

**Press release**

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## 1<sup>st</sup> Ever Virtual Edition Excels Educational Series Inspires

Kim Porter  
Messe Frankfurt  
770 984 8016 ext. 2435  
[Kim.Porter@USA.MesseFrankfurt.com](mailto:Kim.Porter@USA.MesseFrankfurt.com)  
[www.messefrankfurt.com](http://www.messefrankfurt.com)  
[www.texworldusa.com](http://www.texworldusa.com)  
[www.apparelsourcingshow.com](http://www.apparelsourcingshow.com)

**Texworld USA and Apparel Sourcing USA Summer 2020 virtual edition draws more than 4,000 buyers**

**Exhibitor participation spans the globe with more than 16 countries**

**Education focus on sustainability and crisis strategies receive high marks**

[Texworld USA](#) and [Apparel Sourcing USA](#) ended the 1st ever virtual edition boasting success. The events together, connected more than 460 international suppliers of textiles, trims and accessories; manufacturing and private label development services; and finished apparel companies to a host of industry buyers, designers and experts. Originally scheduled to be held at the Jacob K. Javits Convention Center in New York City, the virtual platform offered direct access to an impressive line-up of color, fabric and trend offerings, a strong educational line-up and assortment of industry resources.

“We are committed to supporting the textile sourcing community and were pleased that the virtual platform enhanced our ability to provide international suppliers with a means to reach the US market successfully. The industry was searching for an alternative solution to reach global suppliers during these challenging times. As evidenced by the tremendous support from high quality independent designers, buyers and brands, Texworld USA and Apparel Sourcing USA are helping meet that need,”

**Messe Frankfurt, Inc.**  
3200 Windy Hill Rd. / Ste. 500 West  
Atlanta, GA 30339  
USA

commented Jennifer Bacon, Show Director, Fashion and Apparel, Messe Frankfurt North America.

As the East Coast's largest sourcing event, Texworld USA represents the industry's most important marketplace where international mills and manufacturers can showcase the next material innovation. With thousands of professionals, from fabric buyers, product R&D specialists, designers and others, the premier of the virtual event draws from every corner of the United States and interest from brands worldwide.

In attendance, collectively, the virtual event welcomed more than 4,000 qualified buyers spanning the three days of the live event. Key buyers included Amazon, Adrianna Papell, Calvin Klein, Gap, Hollister, Levi Strauss & Co., Macys, Michael Kors, Nordstrom, REVOLVE, Target, TJ Maxx, TORY BURCH, Victoria Secret and Walmart. The show received attendees from across the United States and worldwide, including France, Turkey, Canada, Brazil, India, South Africa, Italy, Pakistan, the United Kingdom and more. "This spectacular collection of brands is a compelling reflection of our position in the market" stated Bacon.

Together, Texworld USA and Apparel Sourcing USA cover nearly 40 different product categories. All of which will be represented on the virtual platform with more than 20,000 product listings. Visitors were able to take advantage of the AI-powered matchmaking capabilities to get a list of recommended textile suppliers, set up video meetings and chat to cultivate stronger business relationships.

The 2020 summer virtual edition featured over 460 international exhibitors presenting their newest in-demand and affordable textiles, trims and accessories covering more than 40 categories, collectively. The edition was represented by both established and emerging sourcing destinations fielding a gathering of textile suppliers from 16 countries, including: Canada, Hong Kong, India, Italy, Korea, Pakistan, Peru, Taiwan, Turkey, Brazil, the United States and more.

Exhibitors were pleased with the ability to reconnect and establish new relationships. “We received around 170 inbound leads. We are exposing our company to the US, Canada, and Mexican Market.” Hector Fabio Gutierrez, Co&Tex SAS, Colombia.

### **Special sections and pavilions offer new solutions**

[Resource Row](#) companies returned this July sharing their new advancements and industry tools. These companies were comprised of fabric recycling companies, technology, fashion consulting, creative learning, workshops, trend consultants, networking and more.

Another section highlighted on the virtual platform was [Local Loft](#). Connecting buyers with local apparel factories, contractors and services, Local Loft caters to attendees seeking domestic and locally-sourced production facilities.



### **Trend Presentation inspires**

Kai Chow of The Doneger Group opened the Trend Presentation – ONE WORLD, with a fresh and creative perspective, as he shared his vision. Taking his inspiration from art and nature, Chow presented four “stories” that comprise the concepts for the Fall/Winter 20/21 season – Expression, Aggregation, Preservation and Illusory. Excitement flourished as attendees took advantage of the live Q&A to discuss the

motivation and approach to the broad range of textiles, innovative structures, material mixes and the remarkable array of color palettes. Participants of this one day only session also received the coveted Trend Book covering everything discussed in the presentation and more.



### **Educational programming takes visitors on a journey**

In addition to the digital exhibit presentation, a complementary, educational program was available. From the signature Texworld USA Textile Talks to the Lenzing Seminar Series, visitors of the virtual edition were captivated as speakers from various industries shared their advice, insight and experiences. Topics ranged from shifting markets, sustainability initiatives, environmental and ethical impacts to re-strategizing and sourcing options amidst a pandemic. Comprised of thought leaders and textile experts, these interactive discussions shared insights on how we can collaborate to bring about change individually, locally and globally. [The program](#) was made up of 12 sessions in total.

Held alongside Texworld USA and Apparel Sourcing USA is the co-located event, [Home Textiles Sourcing](#), for those manufacturers, retailers, converters, contract specifiers and designers seeking new fabrics and products for their latest home collections.

The live event was held July 21 – 23, however, the virtual platform will be open for an additional 45 days to enable buyers to continue networking with global suppliers at their convenience. Each of the educational sessions were recorded and can be viewed by registered attendees.

[Registration is still open](#). To register or for more information on any of these events, please visit us online.

**Press contact:**

Kim Porter

Tel: 678 732 2435

Email: [kim.porter@usa.messefrankfurt.com](mailto:kim.porter@usa.messefrankfurt.com)

[Press information and photographic material](#)

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**Background information on Texworld USA**

Texworld USA is one of the largest sourcing event on the East Coast for apparel fabric buyers, research and product development specialists, designers, merchandisers and overseas sourcing professionals. This international business platform offers a wide product range covering the entire fabric spectrum. From casual cotton to function fabrics and sophisticated knits to intricate laces, season-to-season attendees discover textiles of innovative structures, material mixes and surprising color palettes. For more information, please visit [www.texworldusa.com](http://www.texworldusa.com).

**Background information Apparel Sourcing USA**

As a long-term joint venture partnership between Messe Frankfurt and CCPIT-TEX, Apparel Sourcing USA offers apparel brands, retailers, wholesalers and independent design firms a dedicated sourcing marketplace for finding the best international apparel manufacturers. As the only event on the East Coast to focus on finished apparel, contract manufacturing and private label development, the show provides attendees direct access to suppliers specializing in ready-to-wear for men, women, children and accessories. For more information, please visit: [www.apparelsourcingshow.com](http://www.apparelsourcingshow.com)

**Background information on Home Textiles Sourcing**

As a long-term joint venture partnership between Messe Frankfurt and CCPIT-TEX, Home Textiles Sourcing is one of the largest sourcing events in North America to solely focus on

fabrics and finished soft goods for all home applications. Held annually alongside Texworld USA and Apparel Sourcing USA, Home Textiles Sourcing provides manufacturers, retailers, jobbers, converters, contract specifiers and designers a one-stop-sourcing venue to locate new fabrics and products for their latest collections. Together the three co-located shows create one of the largest fabric sourcing destinations for the North American marketplace. For more information, please visit our website at: [www.hometextilessourcingexpo.com](http://www.hometextilessourcingexpo.com).

#### **Background information on Messe Frankfurt**

Messe Frankfurt is the world's largest trade fair, congress and event organizer with its own exhibition grounds. With more than 2,600\* employees at 30 locations, the company generates annual sales of around €733\* million. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organizing and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: [www.messefrankfurt.com](http://www.messefrankfurt.com)

\* preliminary figures 2019).

Messe Frankfurt North America is a subsidiary of Messe Frankfurt. Headquartered in Atlanta, Georgia, the company produces and manages ten shows within the United States, Canada and Mexico. The North American portfolio includes Texworld USA, Apparel Sourcing USA, Home Textiles Sourcing Expo, Techtextil North America, Texprocess Americas, The Clean Show, INA PAACE Automechanika Mexico City, Waste & Recycling Expo Canada, Municipal Equipment Expo Canada, Festival of Motoring USA and Process Expo. For more information, please visit our website at [www.us.messefrankfurt.com](http://www.us.messefrankfurt.com).