

Press release

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Texworld New York City Opens with New Concept – A Complete Success

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Summer 2021 edition delivers.

Featuring thousands of fabrics and garments from hundreds of global textile manufacturers and suppliers, the east coast's leading sourcing event, celebrated another successful edition in a revolutionary, hybrid format. Held July 20-22, 2021, in-person at the Starrett-Lehigh Building in West Chelsea of New York City, and on our virtual platform, Texworld New York City, Apparel Sourcing New York City and Home Textiles Sourcing welcomed thousands of attendees to the premiere of The Sourcing Showroom, a new concept, bridging the gap between an all-virtual and in-person event.



“The opening of this edition has been filled with excitement as we brought our new concept to market. As the first textile event to offer this new way to source fabrics and apparel, we are pleased at the positive

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feedback that we have received from both visitors and exhibitors alike, stated Jennifer Bacon, Show Director, Fashion and Apparel, Messe Frankfurt Inc. “The Pop-Up Sourcing Showroom brought together the traditional ‘touch+feel’ experience with the virtual platform technology to give our buyers a whole new way to do business.”

With this new approach to sourcing, exhibitors restricted by travel took full advantage to reconnect with the US market. Suppliers and mills from a host of countries from around the globe including China, Pakistan, Korea, Taiwan, India, Turkey and others were ecstatic with the ability to build relationships and network through our platform. The new concept garnered tens of thousands of product scans for exhibiting companies to monitor interest and connect with current and potential customers. This interactive experience provided visitors actively seeking the latest fabric innovations, new color palettes and textile trends with an array of options across the three days with product discovery, trend analysis and education.

“It has been refreshing to meet in person with brands and retailers attending Texworld NYC. I was amazed to see the strong attendance and interaction at all three days of the showcase,” noted Tricia Carey, Director of Global Business Development, Lenzing. “The extensive display of trend forums by Tobe TDG, the curated garment collections, and education series supported by Lenzing were inspiring and on-point. Linking the fabric suppliers and buyers through QR codes integrated digitalization tools for access to global sourcing. Lenzing was pleased to feature TENCEL™ branded fibers during this impressive showcase organized by Messe Frankfurt”.

Learning takes the lead

Live streaming of the [educational programming](#), remained a highlight as attendees engaged with industry experts, thought leaders and key brands across a variety of industries. Addressing some of today’s most pressing issues, from sustainability and climate change to post COVID-19 strategies and global trade; participants left with insight, information and solutions to move their businesses forward.



Trend Envisioned

Returning this July, Kai Chow of The Doneger Group, took the attendees on a journey through the Autumn/Winter 2022-23 Collection both virtually and in-person. Excitement flourished as they caught a glimpse at the future through featured fabrics and apparel from select exhibiting companies.

Inspired by our emotions, Chow offered four unique themes that encompassed his vision: Quiescent, Remoteness, Dissonance and Virtualize. A dynamic presentation followed by an energetic Trend Tour across the show floor, left attendees with a new perspective on the newest trends in colors and textile offerings for the upcoming season.

Moving Forward

Delivering a strong international exhibitor base, Texworld New York City will join LA Textile, the West Coast's premier destination for textile, design, and production resources, this September 29 – October 1, 2021. A partnership that was announced earlier this year, the collaboration between the two expands the resources available to both of the event's traditional buyers. Texworld New York City's exhibitors are comprised of global manufacturers and suppliers from around the world, and will add to LA Textile's established US domestic and European exhibitor foundation.

The Winter 2022 edition of Texworld New York City and Apparel Sourcing New York City will return to a fully open face-to-face event, January 25 – 27, where we will bring together each of our concepts in order to remain a global resource for the entire industry. Connect with us on our social media and visit the websites to stay updated with the event.

www.TexworldNewYorkCity.com

www.ApparelSourcingNewYorkCity.com

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[Press information and photographic material](#)

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Background information on Texworld New York City

Texworld New York City is one of the largest sourcing event on the East Coast for apparel fabric buyers, research and product development specialists, designers, merchandisers and overseas sourcing professionals. This international business platform offers a wide product range covering the entire fabric spectrum. From casual cotton to function fabrics and sophisticated knits to intricate laces, season-to-season attendees discover textiles of innovative structures, material mixes and surprising color palettes.

Background information Apparel Sourcing New York City

As a long-term joint venture partnership between Messe Frankfurt and CCPIT-TEX, Apparel Sourcing New York City offers apparel brands, retailers, wholesalers and independent design firms a dedicated sourcing marketplace for finding the best international apparel manufacturers. As the only event on the East Coast to focus on finished apparel, contract manufacturing and private label development, the show provides attendees direct access to suppliers specializing in ready-to-wear for men, women, children and accessories.

Background information on Home Textiles Sourcing

As a long-term joint venture partnership between Messe Frankfurt and CCPIT-TEX, Home Textiles Sourcing is one of the largest sourcing events in North America to solely focus on fabrics and finished soft goods for all home applications. Held annually alongside Texworld USA and Apparel Sourcing USA, Home Textiles Sourcing provides manufacturers, retailers, jobbers, converters, contract specifiers and designers a one-stop-sourcing venue to locate

new fabrics and products for their latest collections. Together the three co-located shows create one of the largest fabric sourcing destinations for the North American marketplace. For more information, please visit our website at: www.hometextilessourcingexpo.com.

Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organizer with its own exhibition grounds. With more than 2,600* employees at 30 locations, the company generates annual sales of around €733* 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, organizing 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

*preliminary figures 2019.

Messe Frankfurt North America is a subsidiary of Messe Frankfurt. Headquartered in Atlanta, Georgia, the company produces ten shows within the United States, Canada and Mexico. The North American portfolio includes Texworld New York City, Apparel Sourcing New York City, Home Textiles Sourcing, Tectextil North America, Texprocess Americas, The Clean Show, INA PAACE Automechanika Mexico City, Waste & Recycling Expo Canada, Festival of Motoring USA and Process Expo. For more information, please visit our website at www.us.messefrankfurt.com.