

Press release

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The 2020 winter edition of Texworld USA and Apparel Sourcing USA features a 3-day robust educational program with expert panels and industry hot topics including the popular Lenzing Innovation Seminar Series, *FASHION/INNOVATE*, Textile Talks and Explore the Floor, and more

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New industry programming to debut with a focus on material innovation

New York – Texworld USA and Apparel Sourcing USA are pleased to announce the educational line up for Winter 2020. Innovations in today's fabrics, technology tools, and trends for Spring/Summer 2021 are among the many sessions offered in this edition's comprehensive educational platform at one of the largest fabric sourcing events for the North American market. Texworld USA and Apparel Sourcing USA will take place January 19 – 21 at the Javits Convention Center in New York City, New York.

Building off of a successful Fashionsustain during the summer edition, *FASHION/INNOVATE* will debut and kick off the winter edition on Sunday, January 19, featuring a full-day conference line-up bridging the gap between fashion and technology. This dedicated discussion will bring thought leaders together in an open forum to share insights on the latest trends, technology, and tools in the textile and apparel industry. In conjunction, a brand-new feature to the event is the INNOVATION SPOTLIGHT. A segment that represents Texworld USA's focus on sustainability and technology, this curated area concentrates on the innovation of processes and advancements of today's revolutionary fabrics. With this exhibition, Texworld USA will highlight cutting-edge

companies such as Jeanologia, brrr^o, Hemp Black, and Natural Fiber Welding that will present the newest innovations and offer a wide range of products as an ideal platform for sourcing.

“As the industry rapidly evolves, our platform aims to address these changes through our comprehensive educational program. Comprised of the established Lenzing Seminar Series sessions, engaging panel discussions, and guided tours led by industry experts, this edition will be enhanced by the introduction of a new conference, *FASHION/INNOVATE*. We are confident that our educational platform will strengthen the event as a whole, as visitors from startup designers to seasoned industry veterans will be able to come away new insights,” states Jennifer Bacon, Show Director for Texworld USA / Apparel Sourcing USA.

The Texworld USA January program is designed to offer insightful and informative sessions for every role and level of experience across all segments of the industry.

FASHION/INNOVATE Highlights:

Powering Fashion's Future: Technology Tools Impacting Today's Fashion Industry

An open panel discussion on the technology tools needed to compete in today's fashion industry. This panel will explain insights into blockchain technology, circular tracing, and the newest software to reduce lead times and waste.

INNOVATION SPOTLIGHT with Tara St James

An Explore the Floor Tour to the Innovation Spotlight where attendees will see, feel and learn about the newest innovations in bio-synthetics, smart textiles, and circular design solutions. Visitors will also learn about how established fibers and fabrics are evolving to keep up with circular and sustainable design needs.



Attendees taking advantage of the robust educational program

Lenzing Innovation Seminar Series Highlights:

The New Dimension Presented by The Doneger Group - Spring/Summer Trends for 2021

A presentation from Roseanne Morrison, Fashion Director at The Doneger Group, who will share the upcoming trends for Spring/Summer 2021. The New Dimension covers the dynamics taking hold in a global marketplace: The modernization of classic and an appreciation of treasured artisanal elements. Here, fashion meets sustainability and durability, traditional complements high tech, and form marries function.

Women in Textiles

No one can argue the important role women play in the textile industry, from every segment of the supply chain, to the store and beyond. This exciting seminar will feature some of the industry's most compelling success stories, all told from a woman's perspective. Featuring both trailblazers and new comers, all of whom will help inspire and guide the audience to change the industry's future for the better.

How to Grow Your Fashion Business in 2020

Join StartUp FASHION for a discussion about how to create a growth plan for your business in the New Year by focusing on brand development, business mindset, and thoughtful marketing.

Textile Talks Highlights:

Big Data and Manufacturing – How to Effectively Capitalize on the Next Big Trend

Often, trends come and go in a matter of weeks, but for fashion manufacturing, jumping on the fad of the moment can lead to leftover inventory and profit loss. However, when companies use technology to aggregate trend data over multiple retailers and manufacturers, they can begin to predict trends. What's more, using technology to increase efficiency can reduce production and shipping lead-times to drive products that are on trend in as few as three weeks. During a panel discussion, experts that are integral to the supply chain ecosystem will touch upon how they have been able to produce, ship and receive trend-right product in a short window, while maintaining profitability.

Global Sourcing Trends: What's on the Horizon for the Textile & Apparel Industry

An open panel discussion on the current world trade policies and how they are shaping the textile and apparel industry sourcing choices.



Visitors gathered to learn from industry experts through the Textile Talks panel discussions

Registration is open. FASHION/INNOVATE, Texworld USA / Lenzing Innovation Seminar Series, along with the Textile Talk programming is open to all registered Texworld USA and Apparel Sourcing USA attendees. Seating is available on a first-come-first-serve basis. For

specific show details and the full seminar schedule, visit www.TexworldUSA.com or www.ApparelSourcingshow.com.

Winter edition will be held in New York City at the Javits Convention Center, January 19-21, 2020.

Connect with Texworld USA / Apparel Sourcing USA (#TexworldUSA). Don't forget to download the brand-new app that will be launched in January!

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Background information on Texworld USA

Texworld USA is one of the largest sourcing event on the East Coast for apparel fabric buyers, research and product development specialists, designers, merchandisers and overseas sourcing professionals. This international business platform offers a wide product range covering the entire fabric spectrum. From casual cotton to function fabrics and sophisticated knits to intricate laces, season-to-season attendees discover textiles of innovative structures, material mixes and surprising color palettes.

For more information, please visit www.texworldusa.com.

Background information Apparel Sourcing USA

As a long-term joint venture partnership between Messe Frankfurt and CCPIT-TEX, Apparel Sourcing USA offers apparel brands, retailers, wholesalers and independent design firms a dedicated sourcing marketplace for finding the best international apparel manufacturers. As the only event on the East Coast to focus on finished apparel, contract manufacturing and private label development, the show provides attendees direct access to suppliers specializing in ready-to-wear for men, women, children and accessories.

For more information, please visit: www.apparelsourcingshow.com

Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organizer with its own exhibition grounds. With more than 2,400 employees at 30 locations, the company generates annual sales of around €669 million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning,

organizing and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at:

www.messefrankfurt.com | www.congressfrankfurt.de | www.festhalle.de

Messe Frankfurt North America is a subsidiary of Messe Frankfurt. Headquartered in Atlanta, Georgia, the company produces eleven shows within the United States, Canada and Mexico. The North American portfolio includes Texworld USA, Apparel Sourcing USA, Home Textiles Sourcing Expo, Techtextil North America, Texprocess Americas, The Clean Show, INA PAACE Automechanika Mexico City, NACE Automechanika Atlanta, Waste & Recycling Expo Canada, Municipal Equipment Expo Canada and Festival of Motoring USA.

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