Performance Days in Munich

Textile, fabrics, colours and trends

Performance Days is the first and only trade fair specifically created to showcase functional and highly innovative fabrics for the sport and workwear industry. It takes place twice a year (spring and autumn) since 2008 and it's currently held in Munich. This year's 10th edition kicks off on May 15th and hosts 92 exhibitors and 83 booths.
The absolute innovative aspects of Performance Days are its both virtual and real tools that the trade fair organizers developed to ease visitors' process of finding the optimal fabric they are after.

Performance Forum is indeed a very handy online and offline platform that presents 24 trend setting fabrics separated according to topic on 9 different forum tables. Each fabric is assigned a specific QR code that visitors can scan directly at the forum table to get all relevant information about that particular fabric. To scan people can use their mobile phone and this allows them to create a list of favourites that they can easily and quickly access anytime anywhere.

Once the show is over, more information, data and photos are uploaded on the [Performance Days web site](#) so that visitors can expand and update their personal list.

Another interesting tool is the so-called "**365PerformanceDays**", a virtual portal accessible through the Performance Days website, that offers a virtual tour of the show and its booths.

During the trade fair **visitors** have the chance to attend presentations and take part in different discussions about the latest and most innovative eco-friendly performance fabric trends.

A cura di Jessica Tradati

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Informazioni aggiuntive
Performance Days
Sito web: http://www.performancedays.eu