

**AVANTEX PARIS**  
**11-14/02/2019, Le Bourget, Paris**  
**FINAL REPORT**  
**RESULTS: a session with a real buzz and intense activity**

13,929 visitors flocked to The Fairyland for Fashion. This is a new record high for attendance, with a 2.35 increase compared with February 2018. The trade shows organised by Messe Frankfurt France maintain their relevance as an international business platform for the fashion industries.

*“Business got going extremely quickly. Buyers were intent on determining how feasible their projects were and on getting in first when it came to exclusives. The professionals had already decided what they would look for ahead of the show and wanted to make things happen as fast as possible. From the very outset we were focussed on what is central to our work: trade talk and business. The atmosphere remained very vibrant throughout. Prime contractors attended the shows in the first place for work and to satisfy their curiosity. I am delighted to see the full effects of our strategy – encouraging contact with the materials, the skills and the people who offer them. It is an approach that I want to keep pursuing, no matter what, as nothing is a substitute for actual dialogue with the people and the materials. The almost febrile appetite of visitors thronging the aisles during the first few hours of the shows gives me encouragement in this respect”* remarks Michael Scherpe, President of Messe Frankfurt France.

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

Europe has seen an increase in visitors of almost 2%. This session confirmed the interest shown by French firms in the Messe Frankfurt France trade shows, with a second rise, up 7% again as in February 2018. A significant number of returning Spanish visitors have overtaken the United Kingdom (Brexit) and Turkey (Turkish lira). As for Italy, while remaining very stable, it has posted the strongest growth in this category, up by almost 12%. We note significant attendance by the Netherlands (up 11%). A good showing from Eastern Europe with Poland (up 5%), Belarus (+14%), and Bulgaria (+10%). Ireland and Greece have also made the most of the opportunity (up 7% et 8% respectively).

Portugal stands out with an increase of 44%, which attests to the rise in this country's capacity in clothing production.

There are some pleasant surprises in store:

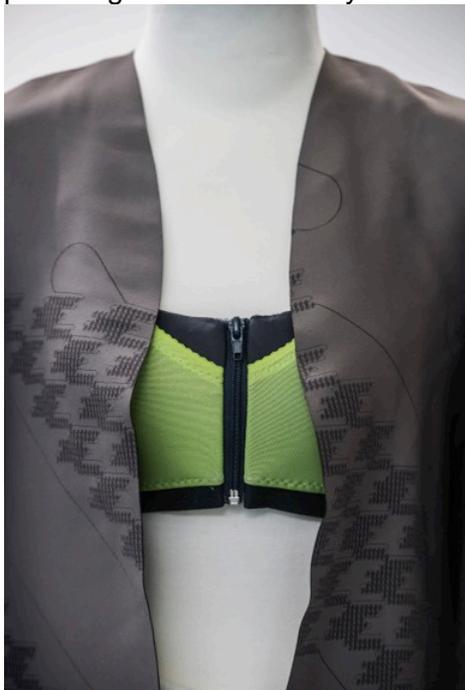
- A rise in visitor numbers has also been seen from the top five countries on the American continent (Brazil, USA, Colombia and Mexico). Note the good showing for Brazil (up 22%). The USA has remained a faithful attendee at the shows, as confirmed by the excellent results (up 20%) since February 2017. Attendance by visitors from Colombia (up 9%) and Canada (up 6%) has grown stronger.
- As for Asia, it has also demonstrated fine overall growth in attendance of 14%, and in particular as regards India (up 13%), South Korea (up 6%) and Israel (up 4%). Special mention goes to Japanese visitors (up 30%), whose attendance declined after the tragic events of 2016 and who are now returning to the shows at Le Bourget. Lastly, we see conspicuously strong growth in the numbers of Chinese buyers. This time around, the calendar was more favourable for them.

**Avantex Paris, taking sustainable development as its leitmotif, met with resounding success.**

True to its concept for pioneering technical and technological solutions, the 8<sup>th</sup> session of Avantex Paris, the trade fair that presents innovative services and processes for every branch of fashion, welcomed visitors that were passionate about research and original solutions, as is the case at each show. It was a success on all levels, which was obvious both in the aisles and at the dedicated agora, where the talks and presentations never lacked for an audience over the days of the show.

*“Avantex Paris was one of the highlights of our shows, with sustainable development being an area of strong interest, as demonstrated by our visitors. The trade fair was extremely well attended and enjoyed a vibrant atmosphere that was due to the diversity of visitors – heads of innovation, researchers, academics, engineers, consultants and, obviously, buyers for fashion brands! They came to meet up with start-up businesses, research centres, colleges and, of course, the manufacturers of materials. Exhibitors and visitors like these go to make up an unrivalled network that remains faithful to this event. These excellent results were bolstered by this vehicle for new ideas coming from the lectures and presentations, which all touched on the environment in their discussions”, recounts Michael Scherpe, President of Messe Frankfurt France.*

The pleasant atmosphere helped to keep everyone satisfied, as was the case with most of the shows at the Fairyland for Fashion. Claude Corbière, managing director at Cortex, a specialist for pleating, was very pleased with “very international visitors who seem to improve with each show”. “As I see it, this is still the consummate exhibition for fabrics and technical textiles” explains Joe Huang, sales director at Liansheng Textile, the Chinese firm for functional fabrics, who was delighted with the contacts he has made from Europe and the United States. The Indian specialist for innovation and sustainable development, Reliance industries, and the Taiwanese firm Wisher Industrial with its fabrics made from recycled polyester have made a special contribution towards satisfying visitor expectations with their approaches for providing more eco-friendly and innovative products.



by-wire.net



ESMOD – Jacket by Lorena Mazo-French

French companies, with mutual benefits for them and international weavers, attracted the keen eye of prime contractors. The start-up business Gorfoo, which took part in the most recent Avantex Fashion Pitch, received a lot of requests for a material with the same characteristics as leather but which is made from hemp. Fashiontech, in association with the 3D printing firm Quatre Carré, filled its stand with its applications for materials and clothing. Their printing based on oyster shells caused a sensation. Zero Waste Design's concept, illustrated by the creative work of designers from all over the world, caught the attention of many fashion labels.

There was an interesting collective demonstration at the stand of Sustainable French Savoir-faire, jointly created by CETI / ESMOD / TECHTERA. Recycling was highlighted thanks to the European Centre for Innovative Textiles (Centre Européen du Textile Innovant), which displayed some new fibres produced by recycling, and to the ESMOD school with the outfit by Lorena Mazo-French, which was from a material made from wrappings for savoury biscuits and chocolate bars. The mood here was very upbeat and lively as was the overall impression at the exhibition.

In the Avanprint section, the Italian printing firm MS Printing Solutions had set up one of its inkjet printers that does without the need for water by restricting the quantity of ink used.



Both visitors and exhibitors were unanimous in their opinion that the series of lectures and presentations is definitely a huge asset for Avantex Paris, which had initiated this essential event. With a dozen round-table debates and presentations spread over the four days, the Avantex agora stood out with its high-calibre presenters and animated discussions. These represent a real source of inspiration both for the professionals who came to listen, as well as for some exhibitors who arranged their schedules so they could attend these meetings.

The topics focussed on the environment and environmentally correct practices (examples were: Which fibres and which branches should be preferred for fashion that can be recycled? Co-design and other key components for a successful collection in keeping with the era of social media). These met with

a very positive reaction from the audience. As did the talks on market outlook (Who will the end consumers be in 2030, by R3iLab), or on the retail sector in an era of virtual assistants and robots, not forgetting the aspects of well-being and health (innovative textiles that benefit well-being). The catwalk shows by Zero Waste Fashion Designers and by Design & Research in Fashion Technology from by-wire projected spectators into the world of tomorrow's fashions.

'Green' fashion has introduced a new direction to Avantex Paris, which was the first trade fair for the fashion industries to seize the opportunity to meet society's expectations. Market operators have certainly kept this in mind.

**The next Messe Frankfurt France shows:  
From 16 to 19 September 2019 in Paris, Le Bourget**

Websites:  
[Avantex Paris](http://www.avantexparis.com)

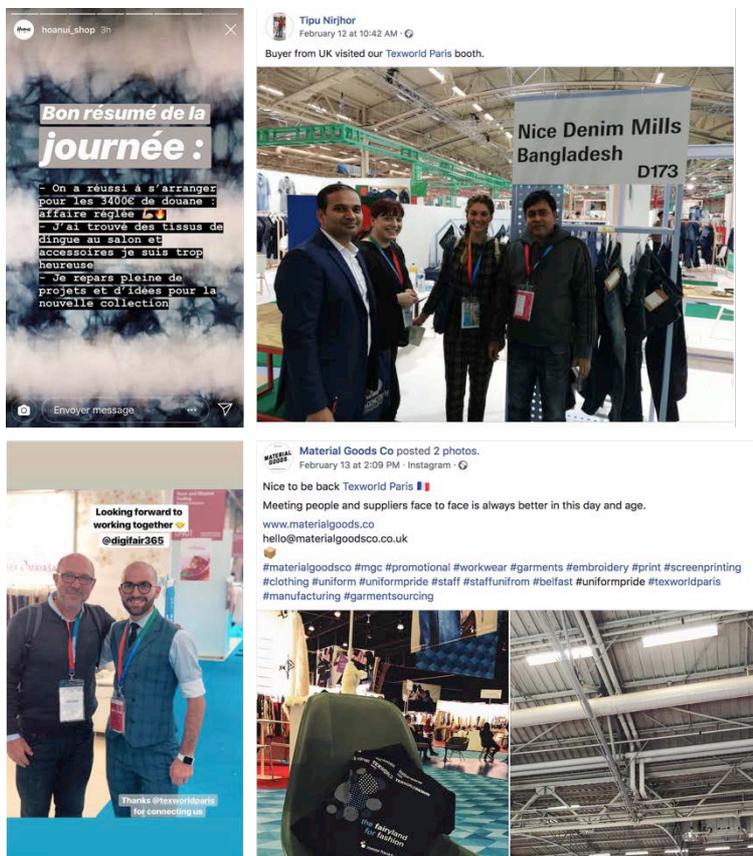


Image credits: Messe Frankfurt France

Apparel Sourcing Paris, Avantex Paris, Leatherworld Paris, Shawls&Scarves Paris, Texworld Paris and Texworld Denim Paris form The Fairyland for Fashion 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 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 €715\* 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](http://www.messefrankfurt.com)

\*preliminary figures 2018

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