

**Avantex Paris, 11 to 14 February 2019 in Paris Le Bourget
The Fairyland for Fashion platform for innovation highlights its role as
an aggregator of new ideas for fashion**



The 8th session of the trade fair for services and technical or technological processes that is aimed at all areas of fashion offers, alongside producers of finished goods, a fresh selection of companies and associations, which have been selected for their unwavering future-oriented approach.

“The launch of Avantex Paris was motivated by the need for foresight and to react to consumer wishes for reconciling fashion with the changing society in which they live. Avantex has undoubtedly been a trailblazer and has been able to assemble a huge network of experts, some of whom come from outside the world of fashion. This enriches the spectrum of applications relating to research and development all round. Various approaches have been attempted in ready-to-wear by groups of engineers/designers, particularly as part of training programmes or improving production, sales or logistics. It is still too soon to draw final conclusions, but what is certain is that the wheels are in motion: let’s not forget that the time for coming up with ideas and the time needed to make them reality are not the same. This Avantex session aims above all to expand on its unique role as a standard-bearer for expertise for the future. While leaving it to industry to ensure this irreversible principle of technology plus fashion is adopted, we should never forget the finished product that originates from the creative aspects: one of the key points, and in this regard I am delighted to see that the concept behind Avanprint is still applicable today. This season there will be a pause in the Avantex Fashion Pitch, the competition for fashion for the future, which I would like to establish as an annual event. It will be back next September” adds Michael Scherpe, President of Messe Frankfurt France.

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Avanprint, an inherent part of the show’s organisation, resumes thanks to attendance by one of the leaders in digital printing, *MS Printing*. This Italian family business, under management by the fourth generation of directors, concentrates primarily on digital printing with a range of machinery for textiles and paper, supported by software to maximise the details in printing. To date, MS Printing has printed over 1.4 thousand million metres.

As part of The Fairyland for Fashion, Avantex presents around a dozen weavers with cutting-edge procedures, who come predominantly from China. The Indian firm of *Reliance* will be showcasing an array of its woven materials for sportswear made in recycled GRS polyester, while the Taiwanese weaver *Wisher* will be demonstrating the many features of its technical textiles.

The French company *Cortex* and its exclusive and innovative fabrics, in particular as regards differentiation, is becoming one of the most faithful participants at the event, as is the *European Centre for Innovative Textiles (CETI)*, which has confirmed that it will attend in partnership with the *ESMOD* school and the *TECHTERA* cluster, focussing on the theme of sustainability.

The Zero Waste Design area has been set up at the heart of the show in order to showcase innovations to avoid waste in the industry by using 3D designing. An initiative supported by a collective of designers under the French label *Milan AV-JC*, which is already famous for its ingenious method of cutting without generating offcuts. A catwalk show of the designs made using this innovative technique is planned.

Where future developments are concerned, Avantex Paris announces the return of the La FashionTech association in partnership with the *QuatreCarre* agency. They will be demonstrating 3D printing for the benefit of fashion with the designers *Marisa Garnier*, *Mlle 3D*, the designer watch label *Lazaare* and *studIOTech*.

The show keeps its focus on Northern Europe, which is extremely proactive where fashion-tech design is concerned, with the presentation of avant-garde fashion items from the Netherlands. An exhibition by *Marina Toeters (By-Wire)*, backed by the Eindhoven design academy, will also be part of a catwalk show. The 'Future Makers' centre of expertise at *ArtEZ*, the University of the Arts in Arnhem, is organising an open discussion called "Future of Living Materials" about this challenging topic, on subjects such as algae or mycelium for example, with lecturers, researchers and edgy designers from *ArtEZ*, *NEFFA* and the *Circular Fashion Lab* at the *University of Wageningen*.

Lastly, *Tô&Guy* will give an exclusive presentation of their concept to promote co-design with a selection of work from illustrators and painters using a mobile app for augmented reality. This partnership is based on the idea of an on-demand micro factory initiated by *Tô&Guy* to supply just-in-time clothes and which can be seen on the catwalk at the show.

As always, the Avantex Paris agora, right at the heart of the show, will offer a programme of lectures. These are very popular, as they are right on the pulse of what is actually of concern to different businesses who, in terms of technology and/or the environmental aspects, are very involved in fashion for tomorrow – which in fact means today:

The first day will be concerned with changes in cutting-edge industries and sustainable development. The second day will be devoted to innovative and eco-friendly textile materials. The third day will be dedicated to the latest digital trends relating to retail. And lastly, the fourth day will address innovation and marketing.

These four key themes have enabled us to invite thirty international experts, who will discuss, directly at the show, the challenges facing the textile sector, to include Isabelle Gleize from the *Village des Créateurs in Lyon*, Daniëlle Bruggeman from *Artez (Ecole d'art de Arnhem)*, Corinne Farace from *Techtera*, Françoise Seince from *Ateliers de Paris*, Quentin Yan from *Smart Pixels*, Claude Corbière from *Cortex*, the designers Briand & Berthereau and Jean-Baptiste Sibertin-Blanc, Grégoire Guyon from *Armor Lux*, Adrien Vaissade from *Cleed*, the designer Eric-Charles Donatien, Leopolda Contaux-Bellina from *Comptesse Jojo* and many more besides.

The Avantex team has selected the speakers for this session and it represents an excellent occasion for visitors to familiarise themselves with these new avenues, which the speakers will be describing with the help of the products they have developed. A really valuable resource for professionals. The lectures will be available to watch on the show's website.

The **Services Segment powered by Mouvtext**, launched in February 2017, has flourished thanks to the cluster of these businesses that are dedicated to the fashion industry, but excluding materials purchasing, sourcing of clothes manufacture or advanced technologies. This area takes in an enormous catalogue of practical support for fashion brands: logistics, communications, online networking platforms, sourcing, trends, styling, professional training, schools, certification, international trade, financial and management systems, etc. The Services Segment offers all the shows at The Fairyland for Fashion excellent opportunities for boosting business, improving organization, developing and/or stimulating business.

The Services Segment powered by Mouvtext is located in Hall 2 at the edge of Texworld and Apparel Sourcing Paris.

Like each of these six Messe Frankfurt France shows, Avantex Paris has the advantage of dedicated fashion shows and forms part of the *Small Quantities* and *Sustainable Sourcing* circuits, which are aimed at professionals wanting to place orders for small volumes or to find eco-friendly or ethical suppliers.

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

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.

Image credits: Messe Frankfurt France

All details about textile trade shows organised by Messe Frankfurt throughout the world can be found at the new platform: 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

*preliminary figures 2018

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