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Press release

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ISPO launches trend app for ISPO TEXTRENDS

- Overview of the top textile innovations for 2017/2018
- Valuable information for designers and product developers

At ISPO MUNICH 2016, the ISPO TEXTRENDS sports business platform presented the best performance textiles and components for 2017/18. ISPO is now offering interested parties who weren't at the trade fair or who missed out on the trend book, which sold out in just a few weeks, a special service: the ISPO 2017/2018 trend app for iOS costs EUR 49.99 and is available now. Featuring a number of useful functions, it facilitates the work of designers and product developers and is now ready to be downloaded from the iOS [App Store](#).

Since 2013, ISPO has relied upon an independent panel of judges to determine the top range of textile innovations. Designers and product managers value ISPO TEXTRENDS as a source of information, guidance, and support for the development of their upcoming sportswear collections. The trend book has also established itself as a valuable aid, having sold out within just a few weeks in 2016.

Markus Hefter, ISPO Exhibition Group Director, explains: "Due to the high demand for the trend book, we decided to offer a new 2017/18 trend app for iOS. This means that the ISPO TEXTRENDS information will be available to all interested parties in digital format going forward."

As well as providing the same content as the trend book, the app also offers some handy additional functions. For example, the user can search for a specific product, compare products, sort them into lists and share findings with others who may be interested. The function that allows users to contact the manufacturer directly or view their contact details via the app can also save a lot of time. The

new ISPO trend app enables designers and product managers to work more quickly, simply and efficiently.

For more information about ISPO TEXTRENDS, go to www.textrends.ispo.com.

Messe München

Messe München is one of the world's leading trade fair companies. It organizes more than 40 trade fairs for capital and consumer goods and new technologies in Munich and overseas. 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 fairs in China, India, Turkey, Russia, and South Africa. Messe München has a global presence with a network of affiliates in Europe, Asia, and Africa, and more than 60 representative offices abroad serving more than 100 countries.

About ISPO

SPORTS. BUSINESS. CONNECTED. As a global sports business platform, ISPO acts as a partner to the sports industry. The ISPO family of brands includes the largest multi-segment trade fairs for sports business professionals in the world, encompassing ISPO MUNICH, ISPO BEIJING, and ISPO SHANGHAI, the ISPO.COM online news portal together with its own editorial team, and the ISPO ACADEMY, ISPO OPEN INNOVATION, ISPO BRANDNEW, ISPO AWARD, ISPO TEXTRENDS, and ISPO JOBS services. By bringing together all of these strands, ISPO is able to offer companies support at every stage of development on the global sports markets all year round—identifying relevant market developments, driving forward innovation, and pooling specialized consumer experts so that guidance on the international markets can be provided.