

Press release
Paris, 18 December 2020

With *Texworld Evolution Paris - Le Showroom*, Messe Frankfurt France innovates with a unique business solution for the fashion industry

Upon the announcement of the cancellation of the February 2021 shows, the team of Messe Frankfurt France wished to offer international fashion players, buyers and exhibitors, an alternative solution to enable them to work together, build their collections and exhibit their know-how.

Held from February 1 to 5 at the Atelier Richelieu, in the heart of Paris, Texworld Evolution Paris - Le Showroom will allow buyers and designers to explore offers from a selected number of exhibitors from Apparel Sourcing, Avantex, Leatherworld and Texworld Paris.

Upon invitation at the time slot of their choice, visitors will have direct access, in optimal conditions of comfort and security, to the textile and clothing collections arranged around two main areas:

- **A Trend Forum** imagined by the artistic directors of Texworld Evolution Paris, Louis Gérin and Grégory Lamaud, will offer to the buyers a creative inspiration book elaborated around a selection of textile and clothing samples that will become the fashion of spring-summer 2022.
- **A Library** will unveil, by categories, a precise selection of several thousands of fabrics samples and finished goods to be discovered in specially designed areas that will facilitate the professionals' journey.

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From the moment they arrive at the showroom, buyers will be provided with a digital tool specifically developed to facilitate direct contact with manufacturers for expressing interest, requesting samples or quotations. *Le Showroom* is therefore an innovative response to ensure that this essential connection between the international garment industry and textile and clothing buyers is maintained, and to prepare for the July 2021 trade shows.

Le Showroom is the first international professional textile event to be held in Paris within a year and offers a new way of organizing fashion sourcing," explains Frédéric Bougeard, President of Messe Frankfurt France. *I am pleased that my team was able to draw on their experience to develop an elegant solution to meet the expectations of clients at this unique time. It completes the digital sourcing platform developed with our partner Foursource, as a support for exchange between two physical editions of our trade shows. It is crucial to offer our visitors an access, even limited, to the global offer "*

**Texworld Evolution Paris - Le Showroom
1 to 5 February at Atelier Richelieu
60 Rue de Richelieu, 75002 Paris
Upon invitation**

Website:

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

Download the press material here: <https://texworld-paris.fr.messefrankfurt.com/paris/en/press.html>

Providing maximum convenience for visitors, Apparel Sourcing, Avantex, Leatherworld and Texworld Paris belong to 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.

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

Background information on Messe Frankfurt

The Messe Frankfurt group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With about 2,600 employees at 29 locations, the company generates annual sales of around €736 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, organising 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

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