



ACTIVE SPORTS REPORTS

Performance Days

ANDREW JOBLING, WGSN 25.11.09

Trends Innovations

The Performance Days functional fabrics roadshow took in three cities in November. WGSN caught up with it in Stockholm.

The concept of Performance Days is simple - to take a small-scale, focused functional fabrics show directly to **time-pressed customers**.



Sofileta



Trends forum (Barco)

Acting as a roadshow, the event made stops in **Munich, Stockholm and Verona**, which were described as centres of the European active industry by organiser Marco Weichert. The exhibitors are **hand-picked**, while the dates of the show - three months before ispo - are key.

"This show gives people the chance to **start seeing fabric development innovations at a better time**," Weichert said. "November is the right time for big outdoor brands looking for next winter."

The trends forum is designed to be a **focal point** of the show, funnelling visitors through it and on to exhibitors whose fabrics may have made an impression. Some of the major trends here include **visual effects** that give added interest, including "any kind of texture, or a print if the fabric has a laminate on top to give a **shine-through** effect," according to designer **Alexa Dehmel**, who created the trends forum for the show. "A jacquard on the back of the fabric gives the same effect."

Fleeces, meanwhile, are getting heavier and thicker, Dehmel said, with all kinds of structures and embossed prints featuring. **"It's all about textures,"** she said.



Domiles Enterprise Co



New Trend Textile Co

Unsurprisingly **ethical concerns** are also paramount among fabric producers, with demand from the market strengthening, while the fashion aspect of the show itself was matched by the exhibitors, with many, including French producer **Sofileta**, showing an increased fashion sense among their collections as they strive to offer something new.

"They're still functional, but this season we made a **deliberate attempt to add more visual features,**" said a company spokesman.

"We did it because we're seeing the **boundaries between fashion and sport increasingly blurring.** Fashion is using active fabrics, and active people are looking for fashion."

Meanwhile, there are several new developments alongside the trends, including a new water-repellent coating from Sitip, called **Acqua Zero**, which is currently being tested by a major swimwear manufacturer. Also new is a mosquito-repellent treatment from Burlington Labs called **No Fly Zone**, while Grandtek Asia is making functional fabrics containing used **coffee** grounds in yarns, dyes and coatings.



Madeira



Taiwan Taffeta

Some highlights among the exhibitors included 3D embossing at **Taiwan Taffeta**, which is new for the company and attracting lots of interest, while **Barco** has a new development with zips that sees them used as unusual design features by moulding them into shape then fixing them on the garment. Multicolour frosted matt yarns, particularly from **Madeira**, also stood out.

Contact

Performance Days

www.performancedays.eu

Barco Tekstil San ve Tic AS

www.barco.com.tr

Burlington Worldwide

www.burlington.com

Grandtek Asia Corp

www.grandtekasia.com

Madeira Garnfabrik, Rudolf Schmidt KG

www.madeira.com

Sitip

www.sitip.it

Sofileta

www.sofileta.com

Taiwan Taffeta Fabric Co

www.ttfco.com

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