

# Industry Influencers Plan to Attend Inaugural Functional Fabric Fair Powered by PERFORMANCE DAYS®, July 23-24, at Javits Center, NYC

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*Complimentary Industry Admission; Exhibits, Educational & Networking Programs Offered*

NEW YORK--([BUSINESS WIRE](#))

The first U.S. [Functional Fabric Fair](#) Powered by [PERFORMANCE DAYS®](#) has attracted more than 800 industry influencers from 19 countries to preview the latest trends and source high performance functional fabrics and accessories, July 23-24, at the Javits Center in New York. The inaugural event, held in the River Pavilion and co-located with [multiple fashion market events at Javits](#), includes some 70 exhibitors, complimentary workshops and professional networking programs.

“New York is a white space for an event like this that offers something new and different,” said Steve McCullough of Reed Exhibitions. “The U.S. Functional Fabric Fair powered by PERFORMANCE DAYS® fills a need in the U.S. for an exclusive sourcing platform of performance materials and technical textiles.”

[More than 800 registered attendees](#) represent market leaders, up-and-coming designers, apparel manufacturing veterans and mass merchandisers such as American Eagle-Aerie, Calvin Klein, Dillard’s, J.Crew, Mizzen+Main, Ralph Lauren, Timberland, Victoria’s Secret – PINK and more.

Some [70 textile manufacturers, suppliers and service providers](#) will present their latest developments in functional fabrics, membranes plus treatments, laminates, paddings, finishes, and accessories such as yarns, tapes, prints, buttons and zippers. The [show floor](#) also will feature the Performance Forum, an interactive, centralized showcase of advanced-technology fabric swatches.

Respected industry leaders will present [12 keynote sessions](#) on the latest trends, sustainability and technological advances at the [presentation stage](#). Among the presenters are leading color forecaster [Nora Kühner](#), who will provide insights into emerging color palettes for 2020, and World Sports Activewear’s [Sophie Bramel](#), who will moderate a panel discussion of textiles

and technology and the need to invent new business models for tomorrow's smart clothing.

Show organizers are providing “**white glove**” **treatment for attendees** with a concierge service that will provide a personalized tour of exhibitors and supplier suggestions/matchmaking. Active Sports Design's [Alexa Dehmel](#), will provide attendees with a daily complimentary tour of the Performance Forum to spotlight the latest fabric developments. And, on Monday, July 23, at 4 p.m., “[The Pour At 4 Networking Party](#),” sponsored by Textile Insights, will feature music, refreshments and light fare for all attendees and exhibitors.

Visit [www.FunctionalFabricFair.com](http://www.FunctionalFabricFair.com) for complimentary industry registration. [Contact organizers](#) at [inquiry@functionalfabricfair.com](mailto:inquiry@functionalfabricfair.com).

Engage at #FunctionalFabricFair2018 on [Facebook](#), [Twitter](#) and [LinkedIn](#).