

Press Release:
Ismaning, February 26, 2021

PERFORMANCE DAYS © functional fabrics fair
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***PERFORMANCE DAYS Loop*, in cooperation with Functional Fabric Fair, TO LAUNCH AS A COMPREHENSIVE DIGITAL PLATFORM FOR PROFESSIONAL SOURCING OF FABRICS AND ACCESSORIES**

NORWALK, Conn./MUNICH, Germany (February 26, 2021) – The organizers of Munich PERFORMANCE DAYS Fair and FUNCTIONAL FABRIC FAIR powered by PERFORMANCE DAYS (its counterpart in the USA), expand their partnership to launch the *PERFORMANCE DAYS Loop*, a comprehensive online platform to connect the functional fabric industry and provide a year-round digital sourcing marketplace. *Get a first look at <https://www.performancedays.com/loop.html>.*

PERFORMANCE DAYS Loop, in partnership with FUNCTIONAL FABRIC FAIR, features access to a comprehensive 365-day dedicated marketplace of performance fabric manufacturers, currently consisting of more than 8,000 products from nearly 200 suppliers. Organizers anticipate this to grow to over 12,000 products in the marketplace from more than 250 international suppliers in the first full season. The *PERFORMANCE DAYS Loop* provides a match-making tool to facilitate the introduction of sourcing professionals to a global pool of suppliers and products based on their needs and capabilities. The platform features impressive 3D visual technology to accentuate and simulate fabric design, look, and feel.

Alongside the year-round capabilities of *PERFORMANCE DAYS Loop*, DIGITAL FAIRS will also take place on the platform, simultaneous to in-person events, offering an online version of the customary programming of expert talks, panel discussions and workshops. The popular PERFORMANCE FORUM, where curated trends and innovations are discovered, also will be merged on the digital platform to spotlight exhibitor innovations across the global portfolio of PERFORMANCE DAYS and FUNCTIONAL FABRIC FAIR events. Additionally, Nora Kühner will present PERFORMANCE COLORS, the color card for the outdoor industry, in conjunction with *PERFORMANCE DAYS Loop*.

Design & Development GmbH Textile Consult, founding organizers of Munich PERFORMANCE DAYS, collaborates with Reed Exhibitions for the FUNCTIONAL FABRIC FAIR events in the United States and has extended this partnership to launch *PERFORMANCE DAYS Loop*. The collaboration will result in an expanded exhibitor portfolio, enhanced reach to sourcing professionals, and expanded participation in face-to-face and online events.

Marco Weichert, Head of PERFORMANCE DAYS says, “We are really excited about this joint project and are certain that the industry will greatly appreciate the synergies resulting from the bundling into a unique, year-round online platform with double the amount of reach. *PERFORMANCE DAYS Loop* in partnership with Functional Fabric Fair is now well on its way to becoming one of the most important digital networks for the industry.”

Stephen McCullough, Event Director of Functional Fabric Fair by PERFORMANCE DAYS, adds: “The Functional Fabric Fair collaboration with PERFORMANCE DAYS has been an ideal match of people and resources that has allowed us to provide premium experiences, interactions and value with our in-person events. Now with our digital platform, we can provide curated suppliers and products, unparalleled access to top trends, and experts sharing important industry insights in one centralized

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online location. All of this and the addition of our match-making program will absolutely make a real difference in the business of our exhibitors and visitors.”

Sign up for the *PERFORMANCE DAYS Loop* in partnership with Functional Fabric Fair is already accessible for exhibitors. Other brands can also sign up now and discover all the platform has to offer while looking forward to the content for summer 2021 coming online soon! The platform is complimentary for approved visitors: <https://www.performancedays.com/loop.html>

About PERFORMANCE DAYS

PERFORMANCE DAYS “functional fabric fair” was founded in 2008 as the first and only event specifically for functional textiles for sportswear and workwear. The goal of the biannual fair is to provide top-class and innovative textile manufacturers, suppliers and service providers with the opportunity to present functional fabrics, membranes, as well as coatings, laminates, paddings, finishes and accessories such as yarns, tapes, prints, buttons and zippers.

The unique PERFORMANCE FORUM at PERFORMANCE DAYS provides designers, product managers, buyers and decision makers from almost all sportswear and functional apparel manufacturers (examples online at: Visiting Brands) with an inspiring and knowledgeable overview of new materials, trends and innovations from the various exhibitors. The prestigious (ECO) PERFORMANCE AWARD is also presented here.

Top-quality Expert Talk Webinars round off the information on offer. All talks are also available online subsequent to the fair - see “Expert Talk Archive”.

About the Functional Fabric Fair by PERFORMANCE DAYS

Since 2018, in cooperation with Reed Exhibitions, the functional textile fair has been taking place in the USA as “Functional Fabric Fair by PERFORMANCE DAYS”. At the Javits Center in New York and the Oregon Convention Center in Portland, the sourcing fair presents the latest trends in the functional textile industry in line with the event in Munich, and is the platform in the USA for the sourcing of functional fabrics and accessories. The event includes exhibitions, workshops, talks from industry experts and a program for professional networking and connecting of producers and purchasers.

Current Event Dates:

- May 19-20, 2021 Munich
- July 19-20, 2021 New York
- Oct 27-28, 2021 Portland