



PERFORMANCE DAYS®

1,000+ Apparel Textile Industry Professionals Attended Inaugural Functional Fabric Fair Powered by PERFORMANCE DAYS®, July 23-24, at Javits Center, NYC

NORWALK, Conn. (August 06, 2018) – The first U.S. Functional Fabric Fair Powered by PERFORMANCE DAYS® hosted 1,159 apparel industry attendees from 31 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, included 70 exhibitors, 11 complimentary workshops and professional networking programs.

“After months of planning with our partners at PERFORMANCE DAYS®, we are very pleased with the launch of the U.S. 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.”

“The first New York fair has been a huge success for which we want to thank Reed Exhibitions,” attests Marco Weichert, General Manager of Design & Development GmbH Textile Consult.” The River Pavilion at the Javits Center was an outstanding location which placed the PERFORMANCE FORUM at the entrance just perfectly. Designers and buyers

were inspired by the displayed products and eagerly engaged with speakers during presentations. The atmosphere was busy and the exhibitors' feedback suggests that we will see many attendees again in 2019."

Attending industry professionals represented market leaders, up-and-coming designers, apparel manufacturing veterans and mass merchandisers such as American Eagle-Aerie, Ann Taylor, Banana Republic, Bonobos, Brooks Brothers, Calvin Klein, Coach, Dillard's, DKNY, Free Country, Haggar, Hanes, JCPenney, J. Crew, J. Lindeberg, Levi Strauss, Lilly Pulitzer, Lululemon, Macy's, Michael Kors, Mizzen+Main, Oxford, Perry Ellis, Ralph Lauren, Target, Tommy Hilfiger, Tommy John, Victoria's Secret – PINK and more.

Seventy textile manufacturers, suppliers and service providers presented 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 featured the PERFORMANCE FORUM, an interactive, centralized showcase of advanced-technology fabric swatches.

Respected industry leaders presented 11 complimentary workshops on the latest trends, sustainability and technological advances to full audiences at the presentation stage. Among the presenters were leading color forecaster Nora Kühner, who provided insights into emerging color palettes for 2020, and World Sports Activewear's Sophie Bramel, who moderated a lively panel discussion of textiles and technology and the need to invent new business models for tomorrow's smart clothing.

Show organizers also provided "white glove" treatment for attendees with a concierge service providing a personalized tour of exhibitors and supplier suggestions/matchmaking. Active Sports Design's Alexa Dehmel, shared fabric development insights with attendees daily during tours of the PERFORMANCE FORUM. And, on Monday, July 23, "The Pour At 4 Networking Party," sponsored by Textile Insights, featured music, refreshments and light fare for all attendees and exhibitors.

The 2019 Functional Fabric Fair Powered by PERFORMANCE DAYS® will be staged July 22-23, and return to the River Pavilion at Javits Center in New York.

Visit www.FunctionalFabricFair.com for 2019 complimentary industry pre-registration.

Contact organizers at inquiry@functionalfabricfair.com.

Engage at #FunctionalFabricFair on Facebook, Twitter and LinkedIn.