

# PERFORMANCE DAYS

## The Hotspot for Innovation

**P**ERFORMANCE DAYS® is known worldwide for its unique focus on functional textiles and accessories. The success of the Munich-based trade fair is tied to its perfectly timed show dates strategically linked to the industry's seasonal sourcing schedule. PERFORMANCE DAYS® serves as an ideal venue for attendees to start their sourcing programs for the upcoming season two years in advance.

The fair offers visitors the complete functional product range from yarns to fabrics, to finishes and accessories, all available on display within a comfortable working atmosphere. The sold out November 2016 PERFORMANCE DAYS® show paves the way for a new, expanded exhibitor space to meet the demands of this growing trade event. The upcoming fair features

Singtex, Sympatex, and Toray, along with others. With more than 85 percent recurring exhibitors, PERFORMANCE DAYS® proves to be the platform to talk business! Among the newcomers for the upcoming event are well-known companies like Unifi, Mectex and Outlast. In addition, the fair always features the core accessory producers, yarns from Celliant, Nilit and Südwolle Group, finishings by Polygiene and accessories by ACG Accent, Prym, Rudholm&Haak, and YKK are all exhibiting.

### Get the First Look at S/S18 Colors!

The first color card of the season will be available exclusively at PERFORMANCE DAYS®. PERFORMANCE COLORS, a cooperation between the fair and the renowned designer Nora Kühner, launched at the April 2016 fair. With its 37 colors, the

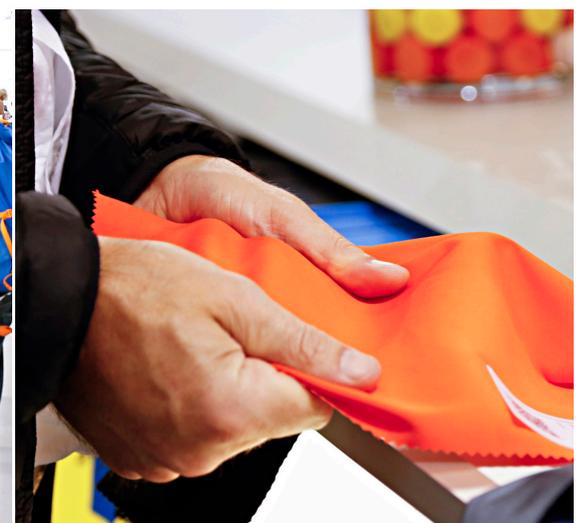
PERFORMANCE DAYS®, yet the core identity of the fair stays true to its original philosophy: a working fair, incorporating the platform for innovations and trends. While ever changing and growing, the exclusive trade fair continues to offers all exhibitor to participate in

**Simplicity, workability and a touch of innovation distinguishes PERFORMANCE COLORS by Nora Kühner, just as PERFORMANCE DAYS® itself does from its competitors.**

the PERFORMANCE FORUM for free. Each exhibitor can enter up to 10 items and an independent jury consisting of sportswear designers, technicians, brand-specialists, consultants and a journalist sight all items to select the 24 best pieces for each category. The



**PERFORMANCE DAYS**  
Focus Topic during November  
16-17th: Hybrids - Engineered  
and composed through all layers!



a brand new concept called the "Hotspot." This special section will be located in the new Hall 6 situated next to the successful Workshop area with seminars by INVISTA, Südwolle, Heiq, Microban, 37.5 and more. In addition to the Hall 6 grand opening, a unique presentation program in Hall 4 will highlight topics ranging from

**Only weeks after the April fair, the November 2016 functional fabric fair was sold out. Since then the exhibitor list is already online including company profiles and online product library.**

technology to sustainability and from market trends to fabric developments. The popular PERFORMANCE FORUM, located in Hall 4, will present the latest innovations offering broad industry insight.

Leading industry brands exhibiting at the November fair include 3M, Coats, Concept III, Optimer Brands (drirelease), Pertex, Polartec, Pontetorto, PrimaLoft, Safe Reflections, Schoeller Textile and Schoeller Yarns,

color fan is the first guideline for the spring/summer 2018 season and is complimented by an eMagazine that is distributed a few weeks after the fair. In addition to being the first of the season, the PERFORMANCE COLORS by Nora Kühner are the only color card that is developed together with DyStar CSI. Each printed color swatch of the fan is appointed with the correct DyStar/CSI color recipe, improving the color language between producer and customer. All PERFORMANCE DAYS® exhibitors get a free copy of the color fan. The affordably-priced fan sold successful during and after the April fair and the eMagazine was presented to the buyers at the beginning of July. Copies are still available and can be purchased online. **For more details:** <https://www.performancedays.com/24-7-sourcing/trends/summer-2018.html>

### Hard Working, Trend Setting & Informative

Renewals like the PERFORMANCE COLORS, the opening of Hall 6 and a special concept for the Focus Topic of November 2016 depict the growth of

categories of the PERFORMANCE FORUM cover all parts of the layering system, from baselayer to 3-layer outerwear, and from pants to lightweight tops, all displayed at the PERFORMANCE FORUM TABLES. Similarly, the PERFORMANCE COLORS WALL is classified in the different accessory categories, with the highlights presented in the NOVELTY area and the SPECIAL. The PERFORMANCE AWARD and the ECO PERFORMANCE AWARD get specific space on the WALL, with an explanation why the jury decided to highlight these produce and background on the product story. Equipped with a QR-Code all items can be scanned and viewed online, providing visitors with even more information.

So, get your free ticket for the fair, and be part of the growing community and stay up to date year-round by following PERFORMANCE DAYS® on facebook and be the first to know about new projects.

**The complete exhibitor list and parts of the program are online at [www.performancedays.com](http://www.performancedays.com)**