

Performance Days fair information goes online

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May '17



Performance Days, the functional fabric fair and the only event created especially for functional fabrics for sports and work clothing, has announced that all the information from the fair and the exhibitors, which was held on April 26 and 27, 2017, in Munich, Germany, is now available in digital form on the internet with its expanded website design.

The most recent exhibition once again delivered superlatives as it presented the latest trends for functional fabrics and accessories. Many new firsts were recorded: the substantial increase in the number of visitors and exhibitors, a new exhibit hall, another full program agenda of information all combined for a real success story. Whether it is the expert lectures, workshops, hotspot tours, or the Performance Forum with the Focus Topic, the well prepared and comprehensive news provides visitors at each fair with highly valued assistance for sourcing and [trend](#) research.

At the website, all the fabrics for Summer 2019 exhibited at the Performance Forum, the expert lectures, the fabric trends, accessories as well as the colours and the award winners can now be researched entirely online. Furthermore, not only the Focus Topic for the current [trade](#) fair, but also the topics from past events can be found online. Specifically, all information on the major trend topics that include Biodegradability, Hybrids, Recycled, Athleisure, and [Wool](#) can be retrieved at all times.

In addition to the digital presentation of all 240 fabrics exhibited at the Performance Forum, the ones that earned the 100 per cent JURY LIKE logo are highlighted. All

fabrics can be sampled and ordered directly from the suppliers via the Performance Days website. Everything is made possible by the expansion of the “24/7 Sourcing” area of the Performance Days website.

The website simultaneously signals news about future exhibition. Future visitors can select how much time they want to invest in sourcing and how much in trend research. Also, one can get informed after the tradefair online about the latest trends and nominate other interesting fabrics. (GK)

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