

The 58th edition of Texworld Apparel Sourcing Paris closed its doors on February 4 after three particularly intense days of activity for the 1,100 exhibitors at the Paris-Le-Bourget Exhibition Centre. Once again, the trade show confirmed its role as the world's leading sourcing platform serving international buyers.

A strong and diversified offer

Despite a market environment undergoing significant transformation, marked by lasting economic shifts and a reconfiguration of distribution networks, this session confirmed the show's ability to generate strong business momentum aligned with the sector's evolving expectations. While overall attendance was slightly lower than in February 2025, it remained stable compared to last September's edition and reflects the structural changes shaping the apparel market. The strong presence of French visitors, combined with the high quality of international profiles in attendance, fostered particularly rich and sustained exchanges.

A clear increase in French visitors

Attendance figures once again confirm the structural importance of major European markets in driving the fashion and apparel industry. France ranked first, accounting for 22% of visitors, a sharp increase compared with the previous edition, reflecting the strong commitment of domestic players in a market undergoing transformation. France was followed by the United Kingdom (9.4%), then Italy (6.5%) and Spain (6.2%). The Netherlands and Germany completed the Top 6, tied at 4.1% each, confirming the strength of the show's European base.

"The attendance at this edition reflects the market itself – more concentrated, but also more targeted – yet, beyond that, what clearly stands out is the quality of visitors and the intensity of the business discussions observed over these three days," notes Julien Schmoll, Marketing and Communication Director at Messe Frankfurt France.

A sustained business climate

Texworld Apparel Sourcing Paris' long-standing partners – the China National Textile and Apparel Council (CCPITTEX), the Korea Federation of Textile Industries (KOFOTI), and the Istanbul Chamber of Commerce (ITO), which represents Turkish exhibitors – all share the same feedback: exhibitors did business, met qualified buyers, and engaged in concrete discussions.

Individually interviewed, exhibitors echo this positive assessment. A specialist in technical fabrics for premium down jackets, the Chinese manufacturer Oracle Textile Technology works with more than 200 international brands. Its President, Ken Mei, also confirms the quality of exchanges. *“We achieved our objectives both in terms of new contacts and the level of discussions initiated with several major European and American accounts we met at the show.”*

For David Chen, Sales Manager at Huaren Linen, Texworld is also a key industry event: *“Beyond our traditional clients, such as Marks & Spencer or Monoprix, for whom the show is our main physical meeting point in Europe, we generated this year a significant number of prospects with whom we hope to develop new projects.”*

The same applies to Sara Fashionwear. This Bangladeshi specialist in sportswear knitwear produces fabrics and manufactures premium finished products for major European brands (Liu Jo, Sergio Tacchini, Henry Cotton’s, etc.). *“The show allows us to concretely demonstrate the breadth of our range and our expertise,” explains Sara Abu, owner of the company. “Around 10 to 15% of the contacts made this year are new, particularly from Eastern Europe.”*

Quality and responsiveness

On the buyer side, sourcing strategies are increasingly focused on finding premium-quality offerings at the best possible price, as well as responsiveness for collection replenishment, both in materials and finished products. Céline Simon, Materials Manager at Gémò, attended the show with a clear objective: to bring certain sourcing zones closer for strategic materials. *“We identified some very interesting opportunities at the show with Egyptian manufacturers for specific fabrics,”* she explains. Her team also established contacts with accessories and trims suppliers, confirming the value of a broader offer to complement collections.

A committed designer and well-known figure on the Paris fashion scene, Lamine Badian Kouyaté, founder of XULY Bêt, is a regular visitor to Texworld. Looking for finished knitwear manufacturers, he highlights the quality of the proposals presented to him: *“I was truly impressed by the level and responsiveness of the offers,”* he notes. Initially planned for the Autumn-Winter season, the collaboration evolved toward possible delivery as early as the Summer collection, illustrating the flexibility of the exhibitors he met.

“The evolution of sourcing practices, along with the growing focus on quality and suppliers’ ability to adapt, reflects the reality of a market that has become more demanding and more selective,” notes Frédéric Bougeard, President of Messe Frankfurt France. *“In this context, Texworld Apparel Sourcing Paris responds in a smart and agile way: we offer buyers a diverse and carefully curated selection, associated services, and immediately operational solutions – less volume, but more concrete projects. It is this ‘smart sourcing’ approach that now defines the show’s strength and relevance,”* he concludes.

Save the date for the 59th edition: August 31 to September 2, 2026

The next edition of Texworld Apparel Sourcing Paris will take place from Monday, August 31st to Wednesday, September 2nd, 2026, at the Paris-Le Bourget Exhibition Centre. This edition will include the Avantex Paris sector, dedicated to solutions and technologies for sustainable fashion. By bringing together sourcing, innovation, and forward-looking insights, this format will strengthen synergies between manufacturers, brands, and buyers around concrete and operational solutions to support the industry's transformation.

Website:

<https://texworld-paris.fr.messefrankfurt.com/paris/en.html>

Download the press material here:

<https://texworld-paris.fr.messefrankfurt.com/paris/en/press/press-kit.html>

Providing maximum convenience for visitors, Apparel Sourcing, and Texworld Paris belong to the cluster of related trade fairs organised by Messe Frankfurt France (alongside Avantex which take place only once a year during September session), held in one and the same location, on the same dates and where entry is free upon presentation of professional credentials.



Background information on Messe Frankfurt

www.messefrankfurt.com/background-information

Sustainability at Messe Frankfurt

www.messefrankfurt.com/sustainability-information



Messe Frankfurt France is a member of Paris Capitale de la Création, which brings together leading events in the fashion, design, art and creative industries, making Paris a key venue for all those involved in the creative world.

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