

Press

Final Report

Texworld Denim Paris

17-20/9/2018, Le Bourget, Paris

15,075 visitors thronged the aisles at the “Fairyland for Fashion”, which grouped Messe Frankfurt France’s trade shows dedicated to the fashion industry at one venue. With over 80% of visitors coming from outside France, these shows remain THE all-important event for the global fashion industries.

There are no longer regional blocks for each continent that predominate as there used to be. We observed a variation in visitor numbers according to country, to different degrees, however overall not very noteworthy except in the case of France, whose numbers continue to grow with a plus of 11%. Further good results were posted for Italy +5%, Russia +7%, Switzerland +16%, India +17%, South Korea +15%, the Lebanon +14%, Canada +7%, Argentina +8%, Colombia +5%, Tunisia +11%, Mauritius +8%.

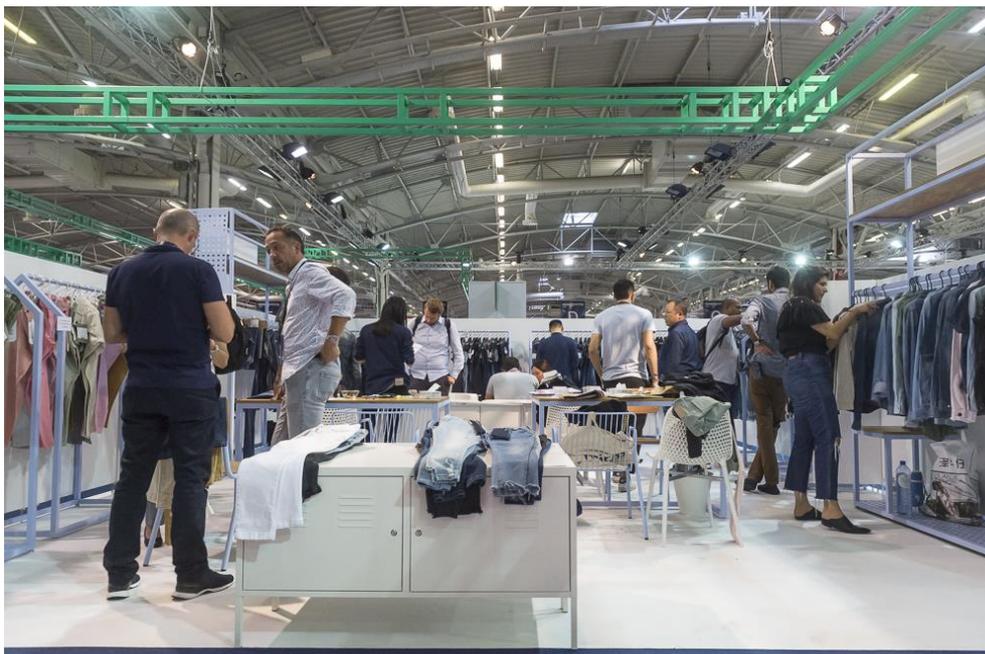
TOP 5: 1 - France, 2 - United Kingdom, 3 – Spain, 4 – Italy, 5 - Turkey
Spain and Italy each move up one place, relegating Turkey to the bottom of the table.

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Texworld Denim Paris lively as ever

With 1058 exhibitors at Texworld Denim and Texworld Paris, the show dedicated to denim benefited from a steady stream of enthusiastic and attentive visitors. A successful outcome that is in line with the enduring demand for denim that is not tied to any particular season.

“I have a feeling that Texworld Denim has just been taken to whole new level. Although outside the segment’s traditional seasons, our show was very successful where visitor numbers and business were concerned. It appears that some prime contractors are in constant need of denim products or that they want to complete their collections with denim. We therefore have plenty of potential to exploit in this area, as demonstrated at our Fairyland for Fashion shows, which I am obviously glad about“, said Michael Scherpe, President of Messe Frankfurt France.



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Against a backdrop in faded blue, Texworld Denim brought together weavers and denim manufacturers, from major countries such as China, Bangladesh, Pakistan, Turkey and India, but also from Canada. Never out of fashion, denim was manifest in all its forms, with some suppliers making appreciable efforts in terms of materials, greener manufacturing processes, and all while observing sustainable social standards. The Pakistani exhibitor Master Textile Mills, for instance, prided itself on the environmental friendliness of its entire production chain, from the yarn to the trousers and jackets.

Texworld Denim remains firmly connected to its subject and the collections of fabrics or finished products on display were taken up by buyers, either as is, for replenishments or capsule collections, or as an excellent addition for the fashion collections that are in preparation. It is a characteristic running slightly against current practice but in the end one that pays off. Some major American denim labels were also spotted at the stands. Exhibitors fully understood this and the great majority of participants at this 3rd session had attended the show on previous occasions. The major Chinese operator Foison Apparel describes their attendance in September as "the best", as did the weavers Zhejiang Sansen Textile and their commercial director, Xiaodan Wu, who also added that the show was "*excellent with serious, specialist visitors.*"

Located at the intersection between Texworld and Apparel Sourcing, Texworld Denim Paris attracted a professional audience and thus benefited from visits by fabric buyers intrigued by this offer of complementary products. The trends forum and the corresponding catwalk show completed this sense of general satisfaction by presenting the very best in skills and manufacturing capabilities from exhibitors. Texworld Denim Paris is in the process of introducing a different way of looking at denim, a product that can be relied on anywhere, always and for many years.

**Next Texworld Denim Paris
11 - 14 February 2019, Paris Le Bourget**

www.apparelsourcing-paris.com
www.avantex-paris.com
www.leatherworld-paris.com
www.shawlsandscarves-paris.com
www.texworld-paris.com

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

Messe Frankfurt in figures

Among organisers of trade shows, conventions and events with their own exhibition grounds, Messe Frankfurt is the global leader. With 2400 employees at 30 different sites, Messe Frankfurt posts annual sales of over 669 million euros. The group has resource to in-depth knowledge of the sectors it covers and draws on its international distribution network to provide effective support for its clients' business interests. A comprehensive range of services – on-site and online – guarantees customers all over the world a consistently high standard of quality and maximum flexibility in the planning, organisation and execution of their events. The variety of services offered ranges from renting stand space to marketing services, including stand construction, personnel services or catering. The company has its headquarters in Frankfurt am Main. The City of Frankfurt holds a 60% share in it and the state of Hesse a 40% share.

For further details, visit:

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

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