

**Press release**

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## The 2019 Summer Edition of Texworld USA and Apparel Sourcing USA Welcomes Fashionsustain

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Set for July 22—24, Texworld USA, co-located with Apparel Sourcing USA, will take place at the Javits Convention Center in New York City, New York. With a spotlight sustainability for the summer edition, Texworld USA welcomes a brand new one-day conference from Berlin to New York City that is focused on education on sustainable practices. As part of the Year of Sustainability, Fashionsustain kicks off Texworld USA on Monday, July 22, 2019.

Now is the perfect time for buyers, consumers, and industry leaders to shift the paradigm when it comes to being environmentally friendly. This summer's spotlight on sustainability comes with an understanding that fashion's impact on global carbon emissions, water, and chemical pollution is substantial.

"We're very excited to have Fashionsustain as a part of this year's show. Sustainability isn't just a buzz word any more. It's a real issue that consumers are looking for answers to and companies need to adapt. We're honored to host the platform that will harness and educate our attendees on patterns of consumption and use, and how to move forward, and adopt better practices" states Jennifer Bacon, Show Director of Texworld USA / Apparel Sourcing USA.

Offering a full day of discussions dedicated to sustainability, this program is designed to offer insightful information for every segment of the industry.

Summer 2019 Fashionsustain Highlights:

**Where Are We Going? The Future of Sustainability in the Fashion Industry**

**Messe Frankfurt, Inc.**  
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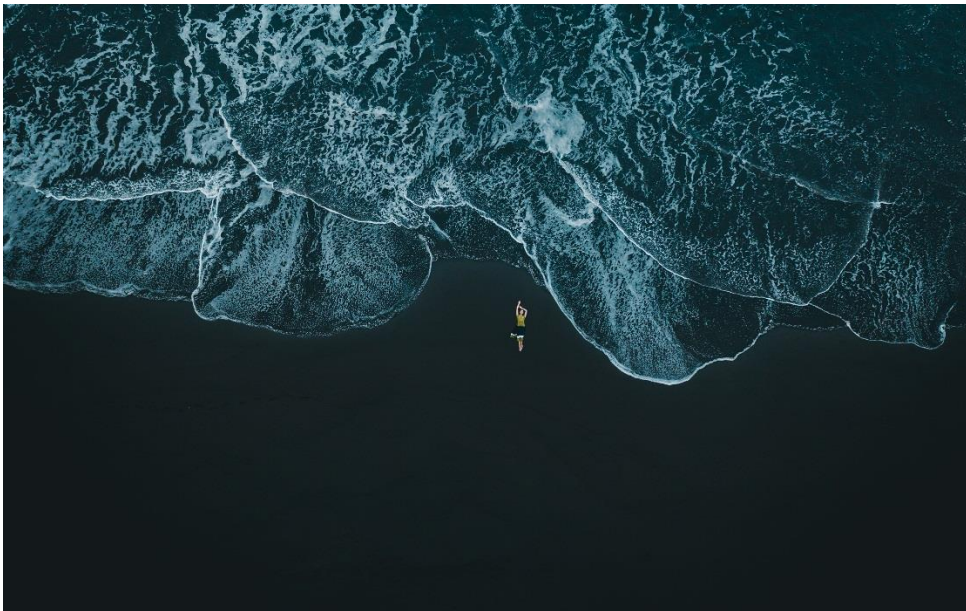
In a brief speech, Liz Hershfield, Head of Product Development, Production & Sustainability Digital Consumer Brand Incubation at Walmart eCommerce will share her insights on what's to come of sustainable practices in fashion and apparel.

### **Transparency and Traceability: Challenges Facing Major Brands**

Investors and consumers alike are driving pressures for transparency, influencing companies of all kinds to obtain greater visibility across the value chain to trace the origins of products. But navigating the origins of a single apparel or accessories product is complex, with a single pair of sneakers touching upwards of 80 unique suppliers. Often used interchangeably, traceability refers to the steps a product takes throughout the value chain, whereas transparency can refer to the sharing of all types of information from sustainability to general operations. This conversation will highlight the challenges and opportunities apparel and accessories brands have on managing their supply chains. Learn how to start to map your supply chain, what types of market value supply chain visibility enables and the technologies helping brands achieve greater transparency.

### **Discussing Circular Solutions**

The circular economy has made the news. Is it another step in the long journey to sustainability? Will it be the system that solves our environmental issues? A panel of experts will dive in and discuss circularity, the efforts to reduce GHG emissions, processing textiles, and will share insights on the positive steps to be made to improve the environmental profile.



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Javits Center, New York, NY

Attendees can enjoy Fashionsustain, a one-day conference from Berlin dedicated to sustainable practices

Registration is open. Seating for Fashionsustain is available on a first-come-first-serve basis.

Get specific show details and the full seminar schedule at [www.TexworldUSA.com](http://www.TexworldUSA.com) or [www.ApparelSourcingshow.com](http://www.ApparelSourcingshow.com). The summer edition will be held in New York City at the Javits Convention Center, July 22 – 24, 2019.

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](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 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

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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](http://www.messefrankfurt.com) | [www.congressfrankfurt.de](http://www.congressfrankfurt.de) | [www.festhalle.de](http://www.festhalle.de)

Messe Frankfurt North America is a subsidiary of Messe Frankfurt and is headquartered in Atlanta, GA. Messe Frankfurt North America produces nine shows within the United States, Canada and Mexico. In addition to Techtextil North America and Texprocess Americas, the North American portfolio of events includes Waste & Recycling Expo Canada, Home Textiles Sourcing Expo, Apparel Sourcing USA and Texworld USA, INA PAACE Automechanika Mexico City and NACE Automechanika Atlanta.

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