



FOR IMMEDIATE RELEASE

**Functional Fabric Fair Unveils Expert Talks Lineup and
Introduces 'Day 0 (Zero) – Behind the Seams: Sustainability Workshop' and
AATCC Testing and Standards Exhibition**

NORWALK, CT (March 14, 2024) - Functional Fabric Fair, powered by PERFORMANCE DAYS®, is thrilled to announce its Expert Talks programming which runs from April 17-18, 2024, at the Oregon Convention Center in Portland. Additionally, the fair will introduce the all-new **Day 0 (Zero) – Behind the Seams: Sustainability Workshop** taking place on April 16, the day before the fair opens. The American Association of Textile Chemists and Colorists (AATCC) Testing and Standards Exhibition will also open on April 16 and run throughout the fair.

Known for its curated programming, the two-day fair will feature over [200 textile suppliers](#) offering high performance functional fabrics for the apparel industry's Spring 2026/2027 seasons. The event will also feature a notable conference program covering various topics such as trends and the latest textile developments, presented by industry experts. The Expert Talks taking place on the show floor is complimentary for all registered attendees and exhibitors. See the [conference schedule](#) and list of [speakers](#).

For the first time, Functional Fabric Fair will host [Day 0 \(Zero\) – Behind the Seams: Sustainability Workshop](#) in a seminar and workshop format the day before the exhibit hall opens on April 16. This paid conference will showcase sustainability practitioners offering practical insights into foundational sustainability-driven topics such as supply chain dynamics, transparency, traceability, restrictions, banned substances, human rights in global supply chain and more. Attendees and Exhibitors will engage in roundtable conversations and participate in interactive and individual activities. The conference will be facilitated by Jill Dumain Founding Partner of Fractal CSOs and include sessions from Eric Brody, Shift Advantage; Joleen Ong, Fanatics; Kevin Myette, Bluesign Technologies, AG; Marco Zhu-Schneider, dfine by Feinjersey; Michael Sadowski, Consultant; Michelle Legatt, Lab in the Woods; Nicole Bassett, Cascade Circular; Scott Hamlin, LOOPTWORKS; Stacy Roen, Traceability & Transparency; Steve McCullough, Functional Fabric Fair; and Todd Copeland, Copeland Consultancy.

"Our goal for Day 0 (Zero) is to bring leading brands, manufacturers and industry experts together in one room for an interactive workshop that establishes a foundational level of understanding on what truly matters when approaching the sustainability of your products and materials," says Steve McCullough, the Event Director of Functional Fabric Fair. "Our intention

is for the industry to leave with new knowledge and resources to start implementing for the first day of the fair and beyond.”

Also new to the fair is the [AATCC Testing & Standards Exhibition](#) which will feature apparatus and educational displays in five key topic areas, including Visual Color Evaluation, Fiber Fragment Testing, Appearance & Laundering, Water Resistance, and Control Fabrics. This display is open to everyone, with no additional registration needed, but attendees must present show badges to enter. *Room details to be announced.*

Functional Fabric Fair opens its Exhibit Hall doors on Wednesday, April 17, from 9:00 am – 6:00 pm, and Thursday, April 18, from 9:00 am – 5:00 pm. The fair is open, free of charge, to verified designers, product, purchasing, material, sustainability managers and others in the industry looking to source fabrics and accessories for outdoor, sportive performance and lifestyle apparel. The Day 0 (Zero) – Behind the Seams: Sustainability Workshop will take place on Tuesday, April 16 from 9:00 am – 4:00 pm. Space is limited, and a paid ticket is required, with complimentary breakfast and lunch provided.

To register for Functional Fabric Fair and/or Day 0 (Zero) Conference - Behind the Seams: Sustainability Workshop, visit [here >>>](#)

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Please reach out to Jen Cullen Williams at jen@jencullenwilliams.com, if you are interested in attending the show as media and/or covering the Day 0 (Zero) – Behind the Seams: Sustainability Workshop. [<<Register as Media Here>>](#)

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Functional Fabric Fair Images can be found [HERE](#)

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, Functional Fabric Fair provides expert-led education, supplier

recommendations, and a university program that exposes students to textile and apparel developers. FunctionalFabricFair.com

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