

# Where innovation meets fashion

PRESS RELEASE - SEPTEMBER 2025

## Why Avantex Fashion Pitch?

Avantex Fashion Pitch is an international pitch contest rewarding the best innovative fashion and textile projects.

The fashion industry must constantly reinvent itself to remain relevant and consistent with contemporary issues. There is no shortage of good ideas or talents to transform them into concrete solutions. To identify them and help them grow, Messe Frankfurt France (Texworld Apparel Sourcing Paris) has launched a competition alongside the Avantex Paris trade show dedicated to innovative B2B solutions for the fashion of tomorrow. With the final of the eighth edition to be held on 15 September in the Agora of the Texworld Apparel Sourcing Paris trade shows, Avantex Fashion Pitch is taking on a new dimension with new partners and an increasingly international and high-quality selection.



### 1- Services

Innovations in the fashion sector selected on the basis of three criteria:

- the ingenuity of the project
- the socio-environmental impact in the sector
- the economic potential.



### 2- Textile & soft materials

Innovative textiles and flexible materials selected on the basis of three criteria:

- stylistic and/or functional interest for fashion products
- ecological performance
- the level of innovation and expertise invested in the product.



### 3- Fashion Design

All innovative fashion services chosen with regard to the four following criteria:

- quality and stylistic interest
- ecological performance
- inventiveness and expertise invested in the value proposal
- the degree of innovation



## Finalists 2025



Ananas is a new textile produced without the use of harmful chemicals rich in functional benefits.



The Adirelounge creates sustainable textiles using agricultural waste to produce fabrics and dyes using fair production methods.



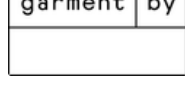
CQ Studio develops Detox Bio-Embellishments which are sequins, glitter and embellishments made from wastewater cleaning fungi.



Delfi is the AI content factory for large-scale fashion retail: virtual models plus data enrichment, at scale — no photoshoots, no writers, just sales.



Garment by is a full-stack, AI-powered platform that makes fashion production simple, agile, and scalable for SMEs.



Green Worms' brings a systemic change in waste management converting waste into raw materials, creating traceability, transparency and most importantly safe and dignified jobs.



GoldenEye Smart Vision is an AI-powered quality control system for textiles. It detects visual defects and reduce fabric waste.



Myth AI is Generative AI that speeds up the design process, generating hundreds of designs in just 4 seconds.



The Sequinova technology platform creates sequin embellished and high-gloss textiles that are plastic-free and biobased.



Meddle is a fast, cost-efficient complement to traditional shoots using AI to enable the creation of lifestyle or studio visuals that are faithful to the product.



Style Shifter as a AI-powered sizing and try-on solution delivers precise, personalized size recommendations from a single photo.



## Last edition - Finale



Materra #7 - Winner Avantex fashion Pitch 7 (2024)  
Scalable solutions to grow and source climate-resilient, transparent and equitable cotton designer. For fashion brands, farmers and the planet.

Aware™ - Winner Avantex Fashion Pitch 6 (2023)  
The revolutionary Aware™ platform that combines advanced technologies and a physical tracker to offer the fashion industry reliable data and transparency.



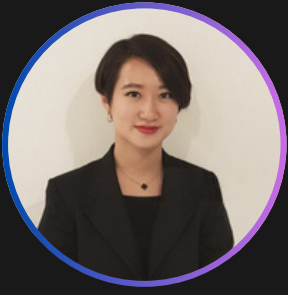
## 2025 Jury Members



Jayne Simone Estève Curé  
Fashion and Luxury Expert and Mentor



Jayne Simone Estève Curé, international fashion expert, is passionate about educating, training and advising creative industry players in France and abroad. Her aim is to fuse creativity and strategy to support the visionary development of brands and projects. Among Jane's Agency clients: LVMH, Printemps, Galleries Lafayette, UAL, IFM, SMCP...



Yoobin Jung  
VC & Corporate Innovation



Yoobin Jung is based in Paris and works as Sustainable Fashion lead at Plug and Play Tech Center, a Silicon Valley headquartered venture capital and corporate innovation platform. She has an academic background of chemistry and fashion design and worked as sustainable textile buyer and development consultant before joining Plug and Play in 2022. She is also an advisor for Biofluff and angel investor of Silana.



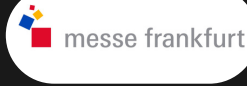
Carol Hilsum  
Investor & Tech Leader



Carol Hilsum has been standing at the cutting edge of innovation holding leading roles at Topshop, Net-A-Porter, and Farfetch. She later spearheaded corporate ventures at Farfetch, laying the foundation for the company's sustainability strategy. She is the co-founder of StudioThree, a consultancy for startups and investors in the fashion, beauty, and lifestyle sectors, focusing on innovative, growth and sustainable business practices.



Claudia Frantz  
Director Brand Management



Claudia Franz has been Director Brand Management Interior & Contract Textiles and Apparel Fabrics & Fashion at Messe Frankfurt 2019, as part of the Textpertise textile-business network. With oversight of more than 60 international textile trade fairs across 12 countries she leads a global platform connecting over 500,000 industry representatives.



Rachel de Gooijer  
Marketing Manager



Senior photographer and content creator Rachel de Gooijer is Marketing Director of Circular Textile Days, a two-day international event on 10–11 September in the Dutch city of 's-Hertogenbosch, dedicated to knowledge sharing and networking for the textile value chain. Circular Textile Days bridges the gap between the urgency of new European legislation and directly applicable circular solutions.

## Avantex Fashion Pitch Price



VLGE is offering a 1-year Premium subscription for the winner. (Value 30K)  
VLGE enable creators, agencies, and brands with no-code tools to easily create, share, and monetize gamified 3D immersive experiences.

> [discover VLGE](#)

30K€



Messe Frankfurt France offers 1000 euros to the winner an 1 booth on Avantex Paris 2026, (2800€).

> [More about Textpertise](#)

3800€



IFA Paris offers the winner a year within the "Foundry" incubator from September 2024, with access to the equipment. The International Fashion Academy, known as IFA Paris, was founded in 1982 in Paris with the aim of combining the heritage of French fashion with the modern, globalized world that calls for greater social and environmental responsibility.

> [discover IFA Paris](#)  
> [discover Foundry](#)

4500€



Textpertise Network by Messe Frankfurt offers 1000 euros donation to the winner as well as a dedicated communication in its media channels => 500 000 industrie representatives.

> [More about Textpertise](#)

1000€



Our partner Circular Textile Days offers a keynote on its following event. Circular Textile Days is a high-quality business-to-business exhibition and knowledge platform fully focused on circularity in the textile industry held annually in the Netherlands.

> [discover Circular Textile Days](#)



Luxiders Magazine offers an article stands as an essential read for those with a vested interest in narratives of sustainability. 001.AGENCY is a creative strategy agency that supports brands in ideation, strategy, branding as well as campaign and creative content production.

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