

## Press Release:

Ismaning, March 29<sup>th</sup>, 2018

PERFORMANCE DAYS ® functional fabrics fair  
produced by Design & Development GmbH Textile Consult  
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PERFORMANCE DAYS with ground breaking trend research

## Unique color information for Summer 2020 - available to registered users as early as April 2018!

Summer begins on April 18, 2018 at PERFORMANCE DAYS: Trend expert Nora Kühner gives an overview of the color trends for Summer 2020 and the introduction of the exclusive color card PERFORMANCE COLORS by Nora Kühner in her presentation.

Nora Kühner's popular presentation, which always takes place on the morning of the first fair day is grounded on the color chart PERFORMANCE COLORS by Nora Kühner published twice a year in cooperation with the PERFORMANCE DAYS trade fair. The trend expert develops the colors and themes for each season on the basis of extensive research on socio-cultural developments, global market observations, and in intensive dialog with a team of international design colleagues, all deeply rooted in the sports clothing industry.

Why is it so special? The early look at the Summer 2020 season is provided free of charge online on the **PERFORMANCE DAYS** website about two weeks after the exhibition in April 2018. All that is needed for viewing is a e-Mail registration to the trade fair team. At the beginning of June, the second part of the trend information for the season is released: A comprehensive visualization of each theme with inspirational color combinations, graphic concepts, and material structures prepared in the form of an e-Magazine with short texts. Marketing manager Lena Weimer explains this unique service: "We, as **PERFORMANCE DAYS** trade fair, are proud of the fact that we can always offer our visitors the latest and most comprehensive trend study. This knowledge of the newest colors is especially appreciated by both visitors and exhibitors and is surely one of our success factors. In the field of functional fabrics, we are the only trade fair to provide this service free of charge."

The color chart is intended as a source of inspiration and a practical tool in product development. The color coding is performed according to four different common color referencing systems: DyStar, Coloro, Pantone and Archroma. A special service is offered in cooperation with DyStar: All shades in the color palette are listed with details of their washing and light fastness on cotton, polyester, and polyamide 6. This is very helpful in making reliable assessments in the early decision making stages about colors and their feasibility for the separate collections.

Systematic trend and color work as a core element in the design of good and successful collections is often underestimated in the sports sector. Color is communication and also, a critical factor in the decision to buy a product. To Nora Kühner it is important to

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emphasize that when implementing new color trends, it is not merely about a simple combination of individual shades: "Our trend-oriented selection of colors reflects social moods and developments. However, for use in developing the collections, we must also clearly consider brand identity and the customer base structure."

In addition to the presentation by Nora Kühner, the program, as usual on both days of the fair includes many interesting lectures and workshops on trends, function, and the Focus Topic "Beat the Heat - Cooling Technologies." If you want to stay up to date in the world of functional textiles, do not miss the following calendar dates for 2018:

- **PERFORMANCE DAYS (KickOff Summer 2020) on April 18-19, 2018 - last time at MTC, Taunusstraße 45, Munich**
- **FUNCTIONAL FABRIC FAIR powered by PERFORMANCE DAYS on July 23-24<sup>th</sup>, 2018 at the Javits Center, New York, USA**
- **PERFORMANCE DAYS (KickOff Winter 2020/21) November 28-29, 2018 - first time at the Munich Exhibition Grounds in Munich-Riem**

For all those who do not want to wait that long, information about exhibitors and agenda is already provided online at [www.performancedays.com](http://www.performancedays.com). The exhibitor list is online and visitor registration is in progress.

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### **About PERFORMANCE COLORS by Nora Kühner**

The color chart PERFORMANCE COLORS by Nora Kühner was first published in April 2016 and is a product of the cooperation between PERFORMANCE DAYS and trend expert Nora Kühner.

The trend preview is aimed primarily at the sporting sector, but also finds more and more users in the fashion industry, who seek inspiration from the sports world for their work.

Clear trend data on trend setting colors is presented in six theme worlds. The so called "early color information" for the 20 months leading to the upcoming season is released at PERFORMANCE DAYS (April and November): Nora Kühner and her international trend team define six color series and the related themes, including the coding according to four common color referencing systems, illustrated with inspiring image material. Seven weeks after the trade fair this early color information is supplemented by an online e-magazine. The individual theme worlds are thoroughly visualized with short texts and inspirational color combinations, graphic concepts, and material structures. The "early color information" as well as the e-magazine are available for download as PDF files on the PERFORMANCE DAYS website free of charge.

### **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 in guided tours, workshops and presentations to complete the range of information provided at PERFORMANCE DAYS within the [Program](#) (see after the fair online in the [Presentation Library](#)).

**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)