

Press Release:

Ismaning, April 12th, 2018

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 | info@performancedays.com



PERFORMANCE DAYS presents a lecture of Ana Kristiansson from Sportswear Inc.

Just sustainability is not an USP for brands anymore!

If you wish to build up a successful apparel brand, you need the right strategy and a lot of know-how. Neither aesthetic and fashion nor arguments of sustainability alone are the key to success. In her presentation at PERFORMANCE DAYS, Ana Kristiansson explains what you need to pay attention to in order not to fail in the initial phase, and gives us a sneak preview in this interview on what to expect.

PERFORMANCE DAYS: Ana, you are holding a presentation at PERFORMANCE DAYS. Please explain the mission of your company, Sportswear Inc.?

Ana Kristiansson: Our mission at Sportswear Inc. is to inspire, support and educate apparel entrepreneurs on how to start their own brands, to run their businesses their own way including full creative freedom and to have a free lifestyle. We are a community and an “educational” online business that help people launch and run an apparel brand through free content and our membership platform.

PERFORMANCE DAYS: What do you offer for members additionally?

Ana Kristiansson: Our membership platform is for those who don’t have a background in the apparel industry or need a step-by-step guide, additional insights, strategies, realizable tactics to run their brand, tools and resources to accelerate progress. It is for those who are alone in their entrepreneurial journey and want a supportive community, coaching and accountability partners. Our goal for the community and members is to build and manage successful brands.

PERFORMANCE DAYS: What kind of business experiences are you able to contribute?

Ana Kristiansson: We ourselves have started and run two apparel businesses - so we know how difficult and challenging it is to manage the own brand. The product development, sourcing, manufacturing, selling and marketing, there is so much to figure out and to handle. With all the experience from starting our brands, 15 years of design and product development, competence from the technical apparel industry, combined with almost 2 decades of experience from product and project management, we wanted to help other apparel entrepreneurs. Sportswear Inc. was born, when people contacted us asking for help to start their own brand,.

PERFORMANCE DAYS: Is the support of an online platform really sufficient if you wish to set up a textile brand?

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Ana Kristiansson: For us there is always been a frustration with the traditional fashion education. I am a Parsons School of Design graduate with a Fashion Design diploma. I know that today you don't need 4 years at an expensive university to succeed. You can do it at whatever age, with whatever background, whenever you want, and with an accelerated learning curve from online education. For our members Sportswear Inc. is a "one-stop-shop" to solve most of their needs for starting and running a successful apparel brand, in a faster pace, and way less expensive than regular education, where the members won't be in debt for the rest of their life.

PERFORMANCE DAYS: Why is the talk specifically about the establishment of a sustainable brand?

Ana Kristiansson: The presentation "How To Start a Sustainable Apparel Brand" is actually a requests from our online community. Today sustainability is not an USP anymore, it's almost a must and the way Start-Ups want to do businesses. We have put together a very extensive step by step guide on what to consider and how to implement sustainability in new businesses. The audience will walk away with solid information that they can implement right away. They will learn to plan and to launch all the steps involved in the process. How to design with sustainability in mind, how to source sustainable materials and ethical manufacturers and about the afterlife of the products - upcycling, recycling, downcycling etc. The most valuable lesson is a list of common and costly mistakes to avoid when you launch a brand.

So if you're now curious about which pitfalls you should definitely avoid and how to achieve success with sustainability, then don't miss Ana Kristiansson's talk at PERFORMANCE DAYS on **Wednesday, April 18th at 16:45**. And by the way, all presentations on both days of the fair are free of charge for visitors!

You won't want to miss this important trade fair in the world of functional textiles: Save the following calendar dates for 2018:

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

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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 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