

Press release

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The summer edition of the largest fabric sourcing event on the east coast goes virtual

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July 2020 textile shows present on a digital stage

Extended dates open more opportunities

Messe Frankfurt announced today its plans to utilize a virtual platform for its New York textile events. With the aim to support the sourcing community through these unprecedented times, the summer edition of Texworld USA, Apparel Sourcing USA and Home Textiles Sourcing Expo will be presented across digital platforms. Originally scheduled to be held at the Jacob K. Javits Convention Center in New York City, these co-located events can now be accessed live, July 21 – 23, 2020.

“This was a pivotal decision in ensuring the future success of the shows, commented, Constantin von Vieregge, President and CEO of Messe Frankfurt North America. Messe Frankfurt has existed for several hundred years by being open to innovation while still serving the needs of the market. Amending the platform for this edition allowed us to be considerate of the changing textile industry and global business climate.”

Texworld USA, Apparel Sourcing USA and Home Textiles Sourcing Expo have served the sourcing community for over a decade, providing unparalleled access to quality, international textile manufacturers, trend forecasting experts and innovative educational sessions. The transition to a virtual event for the summer edition reinforces the fierce commitment to supporting the industry through both good and challenging times.

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Traditional features presented virtually

With the returning support of long-standing exhibitors, international and domestic, the July events will open with similar features found on the trade show floor. An online showroom will highlight material innovations, while allowing visitors to chat with representatives about specific requirements, factory options and more.

In addition to the digital exhibit presentation, a comprehensive educational program will run alongside. Topics will range from sustainability initiatives, environmental and ethical impacts to business tips and sourcing options amidst a pandemic. Comprised of thought leaders and textile experts, these interactive discussions will share insights on how we can collaborate to bring about change individually, locally and globally.

“Despite the current uncertainty that we are facing, we are excited to open our July events virtually, stated show director, Jennifer Bacon. Although nothing will ever replace face-to-face interaction, connecting textile mills and manufacturers from across the globe with US buyers seeking avenues to source fabrics and accessories remains our focus – to provide a platform for product discovery, trend analysis and education.”

Registration will open in the coming weeks. For more information on any of these events, please visit us online.

www.TexworldUSA.com

www.ApparelSourcingUSA.com

www.HomeTextilesSourcingExpo.com

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[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.

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 Home Textiles Sourcing Expo

As a long-term joint venture partnership between Messe Frankfurt and CCPIT-TEX, Home Textiles Sourcing Expo 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 Expo 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.

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 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 and Festival of Motoring USA. For more information, please visit our website at www.us.messefrankfurt.com.