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Press Release

ISPO TEXTRENDS

ISPO Presents Innovative Performance Textiles and Components

- ISPO TEXTRENDS Forum exhibits 240 selected products in 8 categories
- Strong Support: 65 percent more companies participating

ISPO TEXTRENDS has been the platform for innovative textiles and components for sportswear manufacturing since 2013. In 2015, 65 percent more companies registered than for the prior year's event. 240 selected products will be presented at the ISPO TEXTRENDS Forum – during ISPO MUNICH, ISPO BEIJING, as well as ISPO SHANGHAI. An additional focus is on sustainability, safety, and innovation.

ISPO TEXTRENDS offers designers, product managers and media representatives a selection of groundbreaking textile trends and innovations. The most significant developments in the fabrics, fibers and accessories sector for all sports and outdoor textiles will be presented at ISPO TEXTRENDS Forum in hall C2. Business professionals will have an exclusive opportunity to do research, gain information, network and find out more on sourcing from February 5 to 8, 2015.

An international jury, consisting of journalists, designers and independent experts met in Munich at the end of October 2014 and evaluated all entries. The experts selected the TOP 10 as well as up to 50 additional, exceptional materials ("SELECTION") in a total of eight categories (Base Layer, Second Layer, Outer Layer, Membranes & Coatings, Accessories, Trims, Fibers & Insulations, Soft Equipment). In addition, the forum will feature 15 products each from the categories Sustainability, Safety and Innovation.

Louisa Smith, trend expert and jury member, complimented the participants: "The companies participating in this year's ISPO TEXTRENDS experimented

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with a lot of colors, new structures and textures, combined with innovative processes. I noticed a trend towards lighter fabric qualities and the combination of new and existing fibers and finishes, yielding interesting results and materials with extremely high performance.”

The forum will be hosted in hall C2 at ISPO MUNICH 2015. Every day, there will also be four expert presentations on the current issues affecting the textile industry. If you are unable to personally visit the forum as of late January 2015 you will be able to access the most important information in the ISPO TEXTRENDS Trend Book as well as the Trend App, available at the iTunes App Store.

For more information please refer to: <http://textrends.ispo.com>

Messe München International

Messe München International is one of the world’s leading trade show companies. It manages around 40 trade shows for capital and consumer goods, and key high tech industries in Munich alone. Each year more than 30,000 exhibitors and around two million visitors take part in the events held at the Messe München exhibition center, the ICM – International Congress Center München, and in the MOC Veranstaltungszentrum München. The leading international trade shows by Messe München International are all independently audited.

In addition, Messe München International organizes trade shows in Asia, Russia, Turkey and South Africa. With nine affiliates abroad – in Europe, Asia and in Africa – and over 60 foreign representatives actively serving over 100 countries, Messe München International has a worldwide business network. The Group also takes a pioneering role in regards to sustainability: It is the first trade show company to be awarded energy-efficiency certification by the technical inspection authorities TÜV SÜD.

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.

