

PERFORMANCE DAYS

DIGITAL FAIR INSTEAD OF CONVENTIONAL EVENT IN APRIL 2020



- Staying on the pulse of textile development with the "Digital Fair"
- The virtual trade fair steps up to the starting block

Although the industry will not be meeting in person to share the latest trends in functional fabrics for the Summer 2022 season on April 22-23 in Munich, PERFORMANCE DAYS is still going to take place — in a new format! The organizers have responded quickly to the new situation and have created a virtual alternative to stay in touch with visitors, exhibitors and partners that enables them to share the innovations in the industry: the DIGITAL FAIR is born.

Even if a personal impression of the latest fabric trends for summer 2022 is not possible this season, interested "trade fair visitors" can still find all the important developments on the website www.performancedays.com.



Visitors to the DIGITAL FAIR www.performancedays.com/digital-fair.html, can not only see the interesting fabrics at the popular PERFORMANCE FORUM, they can also experience everything a visitor could do at the real fair — just in digital form. Here is an overview:

SUPPLIER WORLD

Initiating a contact has never been easier than it is now with the exclusive online profiles of each exhibitor. The curated exhibitors show their most important fabrics, as well as brand new videos of their latest products and expanded information. Visitors can get to know the suppliers digitally, make direct contact, and even order fabric samples online.

COLOR TRENDS

Appropriately matching designer Nora Kühner's webinar, the new color trends for summer 2022 will soon be available online as "early color information." The color chart for winter 2021/22 trends can already be ordered free of charge on the website.

EXPERT TALK WEBINARS

What about the lectures we look forward to attending at the fair? No problem! The Expert Talks will take place as webinars on April 22 and 23, 2020. The program agenda will be posted on the website soon. The webinars include a presentation of the fabric highlights of the PERFORMANCE FORUM by Ulrike Arlt, as well as a talk on the new color trends by Nora Kühner. If you register in time for the webinar, you will be able to ask questions during the talks. The webinars (less the interactive comment function) will be available online after the fair.



FORUM FABRICS, FORUM ACCESSORIES

The 240 best fabrics are shown by category along with the best accessories: The categories include a range from Baselayer to Outer Midlayer and 3-Layer as well as Safety & Durability fabrics. All products shown in the forum are sustainable — the materials, processing, and treatments! The products on exhibit at the PERFORMANCE FORUM have been carefully selected by the PERFORMANCE FORUM JURY, which, because of the current situation, met via video conference link. A written summary of the trends per category provides visitors a quick overview. Fabric samples can be tested and samples ordered all with one click. Two AWARD winners have been chosen and can be found in this area with all their details as well as all Jury Like fabrics and accessories.

FOCUS TOPIC

Visitors interested in the current FOCUS TOPIC can learn virtually about the current topic, which features natural fibers and natural functions like new yarn technologies and treatments. The theme "INSPIRED BY NATURE — FROM FIBERS TO GREEN TREATMENTS" summarizes facts and good-to-know information while letting you read up on the 24 best fabrics for this topic.

SPORTSFASHION by SAZ

PERFORMANCE DAYS has put together a comprehensive opportunity at short notice so that visitors and exhibitors can get in touch with each other despite all adversity and exchange information about all the latest trends. The magazine SPORTSFASHION by SAZ as partner has produced an online edition of the DIGITAL FAIR that provides more details about the exhibitors and trends and can be viewed and downloaded as a PDF by all trade fair visitors and exhibitors for free.



The next regular event is planned for October 28th and 29th in Munich.

Source: PERFORMANCE DAYS functional fabric fair