

Press release

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## Innovation and Education take the spotlight at the Winter 2021 edition

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### January event delivers a dynamic marketplace to top brands and designers.

Featuring hundreds of global textile manufacturers and suppliers, the east coast's leading sourcing event, closed its virtual doors on another successful edition, January 12 – 14, 2021. Texworld New York City and Apparel Sourcing New York City welcomed more than 4,000 attendees to its second iteration of an all-digital show, showcasing new fabrics, materials, finished goods and accessories across more than 35 product categories.

“Delivering on our commitment as a resource for the textile sourcing community, we are extremely pleased at the turnout of exhibitors and attendees at this year's edition. Despite the number of unknowns and massive challenges facing the industry, we will continue to offer opportunities to connect sourcing professionals with international suppliers and create programming focused on education, innovation and networking, whether in-person, virtually or both,” stated Jennifer Bacon, Show Director, Fashion and Apparel, Messe Frankfurt Inc.

The stream of visitor participation remained consistent across the three-day show as buyers from all 50 states and more than 80 countries logged on for the latest innovations, product discovery, trend analysis and education. This interactive experience showcased a plethora of vivid fabric innovations and new color palettes.

With a [diverse exhibitor list](#), global textile manufacturing hubs in China, Turkey, Taiwan, The Synthetic & Rayon Textiles Export Promotion

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Council (SRTEPC) pavilion from India and others were joined by a new region pavilion from East Africa.

“The show’s platform is very useful and educational. I have attended a few seminars and multiple meetings. All successful,” noted Andres Saldias, Apparel Market Linkage Consultant East Africa Trade and Investment Hub.

Exhibitors took full advantage of their virtual booths by sharing current fabrics, apparel options and announcing new textile advancements. Totalling 17 countries in all, including a collection of North American suppliers, the winter edition brought a host of opportunities to source and connect through 1:1 chats and AI-powered matchmaking.

### **Industry resources elevate communities**

Serving the fashion and sourcing communities, 20+ companies exhibiting on Resource Row interacted with attendees sharing information on their industry tools including trend consultants, fabric recycling companies, technology, fashion consulting, creative learning, workshops, networking and more.



### **Education soars with key brands leading the way**

Live streaming of the [educational programming](#), Textile Talks and the Lenzing Seminar Series, kept attendees engaged as industry experts, thought leaders and key brands addressed some of the most pressing topics of today. From sustainability and climate change to post



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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](http://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 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](http://www.us.messefrankfurt.com).