

Press release

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The 2020 Winter Edition of Texworld USA and Apparel Sourcing USA enter the new decade with record attendance

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The Year of Innovation takes center stage with new showcase and expanded educational platform

Sustainability initiatives continue to gain traction

Together, [Texworld USA](http://www.texworldusa.com) and [Apparel Sourcing USA](http://www.apparelsourcingshow.com), the largest sourcing events on the East Coast for apparel fabric buyers, product R&D specialists, designers, merchandisers and sourcing professionals entered the new decade with a resounding success. Held in NYC at the Javits Center, January 19 – 21, 2020, the shows ended the largest winter edition to date with more than an eight percent increase in attendance, cementing their position in the industry.

With visitors from across the country and beyond remaining steadfast in their support, the new educational experiences, a nearly sold-out show floor, powerful programming, and aisles of innovative materials helped to attract thousands of industry professionals. “I was so busy I couldn’t even take a break. I’ve done a lot of business,” noted Melissa Stefania Parra Nunez, Textiles Lafayette SAS. Visitors represented a total of 55 countries, including: USA, France, Australia, Canada, Japan, Brazil, India, Israel, Mexico, Guatemala, Puerto Rico, Italy, Costa Rica, Argentina, Taiwan, United Kingdom, South Africa and others.

In addition, the event welcomed a strong exhibitor participation presenting an assortment of international suppliers showcasing textiles, trims and accessories, manufacturing and private label development services, as well as finished apparel. Buyers connected with more than 200 exhibiting companies from Canada, USA, Colombia, India, China,

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Hong Kong, Japan, and others along with the addition of several new countries including Thailand and the Ukraine.

Mauritius, Korea, Nepal and Taiwan joined in with a strong showing of dedicated country pavilions. The Lenzing Pavilion returned with 13 companies exhibiting sustainable fibers across a range of product categories. From cotton and knits to functional fabrics, Lenzing Pavilion exhibitors showcased the best use of TENCEL® and Lenzing Modal®.

“This edition has proved to be one of the most successful to date with innovation and sustainability initiatives incorporated into every aspect of the exposition. We are elated at the level of engagement that we have received from the visitors. The impact of technology on the industry has never been stronger and we are pleased to be seen as the premiere platform for sourcing and product discovery in the marketplace,” states Jennifer Bacon, Show Director. “Our show floor has equipped retailers, designers and apparel buyers with the knowledge about new materials, technology and trends to grow their business and the spectacular collection of domestic and international manufacturers is a compelling reflection of Texworld USA’s position in the market.”



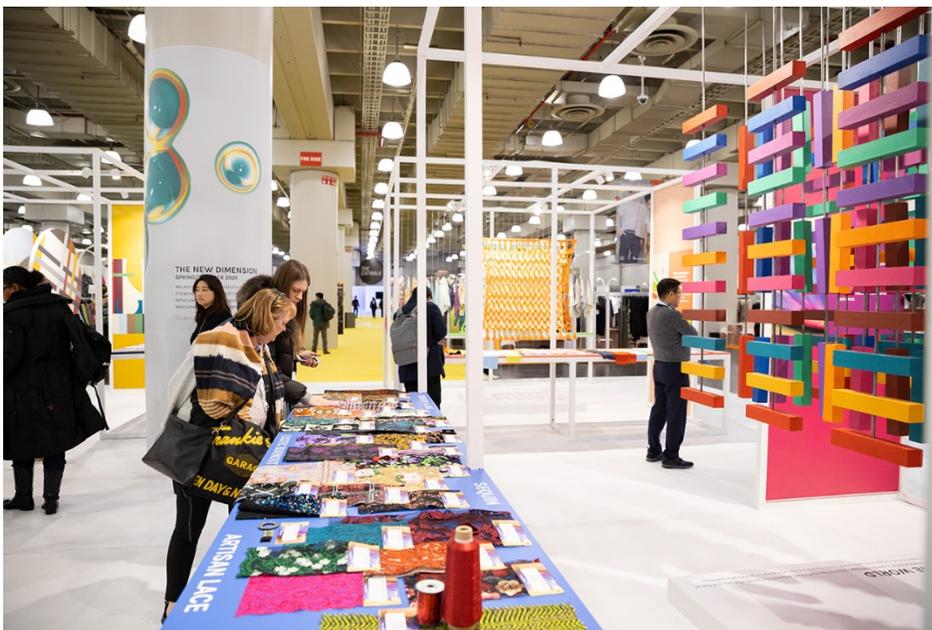
Emphasis on Innovation opens to standing room only

New this edition, **FASHION/INNOVATE**, opened the show with a standing room only audience. This full day conference brought various thought leaders together to share insights on the latest trends and tools in the textile and apparel industry, highlighting topics from blockchain technology and circular tracing to biosynthetic materials and more.

Continuing the journey of innovation across the show floor, the INNOVATION SPOTLIGHT gave attendees the opportunity to see and feel some of the materials discussed in the conference. From smart textiles to new fiber solutions, exhibits from Natural Fiber Welding, Hemp Black, Scoop and others, highlighted how established fibers and fabrics are evolving to keep up with circular and sustainable design needs.

Giving creativity a platform on the exhibit floor, the event introduced the new TEXWORLD USA TREND SHOWCASE. Developed by New York based agency, The Doneger Group, the showcase revealed a glimpse of the new colors and trends for the Spring/Summer 2020/2021 seasons and captured the attention of exhibitors and visitors alike. Themed *The New Dimension*, this exquisite focal point on the show floor highlighted a variety of new materials across all 35 product categories.

“The inspiration behind The New Dimension is to purposefully rethink the definition of fashion. Here, fashion meets sustainability and durability, traditional compliments high tech, and form marries function, with long-lasting styles taking on seasonless and multi-purpose qualities,” states Kai Chow, Creative Director, The Doneger Group.



Technology and Sustainability converge

The trade show floor was complemented by a strong participation of buyers in the educational program. Discussions ranged from global trade and female trailblazers in textiles to traceability, the latest fiber

standards and the relationship between data and manufacturing. Hundreds of visitors seeking information on innovation, sustainability, technical advice and a forum to exchange new ideas joined in both the Lenzing Seminar Series and Textile Talks.

“The educational series and seminars this past year had a heavy focus on not only how to be sustainable with fabric materials, but also as a company – which is a huge focus for REVOLVE in 2020,” stated Julie Wilensky, Fabric R&D Manager, REVOLVE.

Innovation and sustainability remained the buzz as models hit the runway with fashions from exhibitors announcing their latest designs. Highlighting the advancements in their materials and production processes, collections from China, Portugal, Mexico, Mauritius and more stomped THE CATWALK.



The summer edition of Texworld USA and Apparel Sourcing USA will be July 21 – 23, 2020 at the Jacob K. Javits Convention Center in NYC. Held alongside these two outstanding events will be the Home Textiles Sourcing Expo for those manufacturers, retailers, jobbers, converters, contract specifiers and designers seeking new fabrics and products for their latest home collections.

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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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 2,600* 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 eleven 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, 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.