

## Press Release:

Ismaning, April 11<sup>th</sup>, 2018

PERFORMANCE DAYS ® functional fabrics fair  
produced by Design & Development GmbH Textile Consult  
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PERFORMANCE DAYS in cooperation with Falmouth University, UK to support designers:

## Active sportswear can have style: The visions of design students at Falmouth University

PERFORMANCE DAYS is much more than a normal functional fabric trade fair, it is also home to the latest fashion trends. It is an art to implement sport fabrics in outfits that offer a fashion aesthetic whilst also being suitable for active wear. Final-year students of sportswear design at Falmouth University, Cornwall, demonstrate this is possible in an unusual design project.

The market is increasingly calling for outfits that not only deliver functional performance, but also satisfy fashion demands. The time has come for fabric producers, designers, and clothing manufacturers to explore new paths. The topic of athleisure is the best example of giving garments the right look and it is now becoming more important to do the same for sport, outdoor and active wear. This market development is what prompted **PERFORMANCE DAYS** to bring talented sportswear design students on board and create a new design language. Under the guidance of Susan Shaw, Senior Lecturer at Falmouth University, Cornwall, UK and the designer Alexa Dehmel in Munich, the graduating class at Falmouth University's Design BA(Hons) Sportswear Design course created eleven pioneering outfits utilizing from functional fabrics developed by exhibitors of the April 2017 trade fair and displayed on a design wall at the last PERFORMANCE DAYS. For the first time, also a functional treatment of these materials was possible in the context of such a design study.

The visitors to the November 2017 functional fabric fair and a **PERFORMANCE DAYS** Jury selected three winners from among these pieces to be exhibited and featured at the upcoming fair. All of the other student creations are presented as photo collage with design drawings.

The collaboration between university and trade fair is appropriately named **FUSION TEXTILE EXPERIENCE** - as the declared aim was to eliminate the boundaries between fashion and function. Consequently, the students worked on the following three related trend-topics:

- **Super Commuters:** The apparel should meet the requirements for participation in all the day's activities and also, in particular, protect against environmental influences.
- **Extreme Comfort:** This category is all about comfort, protection from the weather, and staying warm when engaging in exclusive camping, i.e., outdoor activities under extreme climatic conditions.

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- **Bio-Lux & Wellbeing:** The goal is to create fitness and athletic styles from fabrics that are also suitable as luxury or evening wear, with flattering lines and pleasant haptics.

The winning outfit was designed by **Jeffrey Siu**, who targeted the "Fusion Urban Cyclist". The Jury's opinion: Jeffrey's outfit shows a good blending of function and styling for the urban job commuter. The functional fabrics he chose were used in such a way as to be appropriate for a business outfit while, at the same time, providing protection, visibility, and freedom of movement.

The second and third places went to Phoebe Thorne and Rebecca Miller for their topics, respectively, "The Thermo-Regulated Passenger" and "A Porthole to Mindful Movement."

The three winning outfits plus vision boards naming the fabrics used are on display in a special area near Bar 3, in Hall 3.

The following **PERFORMANCE DAYS** April 2017 exhibitors have supported the students with fabrics and materials:

*Carol Textile, Concept III, Duraflex, GB Textile, Global Merino, Hi-Tex, IBQ, Imbotex, Kingwhale, LJ Sports, LMA, Maxland, Mectex, Morito Europe, Rudholm & Haak, Tamurakoma, Thermore, Wasa Sweden, H-One-Tex/Weichert Agencies, and YKK.*

For more detailed information, visit online at [www.performancedays.com](http://www.performancedays.com), the exhibitor list is online and visitor registration is in progress. To experience all of the trends in the world of functional fabrics, be sure to save these new trade fair dates in your calendar for 2018:

- **PERFORMANCE DAYS (Summer 2020 Kick-off Collections) on April 18-19, 2018 - last time at MTC, Taunusstraße 45, Munich**
- **FUNCTIONAL FABRIC FAIR powered by PERFORMANCE DAYS on July 23-24 at Javits Center, New York, USA**
- **PERFORMANCE DAYS (Winter 2020/21 Kick-off Collections) November 28-29, 2018 - first time at Messe München, Munich-Riem**

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### **About PERFORMANCE DAYS**

PERFORMANCE DAYS – The “functional fabric fair” launched in 2008, is the first and only event created especially for functional fabrics for sports and work clothing. The aim of the semi-annual trade fair is to give leading and innovative textile manufacturers, suppliers and service providers the opportunity to present their functional fabrics, membranes plus treatments, laminates, paddings, finishes, and accessories such as yarns, tapes, prints, buttons and zippers.

The industry experts who come to this fair - the sports fashion designers, product managers, and decision-makers (see online: [Visitor List](#)) represent almost every European active clothing and functional wear manufacturer - can find a complete selection of high quality materials available at just the right time in April/May and November. The dates are intentionally scheduled early thanks to our expertise in functional fabrics and are optimal for summer and winter sport collections. (All trade fair catalogs from past events are available online at [Catalogs](#) as well as a listing of current exhibitors at [Exhibitor List](#)).

The relaxed and focused workshop-like atmosphere at PERFORMANCE DAYS differentiates it from the other fairs which are often unmanageable and more stressful. That is one of the reasons why the Munich trade fair at the heart of the European sportswear industry has become one of the top addresses for new fabrics, innovations, and is the preferred meeting place to conduct business.

In the unique [PERFORMANCE FORUM](#) of PERFORMANCE DAYS, the visitor receives an inspiring and well-grounded overview of the new materials, trends, and innovations of the exhibitors. The [PERFORMANCE AWARD](#) and the [ECO PERFORMANCE AWARD](#) are also presented here.

Qualified guest speakers present special topics and their collaborative ventures in guided tours, workshops and presentations to complete the range of information provided at PERFORMANCE DAYS within the [Program](#) (see after the fair online in the [Presentation Library](#)).

**No entry fee and free admission to all events for industry visitors.**

**Detailed information and advanced registration online at: [www.performancedays.com](http://www.performancedays.com)**