

TEXWORLD EVOLUTION

PARIS

le showroom



Press release
Paris, 11 February 2021

With *Texworld Evolution Paris - Le Showroom*, Messe Frankfurt France confirms the success of its innovative formula for textile and clothing discovery. In one week, under exceptional circumstances, buyers exchanged 3,235 requests for collection projects or orders.

Texworld Evolution Paris - Le Showroom organized at the Atelier Richelieu has kept its promises. From February 1 to 5, more than 500 buyers and professionals from the fashion, textile and clothing industries came to physically discover more than 2,500 samples selected by the Messe Frankfurt team, from 75 international manufacturers from about ten countries, in optimal comfort and safety conditions.

Visitors were able to discover the Spring-Summer 2022 trends, touch the selected samples and establish direct communication with the participating manufacturers. A total of 3,235 queries were sent out during the showroom with requests for information, quotations as well as orders.

This unique business solution devised by Messe Frankfurt France has won over buyers from major ready-to-wear brands, start-ups and many fashion designers to whom it has brought a breath of creative inspiration while offering a real place to talk business: Tiphaine Le Magoaric, founder of The Green Tone, which assists European and Chinese brands and manufacturers in their quest for sustainable fashion, salutes on LinkedIn this *"high-end off-line experience"* which not only allows *"to have the fabrics in hand [...] but also to be put in touch with suppliers to keep track of orders"*.

On *Instagram*, the Dotchot Kimono brand underlines *"the quality of the eco-friendly fabrics presented in the showroom"*. On the exhibitors' side, the Turkish manufacturer Zeynar Tekstil insists on *Twitter* on *"the important number of direct interactions with visitors throughout the week"*.

"The undeniable success of this event confirms our choice, which was not easy to make, to offer a credible physical alternative solution, with a personalized welcome around carefully selected products, said Frédéric Bougeard, President of Messe Frankfurt France. Beyond the simple pleasure of getting together and working together again, this showroom - enriched with an inspiring Trend Forum - meets the market's expectations. The sourcing necessities of the fashion industry will become more and more linear; they want more regular meetings and are in favour of intermediate solutions such as this one, complementary to the trade shows which remain essential. This is why we will maintain, if the conditions allow it, an event for fashion and textile professionals in July," continues Frédéric Bougeard. *This exhibition is to be held for the first time in Paris, Porte de Versailles. If the restrictions are still in force, we will in any case propose an alternative to the fashion industry, whose format and concept may evolve on the basis of this initial feedback."*

Messe Frankfurt France S.A.S.
1, avenue de Flandre
75019 Paris – France
presscentre@france.messefrankfurt.com

Until then, the selection displayed in the showroom will remain available online on the digital sourcing platform developed by Messe Frankfurt France with its partner Foursource. This digital connecting solution allows textile and clothing manufacturers to present their collections to international buyers. The latter benefit from a specific section to define their queries (matchmaking, definition of needs), submit requests for samples and quotations and finally build their collection based on selective factors designed for the textile world: country, minimum quantities, type of service, certificates... The platform is accessible from the Texworld Evolution Paris website.

Website:

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

HD photos of Texworld Evolution Paris - Le Showroom :

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

Press releases and key visuals of Texworld Evolution Paris - Le Showroom :

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

Providing maximum convenience for visitors, Apparel Sourcing, Avantex, Leatherworld and Texworld Paris belong to the cluster of related trade shows organised by Messe Frankfurt France, held in one and the same location, on the same dates and where entry is free upon presentation of professional credentials.

All details about textile trade shows organised by the Messe Frankfurt group throughout the world can be found at the platform: www.texpertisenetwork.messefrankfurt.com

Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Messe Frankfurt Group employs around 2,500* people in a total of 30 subsidiaries. The company generated annual sales of approximately €250* million in 2020 after having recorded sales of €738 million the previous year. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. We are expanding our digital expertise with new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered 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

* preliminary figures 2020

Press officers:

Dimitry Helman – dimitry@re-active.fr – +33 6 77 99 20 76

Messe Frankfurt France – Cassandra Galli – cassandra.galli@france.messefrankfurt.com - +33 1 55 26 61 39