



## Functional Fabric Fair Unveils West Coast Event



**Functional Fabric Fair Attendee checking out new materials.**

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Building on the success of its debut last summer in New York City, the Functional Fabric Fair, in partnership with Performance Days, will launch a West Coast edition. Reed Expositions is the show organizer and will bring the new trade event to Portland, Oregon on October 22-23, 2019. The industry gathering will address the active/outdoor markets providing a curated sourcing platform featuring products and technologies to kick off the winter 2021 season.

Concept III Textiles, a prominent performance textiles marketer, will collaborate with Reed Exhibitions and Design & Development GmbH Textile Consult on the launch event.

Steve McCullough of Reed Exhibitions, elaborates: “The biannual Performance Days Functional Fabric Fair in Germany is the gold standard of the industry and we are especially pleased to organize this second U.S. event in cooperation, maximizing their breadth of proven expertise to deliver a fair where tomorrow’s outdoor textile trends are on display today.”

Marco Weichert, General Manager of Design & Development GmbH Textile Consult added, “The timing, the caliber of programming and exhibits, and the collaboration with Reed Exhibitions and Concept III, promises to deliver a remarkable sourcing event for the outdoor and activewear market.”

The Functional Fabric Fair powered by Performance Days on the West Coast will include exhibits, workshops, industry presentations, and professional networking and matchmaking programs. Visit [www.FunctionalFabricFair.com](http://www.FunctionalFabricFair.com) for more information.