

## Press Release:

Ismaning, February 20<sup>th</sup>, 2019

PERFORMANCE DAYS © functional fabrics fair  
produced by Design & Development GmbH Textile Consult  
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Functional fabrics can be so beautiful!

## PERFORMANCE DAYS presents „The Beauty of Function“

*The pursuit of beauty has always been a motivation for development in many different sectors. The next PERFORMANCE DAYS Functional Fabrics Fair shows that beauty is also applicable to functional fabrics, making them a "must have" in the textile industry.*

On May 08-09<sup>th</sup>, 2019, the pioneering trade fair for the sports and fashion clothing industry presents the latest functional fabrics, accessories, and materials at the fair grounds of Messe München. Over the last 10 years, the PERFORMANCE DAYS trade fair has developed into the leading trade fair for the industry. After further expanding and relocating in November 2018, the fair takes place for the second time at Messe München, with approx. 300 exhibitors, this time in Hall C6.

### **Major Topic for the Future: Beauty and function go hand in hand!**

The trade fair organizers have once again put together an extremely exciting and contemporary FOCUS TOPIC, which for the collections of summer 2021, translates to “The Beauty of Function.” It is precisely this topic that will drive the textile industry in the future. The beauty of the fabrics, with their aesthetics, extraordinary looks, special finishes, and sensual feel, calls up emotions – both for the people that wear them and for the people who meet them. Functional fabrics, especially, those that perform even under extreme conditions are predestined to show their beauty and permit the expression of joy and individuality. They have become indispensable in sportswear as well as fashion. As these markets continue to grow ever closer, PERFORMANCE DAYS, as the leading trade fair for functional fabrics and accessories, offers the industry food for thought while acting as curator for the most important and most beautiful fabrics.

Functional fabrics and materials are not only suitable and necessary for sportswear: these fabrics are now so attractive, they are also giving a stylish “plus” to fashion design. The advantages of these fabrics can be appreciated almost anywhere; outdoors as well as in urban environments, for business clothing and for sportswear. The original DNA and the expertise for function comes from the field of sports. However, the benefits are now available to an ever-expanding clothing market – even for fashion lines.

The next PERFORMANCE DAYS trade fair is committed to putting these “all rounders” in the spotlight and showing how functional fabrics are also able to easily satisfy the stylish aspects. They are functional as well as beautiful and can arouse emotions and the desire to wear them, feel them, laugh and dream in them. There is a reason that urban collections in the sport sector are currently the motor for the industry. Designs that are functional while at the same time beautiful in a fashion sense enjoy a particularly long life cycle and because they are worn as “favorites,” they also contribute to sustainability.

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**FOCUS TOPIC: Highlighted in all areas of the trade fair**

The FOCUS TOPIC, as always, sets the tone for the newly designed and very informal boulevards of the exhibit hall. Consequently, the priority for the next trade fair is on particularly beautiful functional fabrics, which can be seen on the FOCUS TOPIC WALL in the respective BOULEVARD along with everything you should know about the topic. The informative EXPERT TALKS on the second day of the fair also shed light on the Focus Topic. Ulrike Arlt, member of the PERFORMANCE JURY and editor-in-chief of SAZ Sports&Fashion, takes a closer look at the current market developments in terms of aesthetics plus function in the keynote address. The well-known designer Nora Kühner addresses this topic as part of her “quo vadis” lecture, too. Designer and performance director Graeme Raeburn also shares his perspective on this subject. Further discussions and lecture presentations on this subject are currently in progress and can be seen shortly on our website.

**Visitors can expect many highlights**

The fair in May is certain to be a highlight with nearly 300 exhibitors presenting their products. The spring trade fair quickly sold out of available exhibition space shortly after the conclusion of the November fair. The new exhibitor list is already published on the website. If you want to move on with your advance planning, check out the information provided on the PERFORMANCE DAYS website: [www.performancedays.com](http://www.performancedays.com) That is where you will find the current exhibit agenda and much, much more. The major trends from the world of functional fabrics can be seen under the “24/7 Sourcing” tab – 365 days a year, 24 hours a day. Similarly, all past lectures and all the FOCUS TOPICS and trend themes from past trade fairs are available in the “Library,” along with all the fabrics that have been shown in the PERFORMANCE FORUM in past seasons, and much more.

As always, the online visitor registration has already started and is in full swing. Admission is still free in the new exhibit location.

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### **About Performance Days**

PERFORMANCE DAYS – the “functional fabric fair” launched in 2008, is the first and only event created especially for functional fabrics for sports and work clothing. The aim of the semi-annual trade fair is to give leading and innovative textile manufacturers, suppliers and service providers the opportunity to present their functional fabrics, membranes plus treatments, laminates, paddings, finishes, and accessories such as yarns, tapes, prints, buttons, and zippers.

The industry experts who come to this fair – the designers, product managers, buyers, and decision-makers of almost every European active clothing and functional wear brand (see [Visitor List](#)) – will find a complete selection of high quality materials available at just the right time in April/May and October/November. These dates are intentionally scheduled early and are optimal for summer and winter sport and sportive fashion collections. A listing of current exhibitors is available online at “[Exhibitor List](#)” as well as all past trade fair catalogs at “[Catalogs](#).”

The relaxed and focused workshop-like atmosphere at PERFORMANCE DAYS differentiates it from other fairs. That is one of the reasons why the Munich based Functional Fabric Fair, at the heart of the European sportswear industry, has become one of the top addresses for new fabrics, innovations, and is the preferred meeting place to conduct business.

The unique PERFORMANCE FORUM at PERFORMANCE DAYS gives visitors an inspiring and informed overview of the latest materials, trends, and innovations by the exhibitors. This is also where the [\(ECO\) PERFORMANCE AWARD](#) is presented.

Valuable [expert talks](#), [workshops](#), and [guided tours](#) round out the informative program. All lectures will be available online after the trade fair – see “[Presentations Library](#).”

**Free entrance and admission to all events for industry visitors.**

**More information and online registration at: [www.performancedays.com](http://www.performancedays.com)**

### **About the Functional Fabric Fair powered by PERFORMANCE DAYS**

As "[Functional Fabric Fair powered by PERFORMANCE DAYS](#)" the trade fair has also been taking place in the US in cooperation with [Reed Exhibitions](#) since 2018. Located in the Javits Center in New York City, the sourcing fair exhibits the latest industry trends analogous to the event in Munich and is the platform in the USA for sourcing functional fabrics and accessories. The event includes exhibits, workshops, industry lectures, and a program for professional networking and networked manufacturers and buyers. **NEW: A second US Trade Fair in 2019 for the west coast in the Oregon Convention Center, Portland.**

**July 22-23, 2019: New York, Javits Convention Center**  
**Oct. 22-23, 2019: Portland, Oregon Convention Center**