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**Press Release**

ISPO TEXTRENDS

## **ISPO Presents the Best Performance Textiles and Components**

- ISPO TEXTRENDS presents 371 innovative products in 9 categories
- Selected innovations exhibited in hall C3 at ISPO MUNICH

**ISPO TEXTRENDS is ISPO's platform for innovative materials and components for sportswear production. ISPO TEXTRENDS presents 371 a selection of extraordinary products in hall C3 at ISPO MUNICH from January 24 to 27, 2016. A new category is the popular Street Sports trend. Furthermore, the exhibit will highlight the common textile trends Hybrid, Nature and Lightweight.**

Four years after its premiere ISPO TEXTRENDS has established itself as a valuable and popular platform for groundbreaking textile trends and innovations among designers, product managers and the media.

At the end of October 2015 journalists, designers and independent experts traveled to Munich to evaluate submissions from all over the globe. The experts previewed products in nine categories (Base Layer, Second Layer, Outer Layer, Membranes & Coatings, Accessories, Trims, Fibers & Insulations, Soft Equipment, Street Sports) and selected a BEST PRODUCT in each category, as well as a TOP 10 selection, and up to 50 additional noteworthy materials ("SELECTION"). In addition, they selected ten extraordinary products revolving around the common textile trends Hybrid, Nature and Lightweight trends.

Peter Waeber CEO of bluesign Technologies ag and a jury member explains "We have a strong growth of innovative products. The industry provided really good products to the jury. ISPO TEXTRENDS is a must for any designer to have a look and to gain some inspiration, as a neutral platform. The jury is so broadly based that you can be sure that the right products were selected"

Louisa Smith, trend scout and head judge for ISPO TEXTRENDS shared her positive review of the jury meeting: “This year companies have focused even more on sustainability. Innovative hybrid combinations embody new concepts for natural fabrics and finishes. Extremely lightweight textiles combine fashion and functionality and provide the same level of performance as their heavier predecessors.”

Trade visitors can look forward to the latest selection, including the most relevant developments in fabrics, fibers and accessories awaiting them at ISPO TEXTRENDS in hall C3 at the end of January 2016. Yet ISPO TEXTRENDS is not just an exhibition. Designers and product developers have a unique opportunity for networking and sourcing on site. In addition, four daily presentations on current issues affecting the textile industry are on the program. If you cannot personally visit the forum, you will find all relevant information in the ISPO TEXTRENDS Trend Book by the end of January 2016. The ISPO Textrends App can be found at the Apple iOS App Store by searching “Textrends”.

For more information on ISPO TEXTRENDS please refer to [textrends.ispo.com](http://textrends.ispo.com) and Facebook at [facebook.com/ispomunich](https://facebook.com/ispomunich)

### **Messe München**

Messe München is one of the world’s leading trade-show companies. It organizes some 40 trade shows for capital and consumer goods and key high-tech industries in Munich alone. 14 of those events are number 1 in the world in their respective industries. Each year more than 30,000 exhibitors and some two million visitors take part in events held at the Messe München trade-fair center, the ICM – Internationales Congress Center München and the MOC Veranstaltungszentrum München. In addition, Messe München organizes trade shows in China, India, Turkey and South Africa. Messe München has a global business presence with affiliates in Europe, Asia and Africa and more than 60 foreign representatives serving more than 100 countries.

### **About ISPO**

Under its ISPO brand Messe München International offers events and year-round services to the international sports business. The goal of the full-service provider is to offer its customers added value for successful positioning within the international competition. The provided services help

customers increase their profitability as well as strengthen personal contacts and business relationships. The services currently include ISPO ACADEMY, ISPO AWARD, ISPO COMMUNITY, ISPO TEXTRENDS, ISPO BRANDNEW, ISPO CARD, ISPO JOBS and ISPO NEWS. As globally successful sports business platforms and multi-segment trade shows ISPO MUNICH, ISPO BEIJING and ISPO SHANGHAI offer a comprehensive overview of their respective markets.