

Press Release:

Ismaning, March 24th, 2026

PERFORMANCE DAYS © functional fabrics fair
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PERFORMANCEDAYS
FUNCTIONAL FABRIC FAIR

PERFORMANCE DAYS proves its relevance as the industry's key meeting point

Strong Turnout and Clear Direction for the Future

Held on March 18-19, 2026, PERFORMANCE DAYS once again confirmed its position as a leading international platform for functional textiles. A total of 3.366 trade visitors and around 560 exhibitors gathered in Munich, with the event already kicking off successfully on DAY 0, which received highly positive feedback for its interactive format. Despite challenging conditions caused by the public transport strike in Munich, the event saw strong attendance and a consistently high level of activity across both exhibition days.

The positive atmosphere throughout the halls made one thing clear: PERFORMANCE DAYS continues to hit the pulse of the industry. At a time of rapid transformation, the event brings the right players together at exactly the right moment, creating space for exchange, innovation and forward-looking solutions. In particular, the high quality of visitors stood out, with key decision-makers and leading international brands attending to explore material developments and innovations for upcoming seasons.

Content-wise, a clear shift is emerging: the industry is moving from vision to implementation. Topics such as circularity, efficient recycling processes and upcoming regulatory requirements were at the center of many discussions. At the same time, there is a growing focus on process efficiency and standardization across the value chain, seen as essential to balancing sustainability goals with economic performance.

Marco Weichert, CEO PERFORMANCE DAYS: "PERFORMANCE DAYS brings together the right people at the right time. For us, it is not just a trade show, but a true working space for the future of our industry, focused, international and with real impact. We are more than satisfied with how this edition has developed. The strong feedback from both exhibitors and visitors clearly confirms that our concept resonates with the industry. Education and innovation were once again at the core of the event, especially on the Expert Talks stage and within the workshops, where we saw a high level of engagement and in-depth discussions. The successful kick-off with DAY 0 set the tone right from the start, creating a highly interactive environment and encouraging meaningful exchange. Overall, the energy, openness and quality of conversations we experienced over these two days show that the industry is ready to collaborate and actively shape the next steps forward."

Strong start with DAY 0: Can we turn the tap off?

The event already kicked off successfully with DAY 0 at March, 17, which received highly positive feedback. The interactive workshop format once again proved its strength, creating a space for open dialogue, new perspectives and hands-on collaboration across the entire textile value chain.

Under the guiding question "Can we turn the tap off?", participants were encouraged to rethink their roles and responsibilities within the system, shifting the focus from individual functions to collective impact. The workshop created a highly engaging environment in which ideas were not only shared, but actively developed into concrete approaches and potential solutions. The program was enriched by practical case studies that demonstrated how collaboration and systemic thinking can translate into real change. One example highlighted

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the importance of transparency and shared value creation across the supply chain, emphasizing that true impact can only be achieved when every step in the process is aligned and valued. Another session illustrated how upcoming regulatory frameworks can be turned into actionable strategies, offering a clear pathway from design to measurement and reporting. It showed how circularity, performance tracking and compliance can be effectively connected to drive measurable progress.

Above all, the interactive workshop with DAY 0 curator Bowie Miles, a passionate and versatile textile professional with an intrinsic appetite for innovation and sustainability, set the tone for the day and sparked intensive discussions. *Bowie Miles: "From the moment participants entered the space, the goal was clear: to step out of their usual roles and look at the textile value chain from a completely new perspective. What made DAY 0 so powerful was this shift in mindset - from individual functions to shared responsibility. It was inspiring to see how quickly participants transformed into active contributors, bringing ideas, emotions and a real willingness to challenge and support the industry. Through interactive formats, we moved from discussion to action, generating a wide range of ideas and translating them into tangible next steps, both on a business and personal level. What stood out most was the energy in the room and the connections that were built. There is a strong sense that change is not only necessary, but already in motion and that we move forward together."*

Education, innovation, exchange: High-level networking

PERFORMANCE DAYS once again demonstrated its strength as a high-quality networking platform, not only through the presence of key industry players, but also through a carefully curated content program that actively fostered exchange and knowledge transfer. A central role was played by the Expert Talks stage, which this season was hosted by new moderator Stewart Sheppard. Across both days, the program brought together leading voices from across the textile value chain, addressing key industry challenges and offering fresh perspectives on innovation, responsibility and future developments.

The Circularity Zone further underlined the growing importance of collaboration and practical implementation. Alongside a series of well-attended workshops, a live podcast by The Business of Cycling added a dynamic new format to the program. The "Ingredient Brand Round Table" explored topics such as the strategic role of ingredient brands, the shift from co-branding to true co-innovation, and how material-driven storytelling can build trust and competitive advantage.

At the same time, the Tech Hub focused on one of the most relevant emerging topics: artificial intelligence. Discussions and presentations highlighted how AI is beginning to influence processes across the textile industry, from development to decision-making, opening up new opportunities for efficiency and innovation.

Cooperations at its best: Innovation Hub by Future Fabrics Expo, a glimpse into the future

A major attraction was the Innovation Hub by Future Fabrics Expo, offering valuable insights into upcoming material developments and sustainable innovations. The diversity of approaches on display highlighted the breadth of current innovation, ranging from advanced high-performance materials to reimagined natural fibers. Functionality and innovation remain key drivers, increasingly combined with scalable and sustainable solutions.

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Trend Forum: Spotlight on circularity and creative crossovers

A key highlight of the exhibition was the Trend Forum, which once again served as a central point of inspiration and orientation for visitors. Curated by an expert jury, the forum presented a carefully selected range of the most forward-thinking materials and developments across clearly defined categories.

This season's Focus Topic, "Textile to Textile - the role of collectors & sorters," put the spotlight on a crucial yet often underrepresented part of the circular value chain. The curated selection illustrated how essential these early-stage processes are in enabling true textile-to-textile recycling and scaling circular solutions.

A particular attraction was the Creative Area, developed in collaboration with The Cube Archive and featuring a specially curated Fashion Table together with Luca Zanatta (Diesel). This installation became a true crowd-puller, showcasing the intersection of fashion and performance in a highly visual and inspiring way. It highlighted how aesthetic, innovation and functionality are increasingly merging; reflecting a broader shift within the industry.

Looking into the future: Expanding international presence

Beyond the event itself, PERFORMANCE DAYS continues to strengthen its international footprint: With its presence in Brussels during the Future Fabrics Expo from June 24-25, the platform is expanding its engagement within the European ecosystem, fostering dialogue between industry, policymakers and innovators.

Following this successful edition, the industry is already looking ahead to the next event in October, where key future topics, innovations and personal exchange will once again take center stage. Pre-registration is already open and seeing strong demand, underlining the continued momentum and relevance of the event.

Save the Date:

PERFORMANCE DAYS // October 13-14, 2026 // Messe München

DAY 0 // October 12, 2026 // Messe München

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