

Press release

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Texworld USA and Apparel Sourcing USA: Adapt to Challenging Times with New Concept

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The largest sourcing event on the east coast returns to the Javits Center in January 2021 with new dates, a new name, and three ways to participate.

After the successful premiere of a virtual edition in July, Messe Frankfurt North America is bridging the gap between physical and virtual events by introducing a Pop-Up Sourcing Showcase at its New York Textile shows. The announcement comes with even greater changes for these shows. Along with earlier dates for the Winter edition, Texworld and Apparel Sourcing USA are now Texworld New York City and Apparel Sourcing New York City. The virtual platform will take place January 12 – 14, 2021, along with the Pop-Up Sourcing Showcase that will join the traditional trade show floor presentation at the Javits Center to collectively create the largest sourcing event of the season.

New concept brings new opportunities

The newest concept, “Pop-up Sourcing Showcase” is a dedicated area on the show floor that will feature a unique display of the highest quality fabrics and garments provided by mills from around the globe who cannot be present at the event. Suppliers will submit the best of their collections to be curated by New York-based trend agency, The Doneger Group. The “Pop-up Sourcing Showcase” is streamlined and integrated with the Virtual Platform giving visitors a unique and interactive sourcing experience. Guided by textile and apparel experts on-site, visitors will be able to touch and feel the fabrics, receive detailed product information through the virtual platform and communicate with participating exhibitors virtually.

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“We are eager to introduce the Pop-up Sourcing Showcase to the textile community. The show has evolved tremendously since its inception. From the quality of the suppliers to the educational offerings, Texworld and Apparel Sourcing have become a staple in the market,” shares Jennifer Bacon, Show Director.

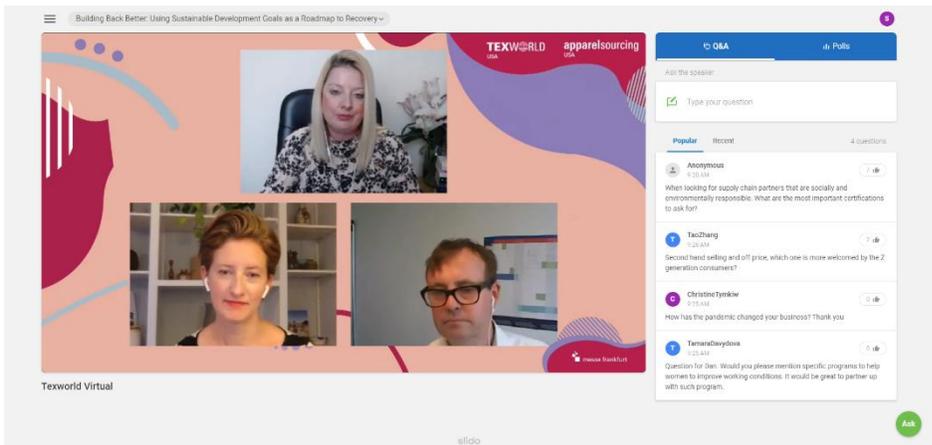
“As the world faces economic, trade, and political crisis, our events have consistently adapted to the ever-changing industry for over 15 years now,” Bacon continued. “The current sourcing environment has only accelerated the execution of our vision to reimagine the future of our events and we are thrilled to see it come to fruition.”

As we open businesses to a new normal, global manufacturers will be welcomed to exhibit face-to-face. The “Traditional Exhibition” will operate in a typical trade show setting enabling local visitors to meet and source fabrics with exhibiting companies in-person, while adhering to all safety regulations set forth by the show organizer, the Javits Center as well as the state of New York.

“In consideration of our current global business climate and travel restrictions we look forward to an increased participation from domestic suppliers and with the safety of our exhibitors, visitors and staff as a key focus, we are confident that the procedures put in place will support a strong health strategy for face-to-face interaction,” stated President and CEO, Konstantin von Vieregge.

The mainstay features such as the Lenzing Seminar Series, Textile Talks and the Texworld Trend will remain in place for the Traditional Exhibition as anchors of the event.

The third sourcing opportunity available to the attendees of the Winter Edition is the Virtual Platform. Following the success of the first ever virtual edition this July, the well-received “Virtual Platform” will be reintroduced for those who are not able to attend the physical event. With features like AI-powered matchmaking, video calling, chat functions an advanced scheduling tool and access to the full complimentary educational program, the virtual platform provides an additional option to stay relevant and connected in the industry.



Summing up the introduction of new concepts, Konstantin von Vieregge continues, “Messe Frankfurt has a long tradition in being open to innovation and agile during challenging times and it is in this same spirit that we are excited to present a multitude of opportunities for our New York events to continue serving the textile sourcing community.”

Registration for the Winter 2021 edition opens in the coming weeks. For more detailed information on either of these events, please visit us online.

www.TexworldNewYorkCity.com

www.ApparelSourcingNewYorkCity.com

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Background information on Texworld New York City

Texworld New York City 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.

Background information Apparel Sourcing New York City

As a long-term joint venture partnership between Messe Frankfurt and CCPIT-Tex, Apparel Sourcing New York City 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.

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

*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 New York City, Apparel Sourcing New York City, Home Textiles Sourcing, 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.