

Avantex Paris 11-14/02/2018, Le Bourget, Paris

An extremely busy show that attests to the importance of networking at the trade fair focussing on technology and processes for sustainable development in fashion

The Paris trade fairs organised by Messe Frankfurt France welcomed 13,606 visitors, in other words a very steady result compared with February 2017, which demonstrates the appeal and draw of the shows as business platforms. The shows remain extremely international with 81% of visitors coming from abroad.

TOP 5: 1 - France, 2 - United Kingdom, 3 – Turkey, 4 – Spain, 5 - Italy

New visitors came from North America (+7%) and the African continent (+26%), led by the countries who are major suppliers for Europe such as Morocco (+25%) and Tunisia (+15%), which came to Le Bourget to carry out their sourcing. In addition there were the emerging markets such as South Africa and Ethiopia, which was the guest of honour this season.

Nonetheless, we have noted a 6% drop in attendance from Asian countries, obviously due to the Chinese New Year, an all-important family celebration. On the other hand, Turkey has been very active with a 20% increase.

As regards Europe, visitor numbers from Eastern European countries have kept growing compared with February 2017, especially from Russia (+38%), Poland (+15%) and Hungary (+8%), and we see favourable results for the Ukraine, Cyprus, Finland and Bulgaria. When it comes to France, numbers have remained steady.

“This February 2018 show was a new experience for us with our initiative for a Sunday opening, the aim of which was to reach out to a different audience and to take the dates of Chinese New Year into account. This was therefore a trial run for us. The gamble of Sunday opening for the trade fair yielded an interesting result with attendance by 18% of our overall visitors. Monday has again proven to be our busiest day and, as already announced, we will return to our usual timetable in September 2018. So we will begin on a Monday”, explains Michael Scherpe, President of Messe Frankfurt France.

Avantex Paris: a focal point for high-tech fashion businesses

The Sunday opening was very well received by Avantex attendees, both exhibitors as well as visitors. There was much more time than usual to discuss ideas and where fabrics suppliers were concerned, orders were placed.

At each trade fair, the various segments assemble weavers, service providers, technology and research centres, professional associations, start-up businesses, institutes of higher education and digital printing firms: this is the outcome of Messe Frankfurt France’s successful efforts to explore future prospects.

This perfect example of services and technologies dedicated to the fashion industry always attracts a broader group of visitors than the other shows under the umbrella of Texworld Paris.

Visitors to Avantex Paris are on the lookout for new discoveries. They are above all very cosmopolitan and, of course, include designers, fashion houses, ready-to-wear brands and fashion consultants, but also weavers or clothing manufacturers (adding to a fine internal synergy), industrialists, institutions, engineers, textile designers, forecasting agencies, researchers and teachers etc. Exhibitors at the show were delighted with the quality and variety of visitors, in the view of Armine Ohanyan, a designer and winner of the

Paris FashionTech Week, as she remarked after her catwalk show: *“Avantex Paris provides me with good visibility; the professionals now know that my brand exists. I also really liked meeting with international visitors, who widen my reach considerably.”* This was confirmed by Julian Holtzman, the managing director of Torq Labs, the winner of the Avantex Fashion Pitch in September 2017: *“I’ve been invited to present my project in the United States and at the very last minute on the final day, a large sportswear group offered me some extremely interesting opportunities.”*



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Networking has been one of the buzzwords at this session of Avantex Paris. There was a fast turnover of ideas and business cards among fabric suppliers, fashion designers, printing firms, universities, competitiveness clusters, research centres. A vibrancy which delighted Chloé Vanesse from the start-up firm of Induo: *“Anything relating to new technologies meets with resounding success. Visitors were curious and wanted to learn how things work.”* Everyone experienced this sense of belonging to a big family whose common goal is to work on developing tomorrow’s fashion.

The subject of **environmental responsibility** generates constant and intense interest, to judge by the growing attention shown by visitors. *“Our technical and bio-based products met with the greatest success”*, says Augustin Bideault, sales director for SOFILA, on the occasion of their first attendance at the show. The European Centre for Innovative Textiles presented its programme for the upcycling of polo-shirts converted to cotton yarn in partnership with Décathlon. The lecture on “What is environmentally friendly clothing” was right on target at the Avantex Agora. It is an important topic that which has always been present in the background at Avantex Paris. Messe Frankfurt France is committed to incorporating it as an inherent part of the trade fair in the future.

Innovation remains the key aspect of the show. Friedrich Weninger, the director of Dornbirn-GFC, the congress for textiles research that has been in partnership with Avantex Paris for the last two years, reminded us of this during the talk on “Avantex Paris and Dornbirn-GFC stimulating innovation”, which summarises the work they have undertaken together. Whether it is Induo’s water-repellent fabrics, breathable fabrics from the Korean firm of Bosung, the pleated prints from Cortex that cannot be copied, the creative merging of fashion and technical textiles from Techtera, research into smart flexible materials from the University of Cambridge, ultra-customised prints from MS Print at Avanprint or so many others: innovation assumes myriad forms at Avantex Paris.

Messe Frankfurt France's approach has always been to explore potential and it has welcomed the signing of a memorandum of understanding between TECHTERA, the Auvergne-Rhône-Alpes competitiveness cluster, and ESMOD International, the higher education group for fashion professions. The aim of this collaboration is to make the use of technical and functional textiles more accessible to the fashion and clothing markets by encouraging access to these innovative materials for students, the future players in this sector.

Following on from the end of presentations by competitors from the February 2017 Avantex Fashion Pitch, the winner of this February 2018 session is Coco&Rico, the start-up business for textile production and R&D. It heralds manufacturing Made in France and allows fashion professionals, both designers starting out or those who are already established, to realise projects in their 200m² workshop on the outskirts of Paris with the aid of semi-industrial clothing production that incorporates craftsmanship features.

The next Avantex Paris show: 17-20 September 2018

Learn all about AVANTEX Paris: www.avantex-paris.com

• Providing maximum convenience for visitors, AVANTEX Paris is one of the group of related trade shows 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: Apparel Sourcing Paris, Avantex Paris, Shawls&Scarves - the Accessories Show Case, Texworld Paris, Texworld denim.

All details about textile trade shows organised by Messe Frankfurt throughout the world can be found at www.texpertise-network.com

Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With some 2,400 employees at 30 locations, the company generates annual sales of over €640 million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A 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. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

With its headquarters 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

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