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Functional Fabric Fair accomplishes key goal



The inaugural US Functional Fabric Fair, which took place in New York on July 23 and 24, attracted more than 1,100 visitors from 31 countries, its organisers have announced.

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

“After months of planning with our partners at Performance Days, we are very pleased with the launch of the US Functional Fabric Fair,” said Steve McCullough of Reed Exhibitions. “Our goal was to provide a premium, curated marketplace of performance fabrics and accessories that would benefit leading lifestyle brands. Through feedback from exhibiting companies and attendees, we are confident this goal was accomplished, and valuable new business connections were created. We are excited with the results and look forward to enhancing the event even further in 2019.”

A total of 70 textile manufacturers, suppliers and service providers showcased their latest developments in functional fabrics, membranes, textile treatments and finishes, yarns, tapes, buttons and zippers.

In addition, there were 11 workshops on the latest trends, sustainability and technological advancements. They were delivered by a number of respected industry figures, including Sophie Bramel, technical editor of WSA Magazine, who moderated a lively panel on the need to invest in new business models for smart clothing.

Image shows Sophie Bramel, far left on the stage, moderating her panel discussion (credit: Ron Denny).