

Performance Days anniversary edition reaches new height

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Courtesy: Performance Days

The anniversary edition of Performance Days, which was held on April 18 and 19, 2018, in Munich, Germany, reached new heights this year. 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. It is known for latest trends and new fabrics in active wear.

Specifically, 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. The visitors, in particular, appreciated the comprehensive information and the framework agenda. Both days featured expert lectures, guided tours, and workshops on various topics— in addition to the semi-annual Focus Topic, especially trends in fibres, fabrics, and colours 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 was available.

The 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. Another highlight was the presentation of the completely independent Eco Performance Award. The winner of this edition's coveted award was A. Sampaio, who uses Sequal, a recycled fibre in its award winning fabrics. (GK)

