

# TEXWORLD EVOLUTION

PARIS

apparel sourcing  
PARIS

avantex  
PARIS

leatherworld  
PARIS

TEXWORLD  
PARIS

Press release  
Paris, June 1<sup>st</sup> 2022

**Texworld Evolution Paris will open its doors from 4 to 6 July 2022 at the Paris-Le Bourget Exhibition Center. Apparel Sourcing Paris, Avantex Paris, Leatherworld Paris and Texworld Paris trade fairs will concentrate for 3 days the essential global offer for fashion brands, from ready-to-wear to luxury.**

## **A growing recovery in the textile and clothing market**

This summer edition - a first in July for the trade fairs of Messe Frankfurt France, whose flagship fair *Texworld Paris* is celebrating its 25th anniversary this year - will mark the return of the major sourcing countries to Paris, the capital of fashion. The first signs of recovery are very encouraging. Some countries, such as Turkey, are expected to participate at near pre-crisis levels: with more than fifty exhibitors, the Turkish pavilion at *Texworld Paris* has doubled in size compared to last February's edition. Korea and Pakistan return in number, as is Indonesia, which will present a particularly high-quality textile offer, especially in the field of silk and silk-like fabrics. After an absence of two years, Taiwanese cotton manufacturers are making a comeback in the Elite area. Ethiopia will also be present, with some twenty companies led by two international organisations, Solidaridad and GIZ, which are particularly active in promoting new CSR-oriented development models.

## **The Indian manufacturers are back**

There will also be a strong presence of Indian exhibitors, who were heavily impacted by the Omicron wave this winter. Nearly 80 manufacturers, including some newcomers, will unveil a wide range of textiles, finished garments and fashion accessories. Denim will be particularly visible this year, with major producing countries such as Turkey, China, Bangladesh, India, Pakistan and Nepal. As for leather and related materials, the offer gathered by *Leatherworld Paris* should satisfy the demand.

## **A unique Chinese participation**

China will also be present in Paris in July with more than 100 companies, despite the health constraints that still weigh on the country. The *Source In China* area will bring together the know-how of about 50 companies (compared to 25 in February). Led by agents and experts from Foursource, the digital partner of Messe Frankfurt France, this area will allow visitors to discover the products of manufacturers who were unable to make the trip. Information and quotations can be transmitted through a QR code system. Already in February, this space allowed buyers to express some 800 requests for information on the same principle. More than 60 Chinese manufacturers of fabrics and finished

garments will be there to meet visitors' expectations directly. The Asian offer displayed at the Parc des Expositions, Le Bourget will have no equivalent at this time in Paris.

### **Vision, trends and perspectives**

True to its mission of openness, the *Texworld Evolution Paris* platform will present visitors with perspectives on market developments and the direction of demand. The art directors of the fairs, Louis Gérin and Grégory Lamaud, will reveal the *Trend Book* for the Autumn-Winter 2023-2024 season, called *24H01*, and will present the creative directions that will shape the fashion of tomorrow. These major themes will be illustrated in concrete terms during conferences and trend forums on-site.

With an eye always turned towards the future of textiles, Avantex Paris is designed around an offer of innovative Asian fibres, yarns and fabrics represented by China of course, but also by the notable Taiwan Textile Federation. France will be represented by companies offering innovative services such as production chain optimisation for fashion companies.

### **The Avantex Fashion Pitch, to discover and reward the talents of tomorrow**

Organised as part of the *Avantex Paris* trade fair, which promotes suppliers of innovative solutions for an advanced and sustainable fashion, the Avantex Fashion Pitch rewards the best innovative fashion and textile projects each year. The selected candidates will present their work in a 5-minute pitch at the fair. The award, which offers start-ups international visibility among industry professionals, enables the winner to win a stand at the next edition of Avantex. 3 categories of projects are covered: services, textiles and soft materials, and fashion design. Start-ups wishing to participate in this 5th edition must apply [online](#) before 15 June. The finale will take place on 5 July at the fair.

<http://www.avantexfashionpitch.com/>

Website:

<https://texworld-paris.fr.messefrankfurt.com/paris/en/event.html>

Download the press material here:

<https://texworld-paris.fr.messefrankfurt.com/paris/en/press/press-kit.html>

Providing maximum convenience for visitors, Apparel Sourcing, Avantex, Leatherworld and Texworld Paris belong to the cluster of related trade fairs organised by Messe Frankfurt France, held in one and the same location, on the same dates and where entry is free upon presentation of professional credentials.

All details about textile trade fairs organised by the Messe Frankfurt group throughout the world can be found at the platform: [www.expertisenetwork.messefrankfurt.com](http://www.expertisenetwork.messefrankfurt.com)

### **Background information on Messe Frankfurt**

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Group employs approximately 2,300\* people at its headquarters in Frankfurt am Main and in 30 subsidiaries around the world. In 2021, the company had to contend with the challenges posed by the pandemic for the second consecutive year. Annual sales will be approximately €140\* million after having been as high as €736 million in 2019 before the pandemic. Even in difficult

times caused by the coronavirus pandemic, we are globally networked with our industry sectors. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. We are expanding our digital expertise with new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent). For more information, please visit our website at: [www.messefrankfurt.com](http://www.messefrankfurt.com)

\* Preliminary figures for 2021

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