

Press release

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New Beginnings for 2020 at Texworld USA and Apparel Sourcing USA This Winter Edition

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Offering new sourcing horizons at the co-located events

New York City – Texworld USA, one of the largest fabric sourcing events on the East Coast, is set to return to New York City this January 19-21, 2020.

In conjunction with Apparel Sourcing USA, Texworld USA will once again take place at the Javits Convention Center.

The Winter 2020 edition of Texworld USA comes with exciting updates and a new artistic direction from the influential New York-based agency, The Doneger Group. With a unique and creative flair, The Doneger Group will spearhead the must-attend industry event, the Texworld Showcase, offering trend insights on the newest colors and textile offerings for the Spring/Summer 2021. This edition's trend showcase is called The Next Dimension and will feature four themes, Fundamental, Diaphanous, Alteration, and One World. Highlighting functional and quality-made fabrics, visitors can look forward to an array of fabrics that move beyond performance and design.

An industry source for education and inspiration, each edition of Texworld USA and Apparel Sourcing USA has a central focus. The direction for 2020 is a spotlight on innovation through the evolution of today's fabrics: denim, cotton, and functional fabrics.

Aligning with the 2020 spotlight and continuing the conversation from last edition's FASHIONSUSTAIN, Texworld USA welcomes the debut of FASHIONINNOVATE, a one-day conference dedicated to tools and innovative fabrics that address industry challenges and will assist companies in the quest for sustainability. Opening its doors on Sunday, January 19, 2020, the conference will allow industry experts to cover

topics such as technology tools, bio-synthetics, smart textiles and more, that will inspire and offer solutions for the growing industry standards. This winter will also host an Innovation Showcase on the show floor, featuring a curated selection of cutting-edge textiles, materials, and technologies.

Returning with a host of cutting-edge companies exhibiting this January, is industry leader, brrr°. After realizing a need for an authentic cooling technology, entrepreneur Mary-Cathryn Kolb began working with technicians in Taiwan, and in 2014, brrr° was established. Powered by breakthrough technology, the company uses a proprietary blend of natural cooling minerals, active wicking and rapid drying technologies that work together to create a Triple Chill Effect that instantly and continuously draws heat and moisture away from the skin. “This show [Texworld USA] is a can’t-miss opportunity for brrr° because it connects us with some of the most influential decision-makers who are looking for innovative technologies that give them an edge in a very competitive marketplace,” said Mary-Cathryn Kolb, Founder & CEO of brrr°. A premiere functional fabric for every day, brrr° offers next-generation technology, such as advanced methods for dispersion, ways to increase the surface area of the minerals in the yarn to amplify the cooling effect.

Adding to the strong educational program, Lenzing Fibers returns to Texworld USA with a robust series focused on finding dynamic solutions to industry and environmental problems. “We’re looking forward to a new year in sustainable sourcing opportunities. Despite the apparel industry sourcing challenges, we see Texworld USA as an opportunity for alternative sourcing solutions for today’s market. The Lenzing Innovation Seminar Series includes topics ranging from sustainability, tech, and sourcing” comments Tricia Carey, Lenzing Fiber’s Director of Global Business Development. “We think the assortment of new mills participating at the show covers a variety of customer needs, from the larger brands to DTC customers. With that, Lenzing has recommendations for sourcing fabrics with TENCEL™ Lyocell and Modal.” The Texworld USA Educational Program including Lenzing Innovation Seminar Series and Textile Talks is open to all registered Texworld USA and Apparel Sourcing USA attendees. Seating is available on a first-come-first-serve basis.

A forum for the industry to explore high-quality apparel fabrics, trims and accessories at reasonable prices, Texworld USA covers over 18 product categories, including cotton, denim, functional fabrics, jacquard, drapery

and tailoring, silky aspects, and more. Visitors searching for information on trends in textiles will have the ability to network with manufacturers and suppliers, as well as come away with insights from the line-up of complimentary educational sessions that dive into trends in the industry, sustainable solutions, and innovation in technology.



Attendees learning from industry experts through the robust educational program

“We chose innovation as the direction for 2020 as a way to call attention to the inventiveness in the industry and take steps towards synchronizing sustainability and innovation,” said Jennifer Bacon, show director of fashion and apparel. “By adding elements like FASHIONINNOVATE and the curated innovation showcase, we achieve our objective to elevate our platform by bringing in the brightest minds to spread awareness on these topics.”

Lastly, Texworld USA is excited to welcome the return of Local Loft. Better than before, Local Loft addresses the growing demand of low to mid-level minimums. Focusing on domestic suppliers, Local Loft is a designated area at the show that provides direct access to apparel fabric buyers, research and development specialists, designers, and fashion companies. Connecting broader groups of domestic apparel service providers to those seeking US-based production options, in-stock/inventory, and small quantity options in a unique platform, Local Loft is designed to mitigate the need for speed-to-market by offering a forum to source domestic raw material suppliers and factories.

Registration is open. Get specific show details at www.TexworldUSA.com or www.ApparelSourcingshow.com. The Winter edition will be held in New York City at the Javits Convention Center, January 19-21, 2020.

Connect with Texworld USA / Apparel Sourcing USA (#TexworldUSA)

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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.

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

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 2,400 employees at 30 locations, the company generates annual sales of around €669 million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A 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. With its headquarters 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 | www.congressfrankfurt.de | www.festhalle.de

Messe Frankfurt North America is a subsidiary of Messe Frankfurt. Headquartered in Atlanta, Georgia, the company produces eleven shows within the United States, Canada and Mexico. The North American portfolio includes Texworld USA, Apparel Sourcing USA, Home Textiles Sourcing Expo, Tectextil North America, Texprocess Americas, The Clean Show, INA PAACE Automechanika Mexico City, NACE Automechanika Atlanta, Waste & Recycling Expo Canada, Municipal Equipment Expo Canada and Festival of Motoring USA.

For more information, please visit our website at www.us.messefrankfurt.com.