www.performancedays.com>

To avoid the long waiting lines for admission, use the individual visitor online registration now enabled and your tickets will be sent in advance to you via e-mail.

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