

Performance Days to focus on athleisure



The next Performance Days fabric fair in Munich (November 3 and 4) will focus on athleisure.

It is a topic we have covered in detail in WSA, including a look at companies from Europe in the latest issue (available to download as an ezine or pdf in the [Technical Library](#)) and from a US perspective in our next issue.

Key fibres, fabrics and treatments will be on display at the Performance Gate, while a series of talks on November 4 will discuss opportunities for the clothing manufacturers.

WSA's technical editor, Sophie Bramel, will chair a discussion.

Designer Nora Kühner sees the rise in athleisure as a sign of a changing society. She said: "Sport has become an integral part of today's lifestyle - staying healthy and fit is now mandatory and a well-toned body is a real status symbol. Athleisure is the ideal response: you can radiate fitness by wearing the appropriate clothing.

"Of course, this style of dress is also a signal for a general blurring of the boundaries within the modern society and we cannot overlook the practical desire for versatile clothing - the busy appointment calendars do not allow for frequent outfit changes - what could be better than having workout clothes that are also suitable for the office?"

Image: Performance Days 2014.

Credit: Performance Days