

Press Release:
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PERFORMANCE DAYS © functional fabrics fair
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PERFORMANCEDAYS
FUNCTIONAL FABRIC FAIR

PERFORMANCE DAYS expands again & starts a coop with the London Contour Experts Group

'Bodywear Collective': New hotspot showcasing trends from the bodywear sector

During the upcoming winter trade fair PERFORMANCE DAYS, which is going to take place on October 23rd and 24th, 2024 in Munich, the organizers will dedicate a special area to the topic of body and shapewear. Under the title 'Bodywear Collective', a hotspot focusing on swimwear, dancewear, shapewear, sports underwear and lingerie, is being created in close cooperation with the London Contour Experts Group. Curated by Jos Berry and Concepts Paris under the direction of industry expert and designer Nichole De Carle.

PERFORMANCE DAYS has long offered a wide range of products and solutions. This was confirmed once again by visitors and exhibitors at the summer trade fair, as the extensive range of information platforms continues to impress. Areas such as the Trend Forum, the newly integrated Footwear Area, including its own Footwear Forum, the Innovation Zone, the packed Expert Talks program, the Sustainability Lounge, the Media Lounge, the Reality Zone with an exciting workshop area, and the newly integrated Technology Hub are now firmly established components of the trade fair. In October 2024, the 'Bodywear Collective' will round off the diverse facets of the bodywear industry and provide an insight into current and future fabric trends in the categories of swim- and dancewear, shapewear, sports underwear and lingerie on its own platform.

Innovations in the bodywear industry: 'Bodywear Collective' opens up a new sector
Following the integration of its own Footwear Area in October 2023, PERFORMANCE DAYS showcases trends and highlights from the bodywear sector with the 'Bodywear Collective' thereby expanding its offering to include another important segment. Behind the idea and implementation is the London Contour Experts Group, with a team of top consultants and industry experts. In addition to the conception and development of new collections, the portfolio includes Bodywear Lab, its own design center, and Hysculpt, a marketing and PR agency.

Manufacturers from the various categories will present their highlights and innovations in fabrics and fibers at the 'Bodywear Collective'. Within the new platform, all important information channels of PERFORMANCE DAYS come together. A dedicated Bodywear Trend Forum will showcase selected material highlights, shedding light on groundbreaking technological advances from exhibiting suppliers. The Bodywear Innovation Zone focuses on real innovations and concepts that bridge the gap between established brands and emerging startups. At the heart is the Bodywear Tech Hub, which examines solutions for digitization processes and provides an insight into the future of 3D soft body technology, including AI-supported tools.

Successful cooperation: London Contour Experts Group & PERFORMANCE DAYS
The 'Bodywear Collective' is led by designer and industry expert Nichole De Carle. She is supported by London Contour Experts Managing Director Tony Ka Yiu Wang and trend expert

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Jos Berry, founder and creative director of Concepts Paris. Together with PERFORMANCE DAYS, they will use their expertise to bring visitors closer to the world of bodywear with all its facets, latest developments, and future trends. Nichole De Carle is excited about the launch at PERFORMANCE DAYS: "I like the atmosphere at PERFORMANCE DAYS; the trade fair impresses as a professional, well-structured business and information platform. The 'Bodywear Collective' offers a great opportunity to improve collaboration between brands within the supply chain and to break down the boundaries between sportswear and bodywear." Marco Weichert, CEO of PERFORMANCE DAYS, also looks forward to the cooperation: "We are pleased to announce, in close collaboration with the London Contour Experts Group, the launch of the new platform 'Bodywear Collective' at PERFORMANCE DAYS in October 2024. Founder Nichole de Carle is an expert when it comes to bodywear. As a renowned British designer, she is particularly known for her creative work in cutting, design, and materials, always with a close look at sustainable components. This expansion enables us to present the diversity and innovations in the areas of swimwear, shapewear, underwear in sport, dancewear and lingerie on one platform. By integrating these themes, we offer our visitors an even more comprehensive and targeted trade fair experience. We are confident that this will further strengthen PERFORMANCE DAYS as the leading trade fair for functional fabrics and materials."

Visit the 'Bodywear Collective' at PERFORMANCE DAYS, where expertise meets innovation and creates a framework for transformative dialogue, guaranteeing exciting insights into the future of bodywear.

For more information about PERFORMANCE DAYS, please visit www.performancedays.com.

For more information about the Digital Sourcing Platform The Loop, please visit www.performancedays.com/theloop.html.

SAVE THE DATE: An overview about the upcoming shows 2024

16. & 17. July 2024	New York Functional Fabric Fair powered by PERFORMANCE DAYS
09. & 10. October 2024	Functional Textiles Shanghai by PERFORMANCE DAYS
23. & 24. October 2024	PERFORMANCE DAYS Munich
20. & 21. November 2024	Portland Functional Fabric Fair powered by PERFORMANCE DAYS