

Press Release:
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PERFORMANCE DAYS © functional fabrics fair
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Booked out & highly frequented: Spring fair a great success

PERFORMANCE DAYS: Overwhelming response from exhibitors and visitors alike

From March 15-16, 2023, the spring edition of PERFORMANCE DAYS kicked off on the fairgrounds of Messe München with a fully booked out crowd in Hall A1. With around 2,685 visitors, the event organizers were particularly pleased with numbers up on the previous winter fair. High attendances were particularly evident at the Expert Talks on both days, which provided information on the latest color and fabric trends, news on developments in sustainability and new technologies from fiber manufacturers. As always, the focal points of the fair excelled with the PERFORMANCE FORUM showcasing both the fabric highlights for the Spring/Summer 2025 season as well as the two winners of both the PERFORMANCE AWARD and the ECO PERFORMANCE AWARD.

Successful format confirms the significance of PERFORMANCE DAYS

Marco Weichert, founder of PERFORMANCE DAYS, made a very satisfied impression: “We are overwhelmed by the terrific visitor numbers. This clearly shows, on the one hand, how important a common platform for interexchange is, and on the other hand, the dynamics that currently prevail within the entire industry. This dynamism is also reflected in PERFORMANCE DAYS’ Focus Topic. Over the course of three fairs, visitors have had the opportunity to accompany the industry on the road to greater CO₂ neutrality. The results are both innovative and inspiring. We are all well aware that manufacturers and brands will continue on their journey, yet we have already succeeded in taking a first step towards CO₂-neutrality.” The total of 274 exhibitors and 2,685 visitors were also more than satisfied as the first day of the fair came to an according climax with a happy hour for all concerned.

The fascinating Expert Talks program once again proved itself particularly popular. In the heart of Hall A1, visitors listened with captivated attention to the informative talks and rounds of discussions, including regulars such as Fabric Talk with Alexa Dehmel, the Color Trend Talk with Nora Kühner and exciting “behind the scenes stories” with Charles Ross, who led through the program on both days. All Expert Talks will be available in digital form later this week via The Loop. Information on the PERFORMANCE FORUM including 3D materials along with fabric innovations on display and the awards presented by the expert jury are already available for viewing online. It was particularly satisfying that the fair again took place as a climate-neutral event, as it did in the winter edition, and in line with the Focus Topic “On the Road to CO₂ Neutrality”, thanks to the cooperation with Climate Partner.

After the kick-off event in Munich in March, the industry now looks forward to the follow-up fairs in Portland from April 4-5, 2023 and in Shanghai, April 10-11, 2023.

New concept starting October 2023: Premiere for highlighted focus on footwear

As part of the upcoming PERFORMANCE DAYS, which will once again take place at the Messe München exhibition center on October 4-5, 2023, the event organizers have another ace up their sleeve. The event organizers will no longer focus explicitly on sustainable

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functional textiles and accessories, but will also focus on the footwear market. Starting at the winter fair, suppliers of textiles and footwear will finally be able to meet up with decision-makers from international brands in time to present their solutions and to build lasting relationships. To support the integration of the footwear market into the trade fair events in Munich, Portland, New York and Shanghai, the organizers have brought on board two renowned industry specialists, Nina Conrad and Rucky Zambrano. Nina Conrad has been active as a sustainability consultant in the textile and leather industry for many years, specializing in traceable and local supply chains. Her core business is the production of leather and leather goods derived from animals raised on certified organic farms. She is also a founding partner of the Sustainable Leather Foundation and co-founder of the Fibershed subsidiary DACH. Rucky Zambrano is a renowned industrial designer and an absolute industry expert. When he got to know Vibram in 1992, he shifted his career to footwear for reasons of passion. For 13 years now, Zambrano and Vibram have been a driving force in the footwear market and made the leap from performance to fashion, as witnessed with the Merrell Chameleon, the Prada Luna Rossa boat shoe sole or the latest Vibram FiveFingers models. He is currently responsible for footwear for the Finnish children's outdoor brand Reima.

In terms of footwear, PERFORMANCE DAYS will also focus on sustainable performance fabrics. Furthermore, industry-leading sustainable focus topics will be integrated into the fair's panel- and training programs. To provide ample space for the new theme, the winter fair will feature fabric highlights in Halls A5 and A6.

Up to date 365 days a year: Be well informed all year round with “The Loop”!

The spring fair was also routed directly from PERFORMANCE DAYS to the digital platform “The Performance Days Loop” per livestream. With The Loop, the fair provides a 365-day platform that makes sourcing and interexchange possible even after the official on-site event has come to a close. All the important information in connection with the PERFORMANCE FORUM, the Focus Topic, Expert Talks as well as current images, including a new image video, will be accessible during the course of this week. The interactive communication tool “interactive supplier directory” is of particular value, making it possible to exchange information with exhibitors via video chat even after the trade fair has ended! Stay informed around the clock!

A big thank you goes out to our many sponsors, including drirelease, Polartec, Zeynar, ReginelQTrim, ACG Accents, Textilwirtschaft, Xpore.

NOW AVAILABLE FOR DOWNLOAD : Our media partner SAZsport's current trade fair edition with a special issue on textiles (issue 1/23) is now available for download at www.performancedays.com.

SAVE THE DATE: The next PERFORMANCE DAYS will take place on October 4-5, 2023, in Hall A5 and Hall A6 at the Messe München exhibition center.