

A FUNCTIONAL FABRIC FAIR 100% FOCUSED ON PRODUCT & SOURCING



PERFORMANCE DAYS is an independently run event that is 100 percent about textiles. Founded by fabric experts with three generations of industry experience and a strong passion for technical textiles, the fair's concept is clear: to provide a venue for sourcing fabrics and accessories, including treatments and yarns, in an atmosphere that offers easy tools for searching products and finding suppliers with time allowed for a deeper dialog between visitor and exhibitor, customer and producer.

PERFORMANCE DAYS FUNCTIONAL FABRIC FAIR

- Meet international suppliers
- See technical products from baselayer to 3-layer and accessories
- Close deals on your collections
- Get updates on the latest fabrics and market trends
- Join presentation discussions with industry experts
- Conduct business in an intimate, pleasant atmosphere

PERFORMANCE DAYS aligns its timings to the industry. Created specifically to meet the needs of industry professionals, the bi-annual fair is held in November and May during the calendar year, and is ideally suited to the schedules of purchase and product managers as well as designers. The upcoming event is planned for November 3-4, 2015 in Munich and will kick off the winter 2017/18 Season. PERFORMANCE DAYS offers an exceptional selection

of high quality exhibitors. The 50:50 ratio of Asian and Western brands, combined with a concentrated yet diverse collection of exhibiting companies ranging in size and strengths, ensures that all visitors' needs are fulfilled. A philosophy of "high quality with a good quantity" sets PERFORMANCE DAYS apart from other fabric fairs, and by constantly improving the selection of exhibitors the quality is kept up and improves steadily.

The same philosophy holds true regarding the PERFORMANCE DAYS presentation programs. The fair's "Focus Topics" are geared directly to the needs of the industry. On the agenda for November, for example, is the timely issue of "Athleisure - Rethinking Performance Knits." This global trend is changing how we dress as "Athleisure" apparel is blurring the line between active wear and sportswear. The key challenge to clothing manufacturers is designing garments that offer performance without sacrificing fashionable good looks. While cut, color, and style are important, the appropriate fabric function is even more important - not just for the athletes, but also for the success of the collection. Attendees can look forward to learning about the most important fibers, fabrics, and treatments for the new "athleisure wear" category. Experts will discuss possibilities and business opportunities to available to clothing manufacturers interested in addressing the "athleisure" trend. As an independent information platform, the Focus Topic is depicted in a neutral way, so the brands/visitors can form their own opinions and draw conclusions.

Fabric innovation, trends, technology and sustainability are also featured presentations. The free program is at the heart of PERFORMANCE DAYS and is popular with visitors and exhibitors. In addition, topics can be downloaded without charge as a pdf and audio-file from

the website. (An overview of previously presentations is available here: <https://www.performancedays.eu/presentations.html>.)

The PERFORMANCE FORUM is another highlight of the fair and showcases the newest innovations and trends from exhibitors. Participation for all exhibitors is free. For the two day fair, an independent jury consisting of Textile Technicians, Designers, Consultants, Journalists and at least one external brand selected the best 24 articles per category. Countless products are filtered according to innovation and quality, so that visitors get an efficient overview of the key topics and products. The jury nominates the PERFORMANCE AWARD and PERFORMANCE ECO AWARD winners to motivate suppliers to do more research and development.

All FORUM samples are also available online – linked with a QR-Code – providing easy access to all the information on the fabrics a buyer needs.

PERFORMANCE DAYS DEFINED

- Devoted exclusively to textiles and accessories
- Ideally timed to industry needs
- Excellent selection of exhibitors ranging in size and strengths
- Presentations on topical issues – offered free of charge
- Focused approach to sourcing with ease of access to vendors
- Forum provides overview of fabric innovation and trends.

PERFORMANCEDAYS

FUNCTIONAL FABRIC FAIR



NOV 03-04th 2015 | MUNICH
KICKOFF WINTER 2017/18 | UPDATE SUMMER 2017

GET YOUR FREE TICKET!
www.performancedays.eu

