

FOR IMMEDIATE RELEASE

Functional Fabric Fair Winter Debuts Expert Talks and Immersive Sourcing Experience During the PGA Show

2026 Orlando event delivers two days of education, trend insights and performance textile innovation for golf and activewear brands

NORWALK, CT (January 6, 2026) – Functional Fabric Fair powered by PERFORMANCE DAYS® will debut its first Winter Edition in Orlando, Florida, January 21–22, 2026, at the Orange County Convention Center in the Tangerine Ballroom. Running concurrently with the PGA Show, the new winter event marks a strategic expansion of North America's premier trade-only sourcing platform for high-performance and sustainable textiles, bringing vetted material innovation directly to the golf, activewear and outdoor industries during the world's largest global business gathering for golf. The PGA Show is organized by PGA Golf Exhibitions, part of RX, in partnership with the PGA of America.

The Winter Edition will feature more than [90 curated exhibitors](#) presenting the latest high-performance functional textiles, along with Expert Talks and the Trend Forum spotlighting sustainability, innovation and material performance. Designed specifically for the golf, outdoor and activewear markets, the Orlando edition offers a focused sourcing event connecting brands directly with responsible global suppliers.

These two full days of Expert Talks will spotlight Textile-to-Textile (T2T) Recycling, a key pillar of the circular textile economy. Featuring insights from industry leaders, the program will cover technologies, materials, and systems driving T2T recycling, while addressing feedstocks, regulations, innovations and challenges.



Wednesday, January 21, 2026

- 10:15–10:30 am:** Welcome Remarks, *Charles Ross*
- 10:30–11:30 am:** FORUMS Insights Stage | Performance Materials, led by *Alexa Dehmel*
- 11:45 am–12:45 pm:** Colors & Trends: Performance Colors Fall/Winter 2027/28, *Nora Küehner*

1:00–1:45 pm: PFAS and Performance: Science, Regulation and Claims, *Dr. Jan Beringer and Anna Gonzalski*

2:00–2:45 pm: Cooling Technology Innovation and Scalable Fabric Solutions for the Next Generation of Performance Apparel, *Malvina Hoxha and Samantha Frederick*

3:00–3:45 pm: Natural Performance: Designing Breathable, Comfortable Fabrics Without Synthetics, *Neil Beill, Jason Thompson and Lorenzo Rescali*

3:45–4:00 pm: Closing Remarks, *Charles Ross*

At the end of Day One, attendees are invited to continue the conversation during an evening Happy Hour on the Expert Talks Stage from 5:00–6:00 pm, sponsored by **CovationBio™ Sorona**. The relaxed, social setting is designed to encourage meaningful connections, idea sharing and relationship building among peers, industry leaders and exhibitors following a full day of education and sourcing.

Thursday, January 22, 2026

10:15–10:30 am: Welcome Remarks, *Charles Ross*

10:30–11:30 am: The Visionary Outlook: ReINVENTING REALITY, presented by *Nora Küehner*

11:45 am–12:45 pm: Is Your Golf Brand Ready for 2030? Sustainability Standards Every Company Must Know, *Alex Helander*

1:00–1:45 pm: Heat, Sun, Rain, Swing: The Performance Demands Modern Golf Apparel Must Solve. From Tweed to Tech: How Golf Apparel Became Equipment, *Davide Ballico*

2:00–2:45 pm: The Science Behind Comfort, *Dr. Jan Beringer and Matt Sutton*

3:00–3:15 pm: Closing Remarks, *Charles Ross*

[View Expert Talks and speaker details here.](#)



“Launching a Winter Edition in Orlando alongside the PGA Show allows us to meet the golf and performance apparel industries exactly where innovation and sourcing decisions are being made,” said Steve McCullough, Event Vice President of Functional Fabric Fair. “The Winter Edition is intentionally education-driven, with Expert Talks designed to give brands practical, forward-looking insights into materials, sustainability, regulation and performance. By combining curated sourcing with high-level

education and meaningful networking, we are creating an experience that supports smarter product development and stronger industry connections."

Functional Fabric Fair Winter is open exclusively to verified industry professionals, with free registration separate from the PGA Show. Both events will take place within the Orange County Convention Center on the same dates and within walking distance of each other, allowing attendees to seamlessly experience sourcing, education and networking across both shows.

Register to attend Functional Fabric Winter [here](#).

For more info visit: [Functional Fabric Fair Winter | Orlando](#)

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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.