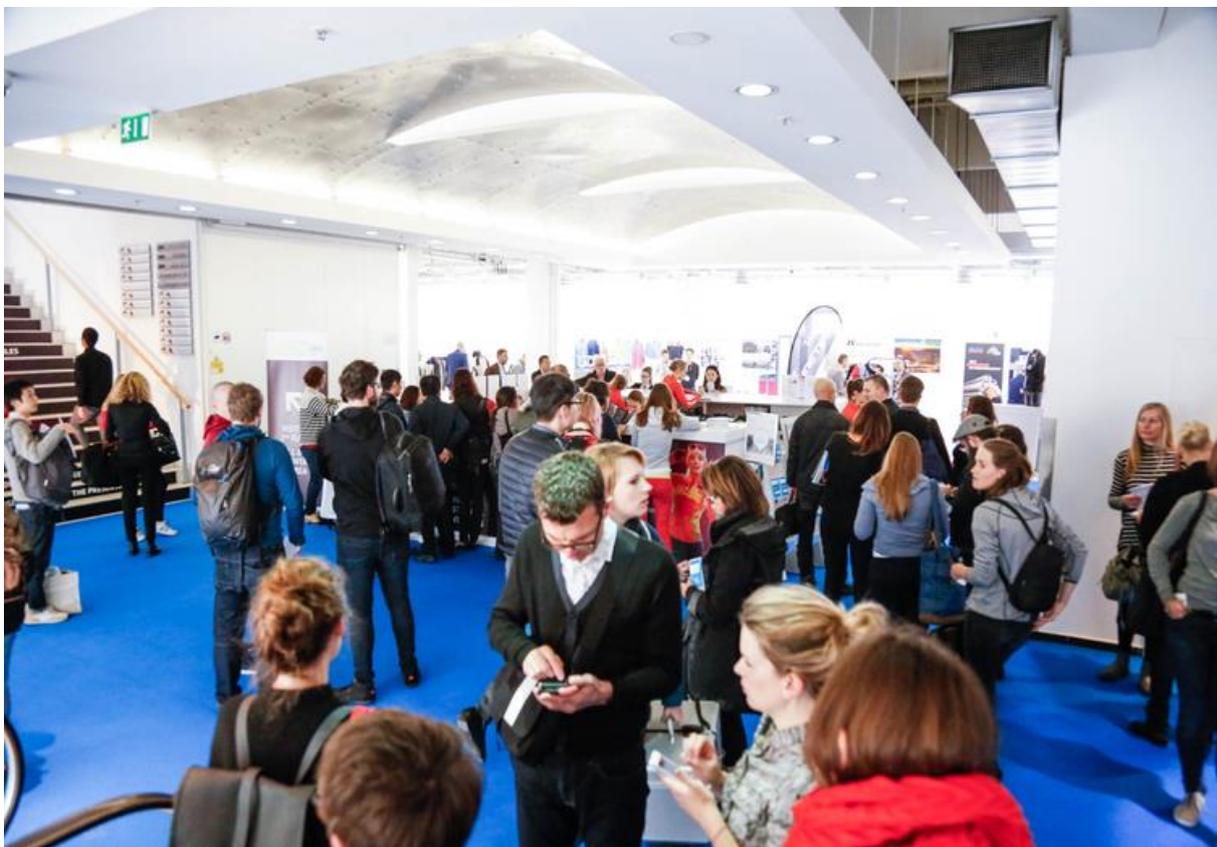


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TEXTILE EVOLUTION

Performance Days to add New York edition

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MUNICH – The organisers of Performance Days have announced a new collaboration with global events firm, Reed Exhibitions, and will launch a new US version of the functional fabrics fair, which will be held at the Javits Convention Centre, New York, next July.

The organisers say the fair will showcase the latest trends in fabric development within the textile sector, including workshops and industry presentations.

Textile manufacturers will present functional fabrics, membranes, treatments, laminates, paddings, finishes, and accessories such as yarns, tapes, prints, buttons and zippers. Industry

guests to attend the fair include sports fashion designers, product managers, purchasing agents and textile decision makers representing active clothing and functional wear manufacturers.

Steve McCullough, spokesperson for Reed Exhibitions, said: "Following the successful launch of a performance and sports textile sourcing program within the PGA Merchandise Show and through considerable industry research, a need for a U.S.-based functional fabric fair has become apparent. We are especially pleased to organise the U.S. event in cooperation, maximising their breadth of proven expertise to deliver a fair where tomorrow's textile trends are on display today."

The inaugural 'U.S. Functional Fabric Fair powered by Performance Days' is set to be the first of its kind to be held during New York's Market Week and will provide an opportune sourcing platform for performance materials and technical textiles in fashion, sportswear and athleisure collections.

Launched as a roadshow in 2008, but mainly staged as a biannual event (April/May and November) in Munich since then, the Performance Days trade fair aims to give sports fashion designers, product managers and decision-makers the opportunity to source functional fabrics, membranes, yarns and accessories in a convenient timeframe for the next season's collections.

The new addition to the global trade show calendar is set to take place at the Javits Convention Centre, Manhattan, New York, 23-24 July, 2018.

Web: www.performancedays.com