



FASHIONATING WORLD

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Performance Days launches US functional fabric fair

Performance Days, a leading platform for functional sports and work wear fabrics, announced the launch of the US Functional Fabric Fair spearheaded by Performance Days, in partnership with Reed Exhibitions. The sourcing event for high performance functional fabrics and accessories will be held during the New York Market Week from July 23rd and 24th, and co-located with multiple fashion market events at the Javits Center.

Steve McCullough of Reed Exhibitions informs, “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 US-based functional fabric fair has become apparent. The biannual Performance Days Functional Fabric Fair in Germany is the gold standard of the industry and we are especially pleased to organise the US event in cooperation, maximising their breadth of proven expertise to deliver a fair where tomorrow’s textile trends are on display today,” he added.

Marco Weichert, GM of Design & Development GmbH Textile Consult averred, fashion and function inspire each other more and more in our industry. This inaugural US Functional Fabric Fair powered by Performance Days is the first of its kind during New York’s Market Week to provide an opportune sourcing platform for performance materials and technical textiles in fashion, sportswear and athleisure collections.

The Fair will display the latest trends in fabric development for the functional textiles industry and provide an opportune marketplace in the US for the sourcing of high performance functional fabrics and accessories. The event will include exhibits, workshops, industry presentations, professional networking and matchmaking programmes.

Textiles manufacturers, suppliers and service providers will present their functional fabrics, membranes plus treatments, laminates, paddings,

finishes, and accessories such as yarns, tapes, prints, buttons and zippers. Industry giants who are expected to attend include sports fashion designers, product managers, purchasing agents and textile decision makers representing active clothing and functional wear manufacturers.