



FASHIONATING WORLD

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PERFORMANCE DAYS CELEBRATES ANNIVERSARY

Performance Days was held in Germany, April 18 and 19, 2018. This is a fabric fair for the sourcing of high performance functional fabrics and accessories and is about new trends and new fabrics in active wear. The fair offers visitors everything from textiles, to yarns, finishes and accessories.

The event celebrated its tenth anniversary and recorded an increase in the number of visitors as well as in the levels of exhibitor and visitor satisfaction.

Compared to the previous year, 22 per cent more visitors made the trip to the event. At the same time, the ratio of international visitors increased. Visitors, in particular, appreciated the comprehensive information and the framework agenda. Both days featured expert lectures, guided tours, and workshops on various topics. Trends in fibers, fabrics, and colors played an important part.

Exhibitors submitted new materials that were reviewed and edited by an independent jury to select the best and most interesting ones for display. Along with these innovations, the so called Marketplace was newly launched, where stock fabrics without lead time in small quantity were available.

Visitor satisfaction increased from 79 per cent of the previous fair to 87 per cent in April 2018. The exhibitors also reported high levels of satisfaction.