

FOR IMMEDIATE RELEASE

Functional Fabric Fair Successfully Launches Winter Edition in Orlando Alongside the PGA Show

Debut event expands North American footprint and reinforces reach in performance and sustainable fabric sourcing

NORWALK, CT (January 26, 2026) – Functional Fabric Fair powered by PERFORMANCE DAYS® successfully concluded its first-ever Winter Edition, held January 21–22, 2026, at the Orange County Convention Center in Orlando. Running concurrently with the PGA Show, the two-day debut delivered a highly focused sourcing and education experience for the golf, activewear and outdoor sportswear industries, as a significant expansion of North America’s premier trade-only platform for high-performance, innovative and sustainably driven textiles.

Strategically timed to align with the world’s largest global business gathering for golf, the Winter Edition brought Functional Fabric Fair directly into the heart of peak product development and sourcing season. The event attracted 1,100+ attendees from golf and sports apparel executives, product developers, designers and sourcing professionals, with representation from leading performance and athletic brands including Faherty, Flag & Anthem, Holderness & Bourne, Polo Ralph Lauren, Tommy Hilfiger, TravisMathew, Vineyard Vines and more top golf and lifestyle apparel companies.

“The response to our first Winter Edition exceeded expectations,” said Steve McCullough, Event Vice President of Functional Fabric Fair. “Launching in Orlando alongside the PGA Show allowed us to connect brands exactly where critical sourcing and material decisions are being made. The level of engagement on the show floor confirmed there is strong demand for a focused and sourcing event dedicated to performance and sustainability, especially within the golf and activewear markets. We look forward to continuing the Winter Edition in Orlando and building on our successful co-location with the PGA Show in the years ahead.”

“Attending Functional Fabric Fair for the first time was a game-changer for us as designers,” said co-founders Cailyn Henderson and Margaret Wentz of Fore the Girls. “Sourcing the right fabrics and materials is critical to our line, and historically it’s been a long, fragmented process of requesting samples. Being face-to-face with the best performance and golf-focused textile and component companies—and having hands-on access to the materials—streamlined everything. We were fascinated to learn more about fabric structures and innovations through this hands-on experience, and the Trend Forum was especially valuable for discovering new materials and requesting follow-up information. Such an awesome event!”



Curated Sourcing & Discovery

The Orlando Winter Edition featured more than [90 carefully vetted exhibitors](#), showcasing the latest innovations in high-performance functional fabrics, trims, components and accessories. Designed specifically for golf, outdoor and activewear applications, the curated show floor connected brands with responsible global suppliers while maintaining the high standards that define the Functional Fabric Fair experience.

The event delivered two days of Expert Talks and Trend Forum programming, reinforcing its role as both a sourcing destination and thought leadership platform. Sessions focused on sustainability, material innovation, and performance, including Textile-to-Textile (T2T) recycling, PFAS regulation, cooling technologies, and Fall/Winter 2027/28 color and trend forecasting. The program also explored the evolution of golf apparel and the growing role of natural performance materials, concluding with a well-attended networking Happy Hour sponsored by CovationBio™ Sorona.



Expanding Functional Fabric Fair's North American Reach

The successful launch of the Winter Edition strengthens Functional Fabric Fair's role as a leading North American sourcing and education platform for performance and sustainably driven textiles. Continuing in Orlando in 2027, the event will remain strategically co-located with the PGA Show to better serve the golf, activewear and performance apparel markets.

“We’re very pleased with this first Winter Orlando edition of Functional Fabric Fair,” said exhibitor Bernardo Calamai, Sales Director of Tessile Fiorentina. “The show was well organized and highly successful for us. We liked the crossover of active and golf brands with a strong interest in natural fibers enhanced with performance elements. The proximity to the PGA Show created access to an untapped market, making this a great opportunity for us, and we’re happy to be part of it.”

“This debut was about more than adding another date to the calendar,” McCullough said. “It was about strengthening our North American ecosystem, connecting brands, suppliers, and innovators in meaningful ways, and ensuring Functional Fabric Fair remains the most trusted destination for responsible performance materials.”

Save the Dates

- **Spring | Portland** – April 7–9, 2026 (Day 0: April 7)
- **Summer | New York City** – July 7–9, 2026 (Day 0: July 7)
- **Fall | Portland** – October 26–28, 2026 (Day 0: October 26)
- **Winter | Orlando** – January 27–28, 2027

To learn more about Function Fabric Fair events visit, <https://www.functionalfabricfair.com/>.

Registration for the Portland Spring Edition is now open, [visit here to register](#).

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

About PGA Golf Exhibitions

The PGA Show and PGA Buying Summit - Frisco are organized by PGA Golf Exhibitions (part

of [RX](#)) and the PGA of America. Since its inception in 1954, the [PGA Show](#) has grown into the largest annual business event for the global golf industry. Both the [PGA Show](#) and the midseason [PGA Buying Summit](#) drive the business of golf by providing opportunities to showcase and source innovative products, develop professional networks, learn new business strategies, and connect with peers and golf leaders. Learn more at [PGAShow.com](#) and follow us on [“X”](#), [Instagram](#) and [Facebook](#).

About the PGA of America

The PGA of America is one of the world's largest sports organizations, composed of more than 30,000 PGA of America Golf Professionals who love the game, are expert coaches, operators and business leaders, and work daily to drive interest, inclusion and participation in the sport. The PGA of America owns and operates numerous championships and events, including major championships for men, women, seniors and the Ryder Cup, one of the world's foremost sporting events. For more information, visit [PGA.com](#) and follow us on [X](#), [Instagram](#) and [Facebook](#).

About RX

RX is a global leader in events and exhibitions, leveraging industry expertise, data, and technology to build businesses for individuals, communities, and organisations. With a presence in 25 countries across 41 industry sectors, RX hosts approximately 350 events annually. RX is committed to creating an inclusive work environment for all our people. RX empowers businesses to thrive by leveraging data-driven insights and digital solutions. RX is part of RELX, a global provider of information-based analytics and decision tools for professional and business customers. For more information, visit [www.rxglobal.com](#).