

## **WSA technical editor to lead panel at first Functional Fabric Fair**

The organisers of the US Functional Fabric Fair, which will have its inaugural edition in New York on July 23 and 24, have said more than 800 industry figures from 19 countries have registered to attend.

The event is a joint project between US trade show organiser Reed Exhibitions and the organisers of the Performance Days exhibition.

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

The organisers had already announced that 70 textile manufacturers, suppliers and service providers would exhibit at the event. They will display their latest developments in functional fabrics, membranes, treatments, yarns, and much more.

A number of respected industry figures will deliver presentations and lead discussion panels on important issues for the industry. Among these will be Sophie Bramel, technical editor of WSA Magazine, who will lead a panel discussion focusing on how the designers of today’s smart clothing concepts need to invent tomorrow’s business models in order to enable this emerging market to reach a broader audience.