

18th May 2017, Munich

Performance Days goes digital

Performance Days functional fabrics trade fair has concluded successfully in Munich last month, but the content of the leading event is still available in digital form, thanks to the expanded web site design.

All the fabrics for Summer 2019 exhibited at the Performance Forum, expert lectures, fabric trends, accessories, information about the award winners, as well as the trend colours and all the Focus Topics can now be researched entirely online, organisers report.



The most recent exhibition presented the latest trends for functional fabrics and accessories from 26-27 April. Many new firsts were recorded, including the substantial increase in the number of visitors and exhibitors, a new exhibit hall, another full programme agenda of information and a significantly expanded presence. To gather together the wide range of information, news and services provided at the fair, organisers of Performance Days has expanded its [website](#) to allow visitors to experience the two-day Munich event all year round.

Information available all year round

“Besides the good working climate, visitors have always appreciated the incomparably comprehensive range of information the fair provides. Whether 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,” say organisers.



All the fabrics for Summer 2019 exhibited at the Performance Forum, expert lectures, fabric and colours trends, and accessories 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,” organisers explain. Specifically, all information on the major trend topics that include *Biodegradability*, *Hybrids*, *Recycled*, *Athleisure*, and *Wool* can be retrieved at any time.

Online sampling

In addition to the digital presentation of all 240 fabrics exhibited at the Performance Forum, the ones that earned the 100% *Jury Like* logo are highlighted. Also, 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 exhibitions as well. Future visitors can select how much time they want to invest in sourcing and how much in trend research. Even if the focus of the trade fair visit may be on the trends, visitors can always follow-up via the website in sampling the 240 most important fabrics displayed at the Performance Forum.

www.performancedays.com