

## Press Release:

Ismaning, April 5<sup>th</sup>, 2017

PERFORMANCE DAYS ® functional fabrics fair  
produced by Design & Development GmbH Textile Consult  
Mayerbacherstr. 32 | 85737 Ismaning | Germany  
phone: +49 89 9394 6060  
[www.performancedays.com](http://www.performancedays.com) | [info@performancedays.com](mailto:info@performancedays.com)



PERFORMANCE DAYS welcomes international fashion designer Christopher Raeburn

## Also top fashion can have a green conscience!

**Celebrities at PERFORMANCE DAYS!** The well-known international fashion designer Christopher Raeburn will be at the PERFORMANCE DAYS Trade Fair in Munich to share his insights on the topic of sustainable clothing and the world of top fashion.

Christopher Raeburn is one of the stars of British fashion. Even his first collection attracted great attention. Several coveted collaborations and capsule-collections soon followed parallel to his successful line. Now, in an exclusive presentation for PERFORMANCE DAYS in Munich, he has agreed to present his "Remade in England" concept as well as to introduce visitors to his design approach and method of working. His exquisite masterpieces are created by processing recycled and sustainable fabrics. He sees no contradiction in the two terms luxury and sustainability. In this PERFORMANCE DAYS interview, he talks about his motivation and guiding principles:

*PERFORMANCE DAYS: Mr Raeburn, you are a well known designer. When and why did you start to use recycled materials for your collections?*

**Christopher Raeburn:** I started using recycled materials from the very beginning. I constructed original 1950s British battledress jackets as part of my first year menswear university project back in 2001. Building a sustainable brand was a happy accident and not my prime intention initially. My fascination with military materials, utilitarian clothing and essentially functionality led to the REMADE IN ENGLAND philosophy organically. The battledress jacket helped to define our brand and ethos.

*And isn't it a contradiction to do so? Usually, top fashion is defined by using high quality materials...*

**Christopher:** Not at all. Quality is something we take very seriously and for us, reworking pre-existing materials, working with responsible manufacturing partners and harnessing green technologies is fundamental to the production process. All of our REMADE garments are strictly limited edition and so each customer has an exclusive item.

*What types of recycled materials do you use, and why?*

**Christopher:** We have sourced and reworked a wide range of surplus materials around the globe, from decommissioned parachutes, 1930s silk maps to life rafts and more recently bomb disposal jackets.

## Press Release:

Ismaning, April 5<sup>th</sup>, 2017

PERFORMANCE DAYS ® functional fabrics fair  
produced by Design & Development GmbH Textile Consult  
Mayerbacherstr. 32 | 85737 Ismaning | Germany  
phone: +49 89 9394 6060  
[www.performancedays.com](http://www.performancedays.com) | [info@performancedays.com](mailto:info@performancedays.com)



*What about your collabs - do you use recycled materials there, too? And what do your partner-brands think about that?*

**Christopher:** We have been fortunate enough to work alongside some of the best brands in the world over the past few years from Rapha, Moncler to more recently Disney, Clarks and MCM. This has allowed us to reimagine existing designs and really develop our innovative and creative side. Every collaborative project has to adhere to our REMADE, REDUCED, RECYCLED ethos. If it doesn't then we are not doing it.

*What was your most unique material used and project done?*

**Christopher:** Tough question! The AW15 RAFT collection was very unique. We turned inflatable life rafts into beautiful outerwear pieces. The nature of the fabric made it a very challenging but rewarding project to work on.

*Is there any exceptional material you couldn't use until now that you want to use for future collections?*

**Christopher:** I have a small dream to do a super limited run of Remade garments from spacesuits but so far the only ones I've been able to source have been a little out of our normal price range! One day though...

*What type of materials and fabrics is your personal clothing made of?*

**Christopher:** I wear CR head to toe most days so this is quite an easy one. I wear a lot of denim and we've collaborated with an amazing local sustainable label for AW17 called Blackhorse Lane Ateliers. Their jeans are made here in London from selvedge organic denim.

*Are you a "green" person living a sustainable lifestyle?*

**Christopher:** I'd like to think I do my bit - from cycling wherever possible to considered choices on my shopping habits I think we all have an obligation to do our bit. I recently moved to a flat in a tower block in South London and committed to renovating using only second hand furniture which has been a really good challenge.

**The Christopher Raeburn presentation "Designing Sustainability" at PERFORMANCE DAYS is scheduled to start at 3:45h on April 26<sup>th</sup>, 2017.**

## Press Release:

Ismaning, April 5<sup>th</sup>, 2017

PERFORMANCE DAYS ® functional fabrics fair  
produced by Design & Development GmbH Textile Consult  
Mayerbacherstr. 32 | 85737 Ismaning | Germany  
phone: +49 89 9394 6060  
[www.performancedays.com](http://www.performancedays.com) | [info@performancedays.com](mailto:info@performancedays.com)



See all the latest trends for Summer 2019 and the FOCUS TOPIC at PERFORMANCE DAYS in the Munich MTC, 26-27<sup>th</sup> 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](http://www.performancedays.com)**