Avantex Fashion Pitch

The innovative fashion and textile contest of Texworld Evolution Paris for the future of Fashion.

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Avantex Fashion Pitch rewards the best innovative fashion and textile projects with international visibility with investors, professionals, medias and, of course, a major prize winner. The finale is organized during Texworld Evolution Paris.

Avantex the international trade fair of innovation for an advanced and sustainable fashion, launched its first competition, in September 2016 in partnership with the crowd-rating platform Wirate. Avantex Fashion Pitch aims at creative start-ups offering innovative products and services for fashion and textiles.
The competition concerns three project categories:

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 interest
- ecological performance
- the level of innovation and expertise invested in the product.

3- Fashion Design

All innovative fashion products (clothing or accessories) chosen with regard to the four following criteria:
- stylistic interest
- ecological performance
- the new inventiveness and expertise invested in the product
- the degree of innovation that the product presents.

Photos: © Messe Frankfurt France – Designer: Elizabeth Jayot
Past Laureates examples

Partners

Jury 2022

Maxime Coupez
Director of Digital Business and Publishing
Director of NellyRod

Kristina Dimitrova
Founder of INTERLACED, media, consultancy and events platform

Franck Delpal
Director of the Specialized Mastère® in Fashion & Luxury Management at the IFM
<table>
<thead>
<tr>
<th><strong>key facts</strong></th>
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<tbody>
<tr>
<td><strong>30+</strong></td>
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<td><strong>MEDIAS</strong></td>
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<td>Is the number of international media partners we are working with for Texworld Evolution Paris</td>
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<td><strong>Up to 10</strong></td>
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<td><strong>STARTUPS</strong></td>
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<td>Target number of Fashion-Tech laureates selected for the finale.</td>
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<td><strong>€ 3800</strong></td>
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<td><strong>PRICE VALUE</strong></td>
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<td>The winner gains a prize of a total value of 3000 €</td>
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<td><strong>60 000</strong></td>
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<td><strong>AUDIENCE</strong></td>
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<td>Is the number of professional subscribers to the Texworld Evolution Paris Newsletter</td>
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<td><strong>30+</strong></td>
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<td><strong>STARTUPS</strong></td>
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<td>Have already been selected to pitch their project during the Avantex Fashion Pitch Finale.</td>
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<td><strong>6th</strong></td>
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<td><strong>EDITION</strong></td>
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<td>We have already organized 5 editions of the Avantex Fashion Pitch.</td>
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The winning project all categories included receives:
- A 4sqm startup booth at the next Avantex trade fair (worth 2800 €)
- The sum of €1000 (euros) endowment from Messe Franckfurt France
- Depending on the winning project, a highlighting of the project on the Trend Forum of the next edition of the show
- A mention in the Newsletter after the fairs (about 60k subscribers)

Depending on our partners:
- An additional financial allocation proportional to the investment of the sponsors
- A visibility (interview or announcement depending on the nature of the project) in specialized medias

The winning project all categories included receives:
- Your logo on the Avantex Fashion Pitch Website
- Mention of the partnership in our Newsletter before the fairs (about 60k subscribers)
- Mention in our after-show press release
- A dedicated post about your activities in our social medias (LinkedIn, Facebook, Instagram, Twitter)
- Presentation of your prize to the winner with a brief speech and professional photography of the ceremony
- Possibility to integrate the Avantex Fashion Pitch jury
- 500€ discount to participate in Avantex Paris as an exhibitor if your activity corresponds to the criteria of our selection committee OR the possibility to participate in one of our round tables as a speaker on a relevant topic.
MAKE AN ANNOUNCEMENT ABOUT THE COMPETITION AND OFFER AN ARTICLE, ADVERTIZING OR INTERVIEW IN YOUR MEDIA TO THE WINNER.

INCLUDING:

- Your logo on the Avantex Fashion Pitch Website
- Mention in our after-show press release
- A dedicated post about your activities in our social medias (LinkedIn, Facebook, Instagram, Twitter)
- Presentation of your prize to the winner with a brief speech and professional photography of the ceremony
- Possibility to integrate the Avantex Fashion Pitch jury
- Possibility to have flyers or magazines in our media-zone.

CONTACT:
Allan GIMENEZ Avantex Paris Show Director
Messe Frankfurt France S.A.S. 1, avenue de Flandre 75019 Paris, France
allan.gimenez@france.messefrankfurt.com
Tel: +33 6 77 63 47 55