

Press Release:
Ismaning, March 17, 2021

PERFORMANCE DAYS © functional fabrics fair
produced by Design & Development GmbH Textile Consult
Mayerbacherstr. 32 | 85737 Ismaning | Germany
phone: +49 89 9394 6060
www.performancedays.com | info@performancedays.com



Comprehensive information: PERFORMANCE DAYS opts for a digital trade fair week

Digital fair as part of the *PERFORMANCE DAYS LOOP* sourcing platform

In view of the current Corona situation, any planning for the realisation of fairs lacks certainty at this moment in time. Furthermore, international travel restrictions make it difficult or even impossible for many manufacturers and trade fair visitors to participate. As a result, the planned dates of the **PERFORMANCE DAYS** fair cannot take place as a physical event on May 19-20, 2021 as previously announced. The **PERFORMANCE DAYS** team regrets this deeply, but is nevertheless optimistic about the spring event. To coincide with the Kickoff of the new season, the team is focusing on a digital fair week from May 17 to 21, 2021. Within the framework of the recently launched digital platform **PERFORMANCE DAYS LOOP** in cooperation with Functional Fabric Fair and the Digital Fair will highlight sustainable fabric innovations for Spring/Summer 2023 over five days.

Heightened networking experience thanks to expert matchmaking

Informing, exchanging, networking: In order to guarantee an interactive trade fair experience, the digital edition of **PERFORMANCE DAYS** in spring will be supplemented by further important tools. During the Digital Fair, exhibitors and trade visitors can look forward to even more comprehensive networking opportunities. For example, as part of the extensive digital supporting program via live stream with informative talks by experts, lectures and rounds of discussions, including interactive Q&A sessions.

A particular highlight: the Marketplace will provide visitors with the opportunity to view numerous exhibitors' products, including the curated, sustainable fabric highlights of the **PERFORMANCE FORUM**. In order to be able to digitally present the fabrics to visitors as realistically as possible in terms of haptic, design and structure, the **PERFORMANCE FORUM** was equipped last winter with innovative 3D technology, including innovative tools such as 3D images, video animations and U3M files for download.

Marco Weichert, Founder & General Manager of **PERFORMANCE DAYS**: *"In the current situation, it is essential to guarantee our trade fair visitors and exhibitors a secure, digital offering. With the **PERFORMANCE DAYS Digital Fair**, under the umbrella of the **PERFORMANCE DAYS LOOP** online platform, we are even extending the duration of the fair to five days to provide the industry with even more updates on the season's fabric innovations, along with important additional information and the provision of intensive networking opportunities. We look forward to an exciting digital week at the fair."*

SAVE THE DATE: PERFORMANCE DAYS winter fair as a hybrid event

The hybrid option remains the concept of the future: The entire **PERFORMANCE DAYS** team is already looking forward to the hybrid winter edition of the fair on December 01-02, 2021

Press Release:
Ismaning, March 17, 2021

PERFORMANCE DAYS © functional fabrics fair
produced by Design & Development GmbH Textile Consult
Mayerbacherstr. 32 | 85737 Ismaning | Germany
phone: +49 89 9394 6060
www.performancedays.com | info@performancedays.com



in Munich. The registration process for exhibitors for the event is now available. Further fairs scheduled for 2021:

September	28-29, 2021	Functional Textiles Shanghai by PERFORMANCE DAYS, Shanghai
October	27-28, 2021	Functional Fabric Fair by PERFORMANCE DAYS, Portland
December	01-02, 2021	PERFORMANCE DAS Functional Fabric Fair, Munich

Register now as attendee for *The Loop* at www.performancedays.com/loop, discover what the platform has to offer and look forward to what's new for summer 2023! The PERFORMANCE DAYS Digital Fair takes place from May 17 to 21, 2021!