

***Texworld Apparel Sourcing Paris* strengthens its position as the leading platform for the textile and apparel industry. By bringing together more than 7000 buyers and 1300 manufacturers from 35+ countries over three days, Messe Frankfurt reaffirms Paris's central role on the international sourcing stage.**

The 57th edition of *Texworld Apparel Sourcing Paris*, held from 15 to 17 September 2025 at the Parc des Expositions Paris-Le Bourget, welcomed 7000 visitors. The top five markets remained concentrated on Europe's largest markets: France, the United Kingdom, Italy, Spain, the Netherlands, and Germany. With an attendance increased by 25% compared to the July 2024 edition, this session confirms the strategic move to September in order to adapt with the evolving needs of fashion brands.

#### **A renewed experience, a longer visit**

Visitor attendance was more evenly distributed over the three days of the show this year, and the average visit duration increased. The new layout - two halls dedicated to product offerings and one hall focused on services, enriched with relaxation areas - contributed significantly to this shift. The setup encouraged natural breaks, fostered networking zones, and provided a better stage for trend forums.

#### **Balance between textiles and finished products**

For the first time, the show achieved an almost perfect balance between textile offerings (*Texworld Paris*) and finished garments and fashion accessories (*Apparel Sourcing Paris*) in terms of exhibitors number. *"This evolution reflects buyers' response to brand constraints, explains Julien Schmoll, Marketing and Communication Director at Messe Frankfurt France. The ongoing consolidation in the sector is pushing brands to expand their collections and diversify their offerings without necessarily managing production themselves, or even, in some cases, the design process. They're looking for suppliers who can deliver turnkey collections: creative, high-quality products in both large and small quantities, and at attractive prices that align with margin goals, especially in the mid-range and premium segments."*

#### **Europe's leading sourcing offer**

With 1300 companies from 35 countries, *Texworld Apparel Sourcing Paris*, including the Avantex sector, stands as Europe's leading sourcing platform for textiles and apparel. Among major international players, some are clearly aiming to strengthen their business presence in Europe, considered a more stable market. For the first time in Paris, Hong Kong-based Wing Ka Shing is one such company. Specialising in the manufacture of knitted jumpers from its

factory in DongGuan, China, more than 80% of its business is with US-based brands. The company wishes to expand its business to Europe and thus avoid the taxes imposed on products entering the United States. *“We came to present our products and build relationships with European buyers”* said Wing Ka Shing’s Sales Manager, noting several promising leads during the three-day event, especially with Spanish teams.

### **Broadening horizons, introducing new suppliers**

This edition also placed a strong emphasis on *near-sourcing* players, with notable participation from Central and Eastern Europe (Armenia, Kyrgyzstan...) and Southern Europe. On-site at the Near Sourcing Hub, hosted by FourSource (partner of Messe Frankfurt France), Soames Rudowski, CEO of Portuguese knitwear manufacturer FashionTeam, met buyers looking for local production: *“We had excellent conversations with French and Spanish brands looking for reliable partners who can offer high quality, fast turnarounds, and responsiveness, he said. Buyers don’t come to us for the price, they come for the service”*. This year, the Near Sourcing Hub showcased 8 companies physically present at the show like FashionTeam, alongside 28 others displaying samples connected via QR codes to FourSource’s B2B digital platform.

### **Avantex Paris: innovation and prospects**

A laboratory for innovation in sustainable fashion, *Avantex Paris* brought together around thirty players working on technological solutions in three complementary areas: the HUB (solutions and services), the Designer HUB (design studios and agencies) and ReSources, which brought together four companies selected by TCBL (Textile Clothing Business Labs), a partner of Avantex. Over three days, the Agora hosted a particularly packed programme of conferences, round tables and debates led by international players on key themes: market trends, prospects for AI, circularity, natural materials and new consumption models. A highlight was the **Bio Fashion Innovation Day**, organised on Wednesday by TCBL, which showcased the most advanced projects related to bio-based materials, local production and eco-design solutions. Finally, the Econogy Tour, offered by Messe Frankfurt as part of the *Texpertise Econogy* initiative, allowed visitors to discover a selection of companies from among the hundred or so exhibitors committed to a verified CSR approach and listed in the Econogy Finder.

### **Avantex Fashion Pitch 2025 : GoldenEye Smart Vision wins top prize**

The Avantex Fashion Pitch 2025 jury awarded the top prize to [GoldenEye Smart Vision](#) for its AI-based textile quality control system capable of detecting visual defects, optimizing production, and reducing material waste. A special prize of the heart went to [Green Worms](#), an Indian micro-enterprise that collects and recycles local waste, creating sustainable employment for women from underprivileged backgrounds. *“By recognizing GoldenEye and Green Worms, we are celebrating innovating solutions that tackles today’s major challenges, from digitalization to sustainability”*, said Claudia Franz (Director Brand Management Interior & Contract Textiles / Apparel Fabrics & Fashion at Messe

Frankfurt) and Julien Schmoll (Marketing and Communication Director at Messe Frankfurt France).

The winners will receive financial support, exhibition areas, business coaching, and international visibility. With 11 innovative projects competing, the final round confirmed the Avantex Fashion Pitch's role as a launchpad for tomorrow's sustainable fashion players.

### **Initiatives and Trends**

This autumn edition was rich in experiences and new developments. Among the highlights of the show, the Initiatives area showcased exceptional craftsmanship at the entrance of Hall 4. The Indian company Pasari Textiles presented its handcrafted embroidery techniques live, while the Istanbul Chamber of Commerce illustrated the creativity of the Turkish industry with particularly expressive contemporary pieces. Students from LISAA Mode created knitwear and crochet pieces live, demonstrating the quality of their design and execution. Finally, the China Textile Innovation Centre (CTIC) offered an area dedicated to the designs and products of Chinese manufacturers selected for their expertise.

### **Live shopping TikTok Shop**

Another highlight of the show was the live shopping sessions organised by the TikTok Shop teams on Tuesday 16 September. The *Global Selling Product Selection Event* provided an opportunity to experience live presentations and sales of products selected from exhibitors at the show by influencers listed on TikTok Shop. "We wanted to give our exhibitors the opportunity to try out this new distribution channel, which TikTok has been offering its 21 million users in France since March, in order to keep up with developments in retail and learn from them", said Frédéric Bougeard, President of Messe Frankfurt France, at the end of this first session.

### **Looking ahead to 2026: Save The Date – February 2 to 4 at Le Bourget**

Mark your calendars ! The next Spring-Summer edition of *Texworld Apparel Sourcing Paris* will be held from 2 to 4 February 2026 at the Parc des Expositions Paris-Le Bourget. This upcoming edition already promises to be a key milestone, with a highly curated offering aligned with market expectations.

Website:

<https://texworld-paris.fr.messefrankfurt.com/paris/en.html>

Download the press material here:

<https://texworld-paris.fr.messefrankfurt.com/paris/en/press/press-kit.html>

Providing maximum convenience for visitors, Apparel Sourcing, and Texworld Paris belong to the cluster of related trade fairs organised by Messe Frankfurt France (alongside Avantex and Leatherworld which take place only once a year during September session), held in one and the same location, on the same dates and where entry is free upon presentation of professional credentials.



Background information on Messe Frankfurt  
[www.messefrankfurt.com/background-information](http://www.messefrankfurt.com/background-information)

Sustainability at Messe Frankfurt  
[www.messefrankfurt.com/sustainability-information](http://www.messefrankfurt.com/sustainability-information)



Messe Frankfurt France is a member of Paris Capitale de la Création, which brings together leading events in the fashion, design, art and creative industries, making Paris a key venue for all those involved in the creative world.

#### Press contact

Dimitry Helman – [dimitry@re-active.fr](mailto:dimitry@re-active.fr) – +33 6 77 99 20 76

Messe Frankfurt France – Cassandra Galli – [cassandra.galli@france.messefrankfurt.com](mailto:cassandra.galli@france.messefrankfurt.com) - +33 6 74 29 09 07