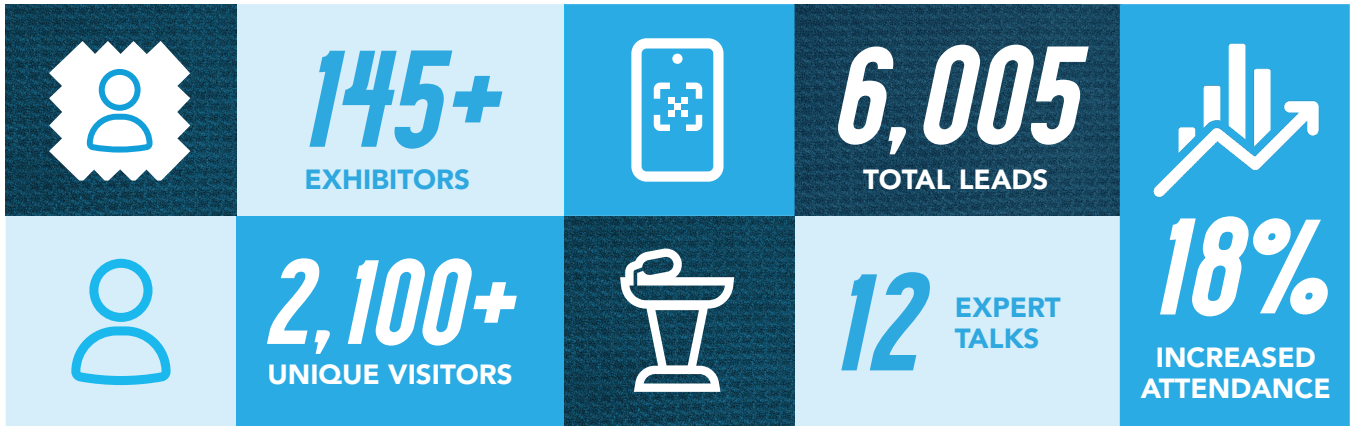


EVENT IN REVIEW

Functional Fabric Fair took over NYC from July 16-17, 2024, for its most successful Summer edition yet! Check out the recap below for some notable highlights from the event.



ATTENDEE HIGHLIGHTS



EXHIBITOR HIGHLIGHTS



EXPERT TALKS

Functional Fabric Fair's esteemed Expert Talks program, sponsored by FLYTEC, served as a premier platform for industry leaders to share valuable insights with designers, product managers, purchasing agents, and material managers. Featuring 10+ expert-led sessions across both days, the program addressed upcoming trends, sustainable innovation, brand responsibility and more. A highlight was the highly anticipated session, Colors & Trends PERFORMANCE COLORS by Nora Kuehner, where trend expert Nora Kuehner unveiled the color and material trends defining the Summer 2026 season.

Sponsored by: **FLYTEC**



DESIGN LABlive



Functional Fabric Fair New York introduced Design Lab (LIVE) at its 2024 edition, featuring acclaimed sustainable designer and Project Runway runner-up, Kelley Dempsey. Attendees had the opportunity to observe Dempsey's creative process as she crafted an exclusive kimono jacket using fabrics donated by several of the event's exhibitors: Cocona 37.5, Lenzing Fibers, FLYTEC, and PRYM Fashion.

The finished jacket was auctioned off on the conclusion of day one during the drirelease® Happy Hour, with all proceeds benefiting FABSCRAP, a nonprofit organization dedicated to ending commercial textile waste.

Products donated by: **FLYTEC** **Tencel** **PRYM** **37.5**

TREND FORUM

The Trend Forum made a triumphant return to Functional Fabric Fair New York, captivating attendees with a showcase of the season's top-performing fabrics. Featuring eight distinct displays strategically placed across the show floor, the Trend Forum provided unparalleled access to high-quality textiles. Each fabric was accompanied by QR codes, enabling attendees to view product details, locate exhibitor booths, and request samples directly from their phones. The displays covered essential industry categories, including "New York Exclusive," which highlighted fabrics curated specifically for the New York fashion market.



VIP LOUNGE



The VIP Lounge served as an exclusive meeting place for members of Functional Fabric Fair's newly introduced VIP Program. This initiative aims to attract top buyers and notable industry names to the event, fostering a premier environment for essential networking opportunities and important business transactions.

HAPPY HOUR



Day 1 of Functional Fabric Fair New York concluded with an exciting Happy Hour sponsored by drirelease®, featuring hors d'oeuvres and a selection of wines and beers. The networking event also included the auction of the kimono jacket made by Kelley Dempsey during Design Lab (LIVE), with proceeds going to Fabscrap.

Sponsored by: **drirelease** **OPTIMER** **DRICOMFORT**

