

Press Release:

Ismaning, December 08, 2021

PERFORMANCE DAYS © functional fabrics fair
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PERFORMANCE DAYS digital edition for winter fair a success

Digital Fair: Complete success thanks to sourcing platform and live-streams

Not quite as expected, yet still successful. The PERFORMANCE DAYS team draws an entirely positive balance! Despite the pandemic-related cancellation at short notice of the winter edition of PERFORMANCE DAYS, scheduled to take place on the 1 and 2 of December, 2021, at Messe Muenchen exhibition center, the digital fair provided two days of exciting expert talks, background information as well as panel discussions. The event organizers were rewarded on both days with lively participation in the virtual edition. Furthermore, THE LOOP remains available all-year-round as a platform for the exchange of information.

“Although we are now used to ever-changing situations, the cancellation was a great disappointment for us. That is why we are particularly grateful for everyone’s understanding for the short-term decision and also positively amazed by the flexibility, spontaneity and the commitment shown by the numerous spectators at the expert talks”, summarizes Marco Weichert, fair organizer. Due to the current Corona situation, the PERFORMANCE DAYS team felt it was within their responsibility not to go ahead with the physical trade fair live at the Messe Muenchen, but instead to opt for a digital alternative. For this reason, special thanks also go out to the exhibitors for their great trust, understanding, support and loyalty.

Nevertheless, in order to cater accordingly to the needs of the branch, within the framework of THE LOOP, it is possible all-year-round to view online the fabric innovations and news relating in particular to the winter 23/24 season, the fabric highlights of this year’s Focus Topic as well as the latest color trends. In the Marketplace, visitors will find the numerous products from around 265 exhibitors, including the curated, sustainable fabric highlights from the PERFORMANCE FORUM. Within the winter season, there have been well over 16.000 sample requests from interested parties! In order to present the fabrics to visitors in digital form as realistically as possible in terms of feel, design and structure, the PERFORMANCE FORUM was partly equipped with the latest 3D technology, including innovative tools such as 3D images, video animations and U3M files for download.

In addition to THE LOOP, the interactive Digital Fair Platform for an exchange between manufacturers and brands via message, calls or video calls will be available to everyone up until December 17, 2021.

Digital Fair - Great interest in Expert Talks & sustain & innovate conference

The highlights were surely the Expert Talks on December 1, 2021, and the sustain & innovate conference on December 2, which could be followed online via livestream. Fascinating expert talks, stimulating discussion rounds and informative panels

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provided plenty of material for discussion. The fact that the various topics could only be followed online did not seem to dampen any demand, as shown, for example, by particular interest in freelancer Sophie Bramel's round of experts on the topic of "Climate Neutrality 101". Climate neutrality is the latest key word in terms of sustainability. In relation to the manufacturing of products - the energy, raw materials and logistics involved - the task of reducing the CO2 impact to zero seems a rather difficult one. What exactly is CO2 neutrality and how is it measured? What type of opportunities do factories, brands and retailers have to reduce their carbon footprint? Experts provided answers and worked together on finding solutions. The same was true on the following day at the sustainability conference, which was held in cooperation with SPORTS FASHION by SAZ. After an extensive keynote by René Bethmann, Innovation Manager and Consultant at Vaude Academy for Sustainable Business, on this year's Focus Topic, "The Sustainable Future of Nylon", Anna Rodewald's discussion partners sought a more responsible approach to materials. Which type of circular business models will be needed for such practices in the future and how far have we come so far? The moderator team of Charles Ross, Royal Collage of Art and Astrid Schlüchter, Editor-in-Chief of SPORTS FASHION by SAZ, led through the program with plenty of flair and charm while doing their utmost to follow up on all important questions afterwards. All talks, panel discussions and discussion rounds are now available for viewing at: <https://www.performancedays.com/loop/expert-talk-webinar.html>

Special thanks go out to the sponsors of the sustain & innovate conference: The Lycra Company, Nilit and Cordura.

Save the date - the next edition of PERFORMANCE DAYS will take place in Munich on April 27 & 28, 2022

The PERFORMANCE DAYS Team wishes you a pleasant and peaceful run-up to the Christmas period with family, friends, the best of health and a Happy New Year! Together with the whole community, the team looks ahead with great optimism to 2022 and especially looks forward to the next hybrid fair, which is scheduled to take place in Munich and online on April 27-28, 2022.