

Press Release:
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PERFORMANCE DAYS © functional fabrics fair
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PERFORMANCE DAYS thrills with successful digital fair week

DIGITAL FAIR WEEK convinces branch across the board

The **PERFORMANCE DAYS** wishes to say thanks! Once again, the summer edition of the fair could only take place as a purely digital event. Nevertheless, the extended Digital Fair Week offer from May 17 to 21, 2021, which took place within the framework of the **PERFORMANCE DAYS LOOP**, was received with much enthusiasm by the industry. By extending the event to an entire week of the fair, the **PERFORMANCE DAYS** team, in cooperation with the Functional Fabric Fair by **PERFORMANCE DAYS**, was able to provide even more opportunities for intensive networking and interactive exchange for industry insiders to catch up on the latest innovations and participate in exciting expert talks, supplier workshops and panel discussions.

Informative, innovative and international: new sourcing platform THE LOOP
The Digital Fair Week was introduced for the first time at the summer edition as part of **PERFORMANCE DAYS LOOPS**. The sourcing platform was launched in the first half of 2021 together with US Partner Functional Fabric Fair by **PERFORMANCE DAYS**. With much success, as proven by the great enthusiasm shown by exhibitors, trade fair visitors and fabric manufacturers. The **MARKETPLACE** area, which showcased some 10.000 products and around 400 curated, sustainable fabrics and accessories from more than 170 international exhibitors, enjoyed particular popularity as part of the Digital Fair. In particular, the free service, which allows brands to easily order samples of the materials via the platform, was met with great approval. So it comes as no surprise that 5.137 samples were requested during the digital fair week. And since the launch of the **THE LOOP**, well over 11.000 requests have been received from interested parties! Here are all the facts and figures at a glance: <https://www.performancedays.com/exhibitor-area/fair-facts-figures.html>

Another extremely popular and particularly well-attended attraction was the **3D FORUM**, which tested hand-selected fabrics for their material properties as part of the digital fair week, to be visualized ultimately as a 3D scan. Furthermore, video animations and a U3M file were made available for download to provide the industry with as real an impression as possible. Also for the spring/summer 2023 season, the jury presented two awards for outstanding fabrics - so in addition to the presentation of the **PERFORMANCE AWARD**, won by Trenchant Textiles, the **ECO PERFORMANCE AWARD** was presented to the winner, Utenos Trikotazas.

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Professional, versatile and informative: Top supporting program with Expert Talks

A total of 17 live talks from 30+ top-class speakers followed by a question-and-answer session, under the guidance of moderator and freelancer Astrid Schlüchter, formed the basis of the digital fair supporting program from May 17 to 19. All talks, webinars and panel discussions are available on demand via **THE LOOP** platform.

The **PERFORMANCE DAYS** Team has once again succeeded in providing the industry with an almost real trade fair experience despite being held digitally. Via the Digital Fair Platform, which was activated explicitly for the trade fair week, trade fair visitors can enter into interactive exchange, including matchmaking and networking activities. As continued support for the industry, the platform will remain available for meetings until May 28! Take advantage of this unique opportunity to arrange meetings and benefit from direct contact with exhibitors.

Further information and current press releases with the latest developments from exhibitors are available in the Exhibitor Media Room at <https://www.performancedays.com/press/exhibitor-media-room.html>

Stay well informed und up to date via THE LOOP
PERFORMANCE DAYS continues to support the branch in its daily sourcing via **THE LOOP** platform. The all-round package provides designers, product managers and buyers with valuable information all year round. This is supplemented for example by the inspiring and well-researched focus topics. The theme of the summer edition “Still Physical - Your Success Story” shines a light on how the past year 2020 has changed the branch while at the same time, highlighting the opportunities that lie ahead in these challenging times! Material stories provide inspiration for upcoming collections, as does the free **PERFORMANCE COLORS** color card by Nora Kühner with trend colors for summer 2023.

The **PERFORMANCE DAYS** team and Functional Fabric Fair by **PERFORMANCE DAYS** look forward to the premiere of the Functional Textiles Shanghai by **PERFORMANCE DAYS** fair in Shanghai in September 28-29 as well as in Portland in October 27-28, 2021, with the planned hybrid event in Munich scheduled for December 1 and 2, 2021.

Uncomplicated and free of charge: Want to stay up to date 365 days a year? Then simply create your own personal login details on **THE LOOP** now and enjoy the full sourcing offer: <https://www.performancedays.com/login.html>