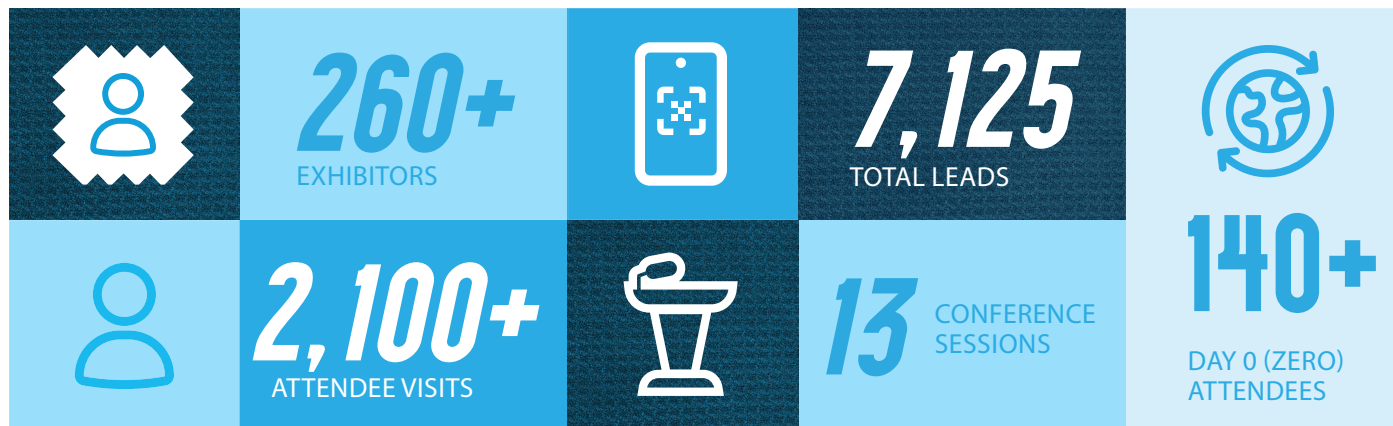


Functional Fabric Fair returned to Portland on April 16-18, 2024, for its biggest and boldest Spring edition yet! Check out the recap below for event highlights.



## ATTENDEE HIGHLIGHTS



## EXHIBITOR HIGHLIGHTS



## DAY 0 (ZERO) CONFERENCE: SUSTAINABILITY WORKSHOP

The 2024 Spring edition marked the debut of the 'Day (0) Zero: Sustainability Workshop,' which took place one day before the exhibit hall opened. Drawing over 140 attendees, the workshop was facilitated by sustainability experts like Jill Dumin of Fractal CSOs and united the entire textile supply chain to explore critical topics of sustainability such as supply chain dynamics and transparency.

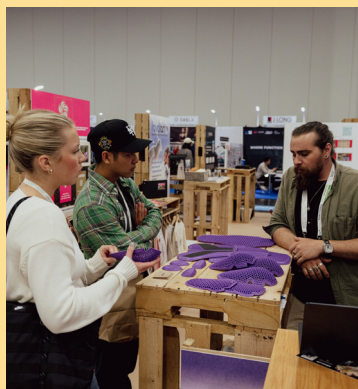


## AATCC TESTING & STANDARDS EXHIBITON



The American Association of Textile Chemists and Colorists (AATCC) Testing and Standards Exhibition gave attendees an inside look at their official procedures and protocols. This new feature provided practical demonstrations and insights into five key topics, including Visual Color Evaluation and Water Resistance, allowing attendees to dive into testing standards and ask questions at the source.

## SUSTAINABILITY LOUNGE



New for this edition, the Sustainability Lounge served as a platform for collaboration that will shape the future of sustainability in the textile industry. The lounge showcased the latest developments in sustainable fashion and outlined visions for progress, sparking discussions that inspire collective action and drive sustainability initiatives forward.

## EXPERT TALKS



The Spring 2024 Expert Talks Program, sponsored by Ashford x intai, featured a total of 13 expert-led sessions with topics varying from seasonal trends in colors and materials to sustainability, business development and much more. In one session, trend expert, Nora Kuehner, shared her "Performance Colors" forecast for Summer 2026, predicting a vibrant palette energizing positive emotions amidst global turmoil.

## OUTDOOR RECREATION ARCHIVE



Utah State University's Outdoor Recreation Archive offered a unique space for attendees to learn about the historical roots of pivotal innovations in the outdoor apparel industry. Highlighting the trends and breakthroughs of the 1990s, the exhibit spotlighted four distinct genres of outdoor apparel that emerged during this era: Urban Outdoor, Grunge, Heritage, and Climb-inspired styles.

## NASA TECHNOLOGY TRANSFER PROGRAM



The NASA Technology Transfer Program, which enhances the societal benefit of NASA-developed technologies by adapting them for real-world integration, joined us at Functional Fabric Fair Spring to share the projects of Outdoor Product Design & Development students from Utah State University who developed revolutionary designs using NASA Technology patents.

## INNOVATION ZONE



The return of the Innovation Zone delighted attendees with an exclusive preview of cutting-edge textiles and accessories destined for the Spring 2025/2026 season, offering a glimpse into the future of fashion innovation before products hit the market.

## TREND FORUM



The eagerly awaited Trend Forum featured a curated selection of 100% sustainable trend fabrics and accessories, meticulously chosen by a distinguished panel of experts. Streamlining the sourcing process, the Forum offered attendees convenient access to cutting-edge products, complete with QR codes for additional information, sample requests, and exhibitor booth information.

## FOOTWEAR AREA & FORUM



The Footwear Area made its return at Functional Fabric Fair Spring, spotlighting top-tier suppliers of footwear fabrics, soles, and leather. Adding to the buzz was the Footwear Forum, a selection of top-performing footwear textiles and accessories curated by industry experts and accompanied with QR codes for attendees to gather additional information.