

## Press

For Immediate Release  
Texworld USA - Summer 2018  
Apparel Sourcing USA - Summer 2018  
Javits Convention Center  
New York

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### **Texworld USA Announces New Website Launch**

New York City – After the success of its winter 2018 editions, Texworld USA, one of the largest sourcing events on the East Coast, along with Apparel Sourcing USA, has launched its updated website. Based on an integrated design concept, the site offers easy access to essential information and provides a comprehensive view of the show's platform. The clean and streamlined design showcases Texworld's rich content as a contemporary global fashion and sourcing destination, as well as an information and service provider for partners and customers within the fabric and accessories sourcing realm. As a global leader, Texworld continues to support the conscious fashion movement and its commitment to sustainable solutions across the board. The website is now live: [www.texworldusa.com](http://www.texworldusa.com).

The site was developed based on surveys and in-depth interviews from key partners to continue to help Texworld USA support visitors, exhibitors and customers with information, sustainable solutions and trends about the bi-annual tradeshow. In addition to these guiding principles, additional website features include:

- a "mobile first strategy", the site is fully responsive offering optimization of all content and features for use on mobile devices.
- a new look and feel, with its large visual elements and user-friendly approach, reinforces a commitment to establishing a positive user experience.
- a "Burger menu", tested for usability and acceptance in all age groups and various markets, is based on a minimal look.
- fast-track components such as quick visitor registration and ticket purchasing options to guide users to their goal in just two clicks, call-to-action buttons also link to frequently used offerings.

These new elements strengthen Texworld USA's focus on creating value-added communication for industry experts, buyers, manufacturers and retailers.

"Texworld USA has gained vast popularity within the fashion and apparel sourcing industry over the years and it was time to re-imagine our website to make it more user friendly, engaging and visually exciting. We spent time researching the best way to re-create a website based on what the people in the industry need and want while reinforcing our leadership position in the segment," said Jennifer Bacon, Show Director, Fashion & Apparel.

Texworld USA and Apparel Sourcing USA Winter 2018 featured a record-breaking 371 exhibitors representing 14 countries and over 4,000 visitors. Over three days, a wide range of international suppliers from around the globe showcased textiles, trims, accessories, manufacturing and private label development services and finished apparel for industry buyers, designers and experts. The show presented textiles with innovative structures, material mixes and surprising color palettes across 14 product categories. Show attendees were able to view the latest textile trends, materials, fabrics and more with an exclusive opportunity to network and meet designers and suppliers from around the world while taking advantage of complimentary educational seminars. Texworld USA summer will be returning to the Javits Center on July 23-25, 2018.

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**About Texworld USA**

Texworld USA is one of the largest sourcing events 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.

For more information, please visit [www.texworldusa.com](http://www.texworldusa.com).

**About Messe Frankfurt**

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Group employs more than 2,300 people at around 30 locations around the globe. With boundless passion and a wealth of experience, we have been active in the international trade fair business, both in Frankfurt and worldwide, for some 800 years. From automotive to logistics, from textiles to music, from energy efficiency to security, from homes to beauty – Messe Frankfurt's programme of trade fairs, congresses and other events is extremely comprehensive. And the quality of our events meets the very highest standards.

With 366,000 square metres of exhibition space in ten different halls and over 96,000 square metres of outdoor exhibition space, it is the ideal venue for any event.

For more information, please visit our website at: [www.messefrankfurt.com](http://www.messefrankfurt.com).