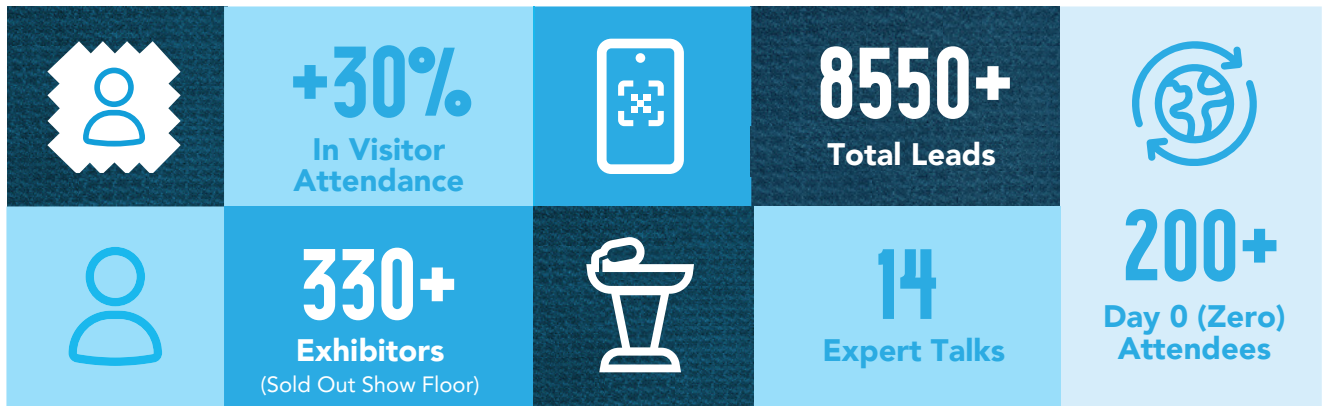


EVENT IN-REVIEW

Functional Fabric Fair held it's largest Fall edition from November 19-21, 2024, showcasing leading sustainable suppliers and innovative new technologies. Explore the recap below for key highlights and insights from the event.



ATTENDEE HIGHLIGHTS



EXHIBITOR HIGHLIGHTS



DAY 0 (ZERO) CONFERENCE: SUSTAINABILITY WORKSHOP



Day 0 (Zero) Conference: Sustainability Workshop, a major highlight of Functional Fabric Fair Fall 2024, took place on Tuesday, November 19, drawing over **200 attendees** to the sold-out event. Led by Jill Dumain, Founding Partner of Fractal CSOs, the workshop offered comprehensive discussions on sustainability topics, in-depth case studies, and the latest industry developments. With a diverse audience that included designers, students, and textile manufacturers, the workshop provided a platform for addressing sustainability challenges and inspiring collaborative solutions for meaningful change across the industry.

EXPERT TALKS



The Expert Talks Program, sponsored by Schoeller, featured 14 expert-led presentations with subjects ranging from the chemistry of colorization to sports bra technologies and more. Hosted directly on the show floor, these sessions fostered an interactive learning environment for attendees. Among the highlights was a session led by trend expert Nora Kuehner, who delivered "Colors & Trends: PERFORMANCE COLORS" offering valuable insights into future trends and predictions for upcoming seasons.

Sponsored by: **schoeller**
TEXTILE INTELLIGENCE

DESIGN LAB (LIVE)



Design Lab (Live) was a standout addition at the Fall 2024 edition, featuring fashion designer Kelly Dempsey, celebrated for her innovative upcycling and appearance on Project Runway. Using materials from FLYTEC, Hemp Fortex, and SHINDO, Dempsey crafted a hooded jacket in real time, which was later auctioned during the drirelease® Happy Hour. Proceeds from the auction supported FABSCRAP, a non-profit working against textile waste.

Products donated by: **FLYTEC** **HEMP FORTEX** **SHINDO**

TREND FORUM



The Trend Forum, a favorite among attendees, highlighted 12 essential fabric categories with sustainability at the forefront. Curated by industry experts, including academics, apparel brands, and fabric technologists, it provided a comprehensive look at innovative materials. Attendees were able to access fabric samples via QR codes, streamlining the sourcing process and enabling direct shipments to businesses.

ITALIAN BAR



The Italian Bar, sponsored by Kingwhale Corporation, became a favorite gathering spot, offering attendees a chance to unwind, connect, and savor espressos alongside authentic Italian delicacies. With a full carving station available, guests enjoyed quick bites while networking, all immersed in the flavor and charm of Italy.

Sponsored by: **π KINGWHALE**

MEDIA LOUNGE



The Media Lounge, sponsored by 3M, spotlighted prominent media partners and space for professionals to network, and recharge. A featured fireside chat hosted by 3M unveiled their latest technological advancements, adding enhancing the experience media hub.

Sponsored by: **3M**

BODYWEAR COLLECTIVE



The Bodywear Collective's debut at Functional Fabric Fair Fall 2024, sponsored by The LYCRA Company, showcased groundbreaking innovations in underwear, swimwear, shapewear, and performance sportswear. Curated by Nichole de Carle in partnership with London Contour Experts, it featured 3D demos, cutting-edge fabric technologies, and vibrant networking opportunities, establishing itself as a hub for collaboration and advancement in bodywear.

Presented by: **LDN CONTOUR EXPERTS**

Sponsored by: **LYCRA**

AATCC TEXTILE TESTING ZONE



The AATCC Textile Testing Zone offered an interactive experience where attendees explored official procedures and protocols through hands-on demonstrations. Key testing areas, including visual color evaluation, fiber fragment testing, and water resistance, gave practical insights into fabric performance. This dynamic learning opportunity broadened attendees' understanding of official testing processes in the textile industry.

Sponsored by: **AATCC**

INNOVATION ZONE



The Innovation Zone showcased a curated selection of never-before-seen products yet to hit the market. Highlights included WowPoc, the self-closing pocket; Portia, software for scaling SME sustainable fashion businesses; and Livinguard, a biocide-free odor control technology. Attendees explored groundbreaking advancements and gained exclusive insights into the future of textiles.

SUSTAINABILITY LOUNGE



The Sustainability Lounge served as a dynamic hub for collaboration. This engaging space highlighted cutting-edge innovations and forward-thinking visions in sustainability, offering attendees a chance to connect and share ideas. Designed to inspire meaningful discussions, it became a catalyst for driving future initiatives and fostering impactful industry connections.

FOOTWEAR FORUM



The Footwear Forum offered a dedicated space for attendees to discover innovative footwear materials and technologies that merge performance with style. QR codes were strategically integrated to simplify the sourcing process, enabling attendees to request product samples with unmatched convenience.

