

## Performance Days to launch New York event

The organisers of the Performance Days exhibition for performance fabrics have announced that they will launch a New York edition of the event in July 2018.

In partnership with Reed Exhibitions, the first Performance Days New York will take place on July 23 and 24. The venue will be the Jacob Javitz Center. Reed Exhibitions will run Texworld New York at the same time and the dates will coincide with New York Fashion Week.

Reed's head of performance and sports textile sourcing, Steve McCullough, will take charge of fitting the new Performance Days component into the existing New York event. He has told sportstextiles that he estimates that between 100 and 120 Performance Days exhibitors will travel to New York to take part and that buyers from sports, casual and athleisure apparel brands looking to gain a competitive edge through their use of performance fabrics will visit. Performance Days will have the upper floor of the exhibition centre dedicated to it.

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