

Press Release:

Ismaning, March 28th, 2019

PERFORMANCE DAYS © functional fabrics fair
produced by Design & Development GmbH Textile Consult
Mayerbacherstr. 32 | 85737 Ismaning | Germany
phone: +49 89 9394 6060
www.performancedays.com | info@performancedays.com



Well known designer to speak at PERFORMANCE DAYS

Making functional fabrics beautiful and sustainable!

The German designer Anne Prahl has lived and worked in London for more than 20 years. She is known for always having sustainability in mind when making her sporty and stylish designs. In her Expert Talk on May 09th, she explains ways to design and produce new functional styles that are both stylish and sustainable. In the following interview, she gives an initial perspective:

PERFORMANCE DAYS: Anne, the fairs' Focus Topic for May 2019 is 'The Beauty of Function' - what do you think about this?

Anne Prahl: It's a very interesting theme, as it allows us to really explore what makes a fabric beautiful in the context of functional and performance clothing. For me, this comprises fabrics that you can't take your eyes and hands off, as they draw you in with attractive colours and interesting textures and surfaces, while being irresistible to touch. When I think of the beauty of a functional piece of clothing, colour is a really important factor and personally I love colours that put a smile on my face and I am intrigued by the positive and motivational power of colours during exercise, training and performance. Other elements to make up a beautiful performance product are comfort, especially next-to-skin and a good fit. Functional fabrics and innovative manufacturing technologies play a huge role in enhancing the comfort and wellbeing of the wearer and I think there are exciting innovation opportunities in this field.

PD: Does functional clothing need to become more attractive and if so, what can we achieve through design or material choices?

Anne Prahl: I think there is a lot of beautiful functional clothing out there already and I have to say that at the last ISPO I felt like a kid in a sweet shop. There was an abundance of must-have products, utilising striking colours, appealing fabrics and innovative manufacturing technologies, such as seamless knitting and stitch-free quilting and padding. I think we have entered an era where churning out the same old stuff in updated colour ways is no longer good enough, consumers are becoming more demanding in terms of innovation and are expecting to be surprised, be it in subtle or more obvious ways. As functional clothing is designed to perform in specific circumstances, these products generally display unique features, making them an essential part of active consumers' wardrobes. However, as we are seeing a huge shift towards more sustainable products, attributes like durability and product longevity will gain in importance.

PD: What should change regarding aesthetics and touch in the future, while preserving function and performance of fabrics?

Anne Prahl: I think that fabric mills are becoming more adventurous and innovative when it comes to aesthetics and touch of performance fabrics. I am always amazed at the variety of surfaces and textures on show at PERFORMANCE DAYS. My only request would be to merge

Press Release:
Ismaning, March 28th, 2019

PERFORMANCE DAYS © functional fabrics fair
produced by Design & Development GmbH Textile Consult
Mayerbacherstr. 32 | 85737 Ismaning | Germany
phone: +49 89 9394 6060
www.performancedays.com | info@performancedays.com



environmental considerations with the development of aesthetics and fabric handle. We are still seeing the use of too many harmful processes to create these eye-catching surfaces, I would like to see more innovation around fibre and fabric engineering to provide function and performance through construction, rather than finishes and treatments.

PD: To what extent do performance requirements limit the design options?

Anne Prah: In theory performance requirements should not limit but inspire the design of functional clothing. The challenge for the designer is to blend emerging trends in colour, textiles, silhouettes and styling with the end-user's needs, to create unique and desirable products. Some designers may see performance requirements as an obstacle to their creative freedom but the beauty of functional clothing is that products are designed for a specific end-use, and therefore should become items that the consumer loves to wear for a long time to come, rather than throwing the item out after a couple of uses.

PD: Or do we need a radical rethink? If so, how could performance clothing be designed, in the future?

Anne Prah: For the next few years, I expect to see lots of incremental innovation around fabrics, manufacturing and recycling technologies. We will also see the continuation of new consumption models, such as sharing, rental and reuse, which will have an impact on how functional clothing is designed and used. In response to growing consumer demand, so-called sustainable fabrics will become more ubiquitous and commercially viable. The industry's long-term future looks more disruptive, as we will see a new generation of bio-based materials that are lab-grown and engineered, as well as 100 % recyclable and biodegradable textiles fit for the circular economy. This move will also affect how fabrics are coloured and finished and clothes are manufactured, so they can be fully recyclable or biodegradable at end-of-life. This will no doubt lead to highly unique and surprising aesthetics, silhouettes and styling. Another important factor in designing and developing functional clothing in the future will be the use of digital and 3D tools and systems. Some of these tools, including digital material libraries, 3D design programs, virtual prototyping, digital and automated manufacture and digital sales, will provide exciting opportunities for designing and producing original and customised clothing.

PD: How can sustainability be integrated into future design and manufacture of performance clothing?

Anne Prah: This is the big question I have been exploring since deciding to focus on sustainable design innovation ten years ago. I have been working with many different companies, large and small, to find creative ways to make sustainability part of the design process. The first step is to have a clear vision on what sustainability means for the brand we are designing for. This vision needs to be inspiring and achievable and requires a good support system, so that designers and developers can make the vision reality through educated choices. In my opinion, we need to embed sustainability right into our design concepts. This can be done through training and inspiring designers on sustainable and circular design strategies and making sure that sustainability becomes part of the design

Press Release:
Ismaning, March 28th, 2019

PERFORMANCE DAYS © functional fabrics fair
produced by Design & Development GmbH Textile Consult
Mayerbacherstr. 32 | 85737 Ismaning | Germany
phone: +49 89 9394 6060
www.performancedays.com | info@performancedays.com



brief. Based on the design concept, we need to choose the best possible fabrics and components, both in terms of environmental and functional performance. As designers, we also need to constantly push fabric suppliers and clothing manufacturers, in order to push the innovation agenda and having a wider selection of sustainable options to choose from in the future.

What can the audience expect from Anne's talk:

The well known designer Anne Prahl is specialised in sustainable design innovation. She always looks at everything through her 'sustainability goggles', and therefore her Expert Talk will investigate what role sustainability plays within the context of beautiful functional fabrics and clothing. She will explore the meaning of beauty and how it can be created through a combination of colour, texture, fabric handle and garment construction, before outlining some of the sustainability challenges this brings. The talk will also focus on providing inspiring design concepts that embed sustainability principles into the creation of functional clothing to produce clothing that blends aesthetic and tactile beauty with environmental and human wellbeing. This will include concepts for designing products that get better with age and products that become favourites through personalisation and customisation, as well as clothes that exploit groundbreaking textile, colouration and manufacturing technology innovation.

Don't miss Anne's Expert Talk „Designing Beauty: Considered Innovation for Performance Products“ on Thursday, May 09th at 12:45h!

Press Release:
Ismaning, March 28th, 2019

PERFORMANCE DAYS © functional fabrics fair
produced by Design & Development GmbH Textile Consult
Mayerbacherstr. 32 | 85737 Ismaning | Germany
phone: +49 89 9394 6060
www.performancedays.com | info@performancedays.com



About Performance Days

PERFORMANCE DAYS – the “functional fabric fair” launched in 2008, is the first and only event created especially for functional fabrics for sports and work clothing. The aim of the semi-annual trade fair is to give leading and innovative textile manufacturers, suppliers and service providers the opportunity to present their functional fabrics, membranes plus treatments, laminates, paddings, finishes, and accessories such as yarns, tapes, prints, buttons, and zippers.

The industry experts who come to this fair – the designers, product managers, buyers, and decision-makers of almost every European active clothing and functional wear brand (see [Visitor List](#)) – will find a complete selection of high quality materials available at just the right time in April/May and October/November. These dates are intentionally scheduled early and are optimal for summer and winter sport and sportive fashion collections. A listing of current exhibitors is available online at “[Exhibitor List](#)” as well as all past trade fair catalogs at “[Catalogs](#).”

The relaxed and focused workshop-like atmosphere at PERFORMANCE DAYS differentiates it from other fairs. That is one of the reasons why the Munich based Functional Fabric Fair, at the heart of the European sportswear industry, has become one of the top addresses for new fabrics, innovations, and is the preferred meeting place to conduct business.

The unique PERFORMANCE FORUM at PERFORMANCE DAYS gives visitors an inspiring and informed overview of the latest materials, trends, and innovations by the exhibitors. This is also where the [\(ECO\) PERFORMANCE AWARD](#) is presented.

Valuable [expert talks](#), [workshops](#), and [guided tours](#) round out the informative program. All lectures will be available online after the trade fair – see “[Presentations Library](#).”

Free entrance and admission to all events for industry visitors.

More information and online registration at: www.performancedays.com

About the Functional Fabric Fair powered by PERFORMANCE DAYS

As “[Functional Fabric Fair powered by PERFORMANCE DAYS](#)” the trade fair has also been taking place in the US in cooperation with [Reed Exhibitions](#) since 2018. Located in the Javits Center in New York City, the sourcing fair exhibits the latest industry trends analogous to the event in Munich and is the platform in the USA for sourcing functional fabrics and accessories. The event includes exhibits, workshops, industry lectures, and a program for professional networking and networked manufacturers and buyers. **NEW: A second US Trade Fair in 2019 for the west coast in the Oregon Convention Center, Portland.**

July 22-23, 2019: New York, Javits Convention Center
Oct. 22-23, 2019: Portland, Oregon Convention Center