

**Avantex Paris – 16-19/9/2019, Le Bourget, Paris**

**The premier international trade fair for innovation in fashion and textiles offers a definitive vision of tomorrow's fashion and explores the technologies as a whole from the perspective of sustainable development.**

As the foremost trade fair to focus on technologies and sustainable development serving fashion, Avantex Paris showcases the latest and most innovative solutions relating to fabrics, materials, components or products and services. An unmissable panorama that stimulates and inspires professionals, ever-growing numbers of whom attend this hub, whose focus is on technological developments. The show gathers some thirty highly specialised exhibitors from the branches of innovative fibres and textiles, printing and design technology, wearables and software for new smart retail applications. Brimming with innovations, Avantex assembles all those involved in the area of tomorrow's fashion (labels, buyers, start-ups, designers etc.) in one and the same venue.

Avantex Paris contributes an extra dimension to **The Fairyland For Fashion**, the umbrella under which over 1850 exhibitors from Messe Frankfurt France's trade shows for fashion & textiles assemble (Apparel Sourcing, Avantex, Leatherworld, Shawls&Scarves, Texworld et Texworld Denim Paris).

*"Avantex Paris was the very first trade fair to feature innovation and sustainable development in services, materials and technologies for the fashion industry. This forward-looking approach underlying the events of the Messe Frankfurt France cluster has never ceased to surprise me. This is as much due to the consistent interest of our visitors for this now obligatory stop-off at the firms reinventing fashion as it is to the energy and vibrancy of our exhibitors, who are thrilled to be proposing an alternative for the future to the sector"* explains Michael Scherpe, President of Messe Frankfurt France.

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**An international perspective**

As in previous years, Avantex Paris offers a broad view of innovative materials and technologies. The major global players will be presenting their latest high-tech developments on this occasion and showing samples of their most technical fabrics. Start-up businesses will be showcasing the results of the research and experiments that they have conducted on fashion manufacturing processes. In keeping with Zero Waste Design, the show will this year be highlighting biotech and biodesign. This will provide an opportunity to discover new methods of assembly, new manufacturing processes stemming from biotechnologies that are environmentally friendly, such as, for instance, the concept of *biocouture* developed by Openbio Fabrics. The latter will present the results of their developments, which are based on bacteria and yeasts. Other companies returning to the trade fair are Induo from France, which produces functional textiles, Cortex with its inimitable pleated prints and Wisner Industrial from Taiwan with its technical textiles.

These aspects, both of applied technology and of course environmental protection, are echoed in the designs created by the winners of the Dinan International Festival for Young Fashion Designers - these are an absolute must to see. This competition is sponsored by Messe Frankfurt France, present as ever at the forefront of tomorrow's fashion.

### **Avantex Fashion Pitch: discover the emerging talents of tomorrow**

Each year the *Avantex Fashion Pitch* rewards the best projects in fashion and innovative textiles. The fourth edition of this event, which is co-organised by Avantex Paris and WIRATE, the first online crowd-rating platform in France, provides fashion start-ups with international exposure to investors, professionals, the media and, of course, involves a grand prize! In order to take part, candidates should submit their business case before 1<sup>st</sup> September 2019 under the five following categories: Materials and Components; Clothing and Accessories, Prototyping; Retail Sector; Digital Printing. The chosen project owners will present their work in the form of a 5-minute pitch during the *Avantex Fashion Pitch* in the agora at the trade show on 18 September 2019. The winner will be awarded a prize worth €4500 overall (given a stand at Avantex Paris, support in making a promotional video and professional training from CETI (*European Centre for Innovative Textiles*)). The winner of the last competition, Nineteenth Amendment, will be attending Avantex Paris thanks to the prize they won last September.

### **Agora Avantex: lectures about what the future holds in store**

The success of the Avantex agora is a foregone conclusion. It testifies to the growing interest shown by market players in these vital technologies. As in previous years, a spotlight will be shone on the most promising developments at the trade fair in order to bring these innovations into contact with their potential market(s). Several subjects have already been selected – they concern innovations relating to linen and hemp, predictive analysis, technological advances in the context of sustainable development and even the role of blockchains in international sourcing. Retail will not be neglected either, as there will be a presentation on the subject of immersive technologies and the shopping experiences that they give rise to.

Last but not least, Avantex Paris will also have its place on the podium with the catwalk shows that illustrate this fresh perspective, where technology is giving added value to fashion.

Website:

[Avantex Paris](#)  
[Visuals for the shows](#)

Apparel Sourcing Paris, Avantex Paris, Leatherworld Paris, Shawls&Scarves Paris, Texworld Paris and Texworld Denim Paris go to make up the Fairyland For Fashion, organised by Messe Frankfurt France, held in one and the same venue and on the same dates. Entry is free upon presentation of professional credentials.

All details about textile trade shows organised by Messe Frankfurt throughout the world can be found at the new platform: [www.texpertisenetwork.messefrankfurt.com](http://www.texpertisenetwork.messefrankfurt.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 more than 2,500 employees at 30 locations, the company generates annual sales of around €718 million. 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. 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)

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