



Functional Fabric Fair powered by PERFORMANCE DAYS Announces Events Update

Summer exhibition canceled in response to ongoing pandemic; organizers shift focus to virtual and fall events

Norwalk, CT (April 1, 2021) – Due to the ongoing global pandemic, the July edition of Functional Fabric Fair powered by PERFORMANCE DAYS is canceled for 2021. The curated fabric sourcing trade fair and expo was originally scheduled for July 19-20, at the Javits Center in New York City. The event and its suppliers, visitors and partners will look forward to the fall event, slated for Oct. 27 – 28, 2021, at the Oregon Convention Center in Portland, Oregon. A digital fair, in collaboration with Munich’s Performance Days, will take place May 17-21, 2021.

“After careful consideration and review of the ongoing pandemic, we have decided to cancel the Summer event in New York and will set our focus on Portland in October,” said Steve McCullough, Functional Fabric Fair’s event director. “We feel this is our best option in order to ensure a safe and successful return to in person events.”

Functional Fabric Fair recently announced its expanded partnership with Performance Days through the development of THE LOOP, a year-round, digital sourcing platform that aims to connect companies in the performance fabric sector. The platform will also host a weeklong digital fair that will be co-presented by the US and Munich-based organizers.

Registration for the *PERFORMANCE DAYS Loop* in partnership with Functional Fabric Fair is already accessible for exhibitors. Other brands can also register 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.

Exhibitors interested in the 2021 events, virtual events, or THE LOOP can learn more at functionalfabricfair.com or by contacting Stephen McCullough at smccullough@reedexpo.com.

About Functional Fabric Fair powered by PERFORMANCE DAYS:

Functional Fabric Fair powered by PERFORMANCE DAYS is a trade-exclusive event and platform showcasing the latest trends in textile development for the apparel industry. In addition to a curated marketplace dedicated to the responsible sourcing of high-performance functional fabrics and accessories, FFF provides expert-led education, supplier recommendations and a

university program that exposes students to textile and apparel developers.

FunctionalFabricFair.com

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Media Contact:

Chadaé Bowler

Reed Exhibitions / Functional Fabric Fair

cbowler@reedexpo.com

(203) 840-5845