

**Press Release:**  
Ismaning, May 13<sup>th</sup>, 2019

PERFORMANCE DAYS © functional fabrics fair  
produced by Design & Development GmbH Textile Consult  
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Outstanding number of visitors at May's Fair, Focus Topic greatly received

## **PERFORMANCE DAYS breaks visitor record yet again**

*PERFORMANCE DAYS has every reason to be thrilled with new record figures! 2.201 visitors were counted at the fair which just ended, almost 20% up on spring 2018. This is further proof of the success of the fair's concept and how the FOCUS TOPIC "The Beauty of Function" has its finger firmly on the functional pulse.*

*The trade fair for functional fabrics and textiles, PERFORMANCE DAYS, continues its unbroken success story into its eleventh year. Once again, new records could be announced - with 2.201 visitors this spring, accounting for 19% in visitor gains.*

### **FOCUS TOPIC as success booster**

As always, the fair not only lures well-known names and highly attractive exhibitors to Munich such as Sympatex, Schoeller Textil, PrimaLoft, Pontetorto, Polartec, Toray, Hyosung or ISKO, but also presents a FOCUS TOPIC each season, highlighting the current most important trends. This season, the spotlight was on "The Beauty of Function". And the timing couldn't have been better considering current changes in the market. The boundaries between fashion and function are blurring more and more, with sports manufacturers paying increasing attention to fashionable aspects and the urbanity of their functional clothing, and fashion brands progressively equipping collections with a functional touch.

Long queues at registration desks, along with full aisles and boulevards on the 8th and 9th of May testified to the attractiveness of what the fair has to offer. With its relocation to the Messe München exhibition grounds last autumn, the layout of the common areas has undergone a facelift. Four boulevards are now home to the PERFORMANCE FORUM with the PERFORMANCE Wall, the FOCUS TOPIC with Guided Tours, the area for Expert Talks and Panel Discussions, and the Food Court for catering.

### **Exhibitors and visitors highly impressed**

On the 2<sup>nd</sup> day of the fair, the topics of presentations and discussion rounds are habitually devoted to the FOCUS TOPIC. Its attraction as a magnet for visitors could be evidenced by the full auditorium. Exhibitors also acknowledged the fact that the fair has its finger on the pulse with its "The Beauty of Function" theme. Jochen Lagemann, Senior Vice President of PrimaLoft, explained: *"The two major topics of function and fashion are the interface for sport- and fashion collections due to the fact that these two categories and branches are growing ever closer together. The fact that a related industry is looking beyond its own nose doesn't necessarily represent a threat - the important question here is how to deal with it. Fashion views function as sexy whereas sport needs to learn about beauty - and a fair like this is an excellent platform! We definitely registered more interest from the fashion side."*

Rosey Cortazzi, Global Marketing Director at ISKO confirms: *"The FOCUS TOPIC at the fair is just the thing for us. Injecting beauty into function is in our DNA since ISKO combines*

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*Innovation and creativity. This topic is very important to us, and a large part of our daily work. At ISKO, a large team of specialists works towards finding creative, fashionable solutions for athletic fabrics, and our functional woven fabrics and denims have created a new segment in the athleisure market.”*

Mike Simko, Global Marketing Director at Hyosung, is also very happy with the fair and its **FOCUS TOPIC:** *“For us, this is exactly the right place and the right topic to present our materials. We not only wish to speak about function itself, but also about all the advantages of our fibres. About new constructions, the great handfeel of the fabrics, the comfort, and new stories. And about the fact that our elastane, polyamide and polyester fibres can offer individual complete solutions to cater to the wishes of our customers.”*

So much positive feedback also pleases the trade fair organisers. Managing Director Marco Weichert emphasises: *“We as **PERFORMANCE DAYS** will not deny our origins, but we are particularly perceptive in recognising market needs. So it was only natural that we, as trendsetters, called on our exhibitors to make their highly functional fabrics even more attractive than before. The first edition of our **Functional Fabric Fair powered by PERFORMANCE DAYS** in New York clearly illustrated the importance of this topic for future market trends. In New York, our functional exhibitors were met with great interest from sportswear- and fashion brands. So it then became obvious to extend this trend to Europe.”*

#### **Interesting information on PERFORMANCE DAYS website 365 days a year**

**PERFORMANCE DAYS** also has another unique service to offer: For those who didn't have the opportunity to listen to the Expert Talks live this time, or want to view all the **PERFORMANCE FORUM** material at leisure, all information is online all year round on the **PERFORMANCE DAYS** website. There all the fabrics from previous fairs can be viewed, and also read and listened to presentations in PDF and audio formats, which will be updated and uploaded after the conclusion of the fair.

It's well worth noting the date of this autumn's fair in your calendar now, which takes place November 13-14<sup>th</sup>, 2019 once again at the Messe München exhibition grounds.

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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**