

Avantex Paris 17-20/9/2018, Le Bourget, Paris
The trade fair for sustainable development technologies and addressing every segment of fashion provides practical and forward-looking insights into tomorrow's fashion

Avantex Paris is the trade fair under the Messe Frankfurt France umbrella which puts innovation and sustainable development at the heart of services, materials or technologies for textiles and clothing. With some thirty exhibitors, the September show promises a wealth of materials and potential to be discovered by visitors keen on high-tech fashion. From now on, Messe Frankfurt France's cluster of trade shows for fashion & textiles (Apparel Sourcing, Avantex, Leatherworld, Shawls&Scarves, Texworld et Texworld Denim Paris) will come under "**The Fairyland for Fashion**" banner and bring over 1850 exhibitors together.

Improvements in the flow of visitors around the different shows and pick-up/drop-off points for shuttle buses and taxis.

Expanding the trade fair into Hall 3 has meant we have had to rearrange the layout to provide a better reception for visitors and exhibitors with two access points to the show.

A new arrival point on the west side of the exhibition centre will serve Halls 3 and 4 directly. The entrance area in Hall 3 takes you straight to the Woollens segment and the General Forum, while the entrance area in Hall 4 leads to the Print segment and a new forum with special themes. The usual entrance in Hall 2 will still be in use and open into Leatherworld and then to Apparel Sourcing.

A transport hub for RER shuttle buses to and from Le Bourget and taxis/private hire cars will be located on both sides of the le Bourget Parc des Expositions (exhibition centre). There will also be regular connections for Roissy airport, the Gare du Nord station, Porte Maillot and the Villepinte RER station at the level of the bus station outside Hall 2. Transport arrangements will also include a small train to take people from one stop to another and get to the other side of the exhibition centre.

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Avantex Paris, the booster of tomorrow's fashion

"Each season, Avantex Paris is certain to spark great interest among visitors. very topical propositions for products and solutions, but also university or independent research and start-ups at the show not only attract labels, designers, other exhibitors, researchers or teachers, who see an opportunity to exchange ideas or compare their views. Avantex has become a real network, an aggregator of ideas, a lab that goes beyond the world of fashion in the strict sense. Provide a stimulus for every sector of fashion, that is what we aim to encourage with the Avantex Fashion Pitch, a competition organised in conjunction with our partner Wirate that each season allows a light to be shone on a budding new talent from the industry", explains Michael Scherpe, President of Messe Frankfurt France.



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Significant attendees

At this seventh show, Asia will be well represented with high-tech technical textiles from China and Taiwan. As for South Korea, it will be presenting its myriad skills when it comes to outdoors materials from Bosung Textile, but also the best in applied research and experimental development from the international Korean Institute of Industrial Technology (KITECH).

An exhibition regular, the European Centre for Innovative Textiles (CETI), the international research hub dedicated to textile innovation, and the French high-tech fashion label TÔ & GUY with its virtual boutique have already confirmed their attendance.

The laboratory aspect of the show will be represented firstly by La Fabrique, the school of fashion and decorative arts from the Ile-de-France region, which will be presenting the outcome of its collaboration with the Fashion Tech organisation, and secondly by the Chemarts programme, which links two departments from the University of Aalto in Finland: the school of chemical engineering and the school of art, design and architecture.

The Avantex Fashion Pitch, thruster of talents

Avantex Paris will welcome the Avantex Fashion Pitch prize winner (<https://www.wirate.co/fr/clubs/avantex-paris>) from February 2018, Coco&Rico, the clothing production workshop for local supply channels. The third competition of the series is currently in progress and will come to an end after the pitch sessions at the show given by the chosen projects, on Wednesday, 19 September 2018 at the Agora.

Specialized talks designing the future of the sector

Each season there is evidence of a genuine interest by professionals in the technical and technological developments taking place in the industry. Proof of this was the success of the lectures at the Avantex Agora, which stayed full

most of the time and will be expanding on the topic of sustainable development in particular.

- 17 September: 14.00 “The environmental aspect of innovative materials” and 15.15 “Eco-printing and eco-dyeing: techniques for the future?”
- 18 September: 14.00 “Fashion brands and influencers: evolving models to follow” and 15.15 “The R3iLab, forerunner of non-material innovation for industry: examples of programmes”
- 19 September: special day in conjunction with BPI France – programme TBA
- 20 September: 11.00 “Fashion schools commit to including innovation in the traditional courses for fashion”

Last minute!

The Deutsche Institut für Textil und Faserforschung (DITF) is organising a round table on the subject of local production and reactive supply chains: small production units combining textiles and digital technology in response to the market. Timings and date for the event to follow.

A joint event with future players from the industry will be accompanied by a catwalk show by the start-up business which won the Fashion Pitch in February 2018: Coco & Rico. Also, not to be missed, the catwalk show from the Dinan International Festival of Young Fashion Designers, with the firm of Eclort, which won the Avantex prize thanks to designer Grégoire Willerval's disruptive, harsh and cheeky vision of fashion.

<https://avantex-paris.fr.messefrankfurt.com>

Providing maximum convenience for visitors, Avantex Paris is one of the cluster of related trade shows 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: Apparel Sourcing Paris, Avantex Paris, Leatherworld Paris, Shawls&Scarves - the accessories show case, Texworld Paris, Texworld Denim Paris.

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

Messe Frankfurt in figures:

Among organisers of trade shows, conventions and events with their own exhibition grounds, Messe Frankfurt is the global leader. With over 2300 employees at some thirty different sites, Messe Frankfurt posts annual sales of almost 647 million euros. The group has resource to in-depth knowledge of the sectors it covers and draws on its international distribution network to provide effective support for its clients' business interests. A comprehensive range of services – on-site and online – guarantees customers all over the world a consistently high standard of quality and maximum flexibility in the planning, organisation and execution of their events. The variety of services offered ranges from renting stand space to marketing services, including stand construction, personnel services or catering. The company has its headquarters in Frankfurt am Main. The City of Frankfurt holds a 60% share in it and the state of Hesse a 40% share.

For further details, visit:

www.messefrankfurt.com | www.congressfrankfurt.de | www.festhalle.de

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