

Press

July 2017

For Immediate Release

Home Textiles Sourcing Expo - Summer 2017
Javits Convention Center
July 17-19, 2017

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HomeTextileSourcing-Summer17FR-e

Home Textiles Sourcing Expo showcases 158 international exhibitors during July 2017 edition

Exhibitors from 9 countries showcased products across 6 categories: upholstery, bed, bathroom, table, window and floor

Summer 2017 Seminar Series highlights include home furnishings color trends, sustainability and post-consumer recycling, and appealing to the millennial shopper

The 8th edition of Home Textiles Sourcing Expo opened its show floor to exhibitors and buyers alike on Monday July 17, 2017. As a long-term joint venture partnership between Messe Frankfurt and CCPIT-TEX, the show is the only trade event in North America to focus solely on home textiles and finished soft goods for all home applications. Over the last eight years, Home Textiles Sourcing Expo has become a go-to event for manufacturers, retailers, jobbers, converters, contract specifiers and designers searching for the perfect fabric or manufacturing resources for their next home collection. This July's edition showcased home products in six categories, including upholstery, bed, bathroom, table, window and floor.

Home Textiles Sourcing Expo Summer 2017 featured 158 exhibitors representing 9 countries, making this edition the most globally diverse group in show history. Countries represented included USA, Taiwan, Thailand, Korea, Bangladesh and more. Dedicated pavilions included the Handloom Export Promotion Council (HEPC)-sponsored India pavilion, the Pakistan pavilion featuring 8 suppliers, and the always-popular Turkey pavilion. The Suzhou China pavilion also made its debut on the show floor with suppliers specializing in quality silk bedding and home textiles.

High-quality cotton, kitchen textiles, premium bedding and luxury bath

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textiles were also to be found among July 2017 exhibitor product offerings.

“The Summer 2017 edition of Home Textiles Sourcing Expo was the most diverse showing of exhibitors in the history of the show from both a product and sourcing destination perspective”, said Jennifer Bacon, Show Director. “Our attendees were able to source quality textiles and finished goods from both established and emerging sourcing destinations. The access our show gives buyers to products in almost every home category – bedding, bath, floor, upholstery and more – is hard to find elsewhere. “

Once again taking place alongside Texworld USA and Apparel Sourcing USA, as well as the debut edition of Avanprint USA, the Summer 2017 edition of Home Textiles Sourcing Expo ultimately welcomed a diverse group of visitors from 45 countries. Together the four co-located shows welcomed a record-breaking number of visitors from a combined 72 different countries, making the Summer 2017 shows the most well attended in show history.



Home Textiles Sourcing Expo Summer 2017 exhibitors showcased home textiles and finished goods in 6 categories across six categories, including upholstery.

Texworld USA Seminar Series, organized by Lenzing Innovation, cater to home furnishings and home goods industry with timely topics

The Lenzing Innovation seminar series once again proved to be a big draw for Home Textiles Sourcing Expo attendees. Several home trend-focused seminars catered specifically to the home market and spoke directly to issues that the industry is facing.

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Home-industry focused seminars included:

INSPIRING AND EXPRESSING COLOR: DEFINING THE ESSENTIAL TRENDS FOR HOME FURNISHINGS 2018

Laurie Pressman, Vice President - Pantone Color Institute

Color palettes for 2018 break free from traditional thinking. Colors are revitalized, hues are mixed in novel combinations and new color directions instantly and effectively express a fresh approach. While commerciality is still critical, taking a more unique approach to color will help you stand out from the mainstream. Colors range from classic arrangements through to fully saturated, punchy narratives all the while leading to newer and more unique color expressions.

BREATHE EASIER: ASTHMA AND ALLERGY-FRIENDLY TEXTILES

Dr. John McKeon, Co-Founder and Chief Executive Officer - Allergy Standards

Asthma and allergies strike one-in-four Americans, that's 60 million people who spend an estimated \$10 billion a year on products marketed to this group! But claims made by companies today can't be verified because there is little or no governing regulation. What can companies do to capture a piece of this growing market?

APPEALING TO THE MILLENNIAL SHOPPER: WHAT HOME TEXTILE RETAILERS ARE DOING TO CAPTURE THIS CRITICAL DEMOGRAPHIC

*Jennifer Marks, Editor-In-Chief - Home & Textiles Today Magazine
Moderator - Nina Nadash, Home Textile Manager (Americas) - Lenzing Fibers, Inc.*

Despite the fact that Millennials are coming of age in one of the most frenetic economic climates in the past century, research shows almost 3 out of 4 are willing to pay extra for sustainable offerings. Marketers of products and services committed to positive social and environmental impact need to ensure they are communicating their brand message in a way that builds confidence with this critical consumer demographic. Jennifer Marks, Editor-in-Chief of Home & Textiles Today will be on hand to give her perspective on the Millennial market, highlighting the importance of matching your brand message to the personal values of this important consumer group.

For more information about Home Textiles Sourcing Expo or Messe Frankfurt's co-located Texworld USA and Apparel Sourcing USA shows, please visit www.hometextilessourcingexpo.com and www.usa.messefrankfurt.com.

About Home Textiles Sourcing Expo

As a long-term joint venture partnership between Messe Frankfurt and CCPIT-TEX, Home Textiles Sourcing Expo 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 Apparelsourcing USA, HTSE 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 www.hometextilessourcingexpo.com.

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Background information on Messe Frankfurt

Messe Frankfurt is one of the world's leading trade fair organisers, generating around €648 million in sales and employing 2,244 people. The Messe Frankfurt Group has a global



network of 30 subsidiaries and 55 international Sales Partners, allowing it to serve its customers on location in 175 countries. Messe Frankfurt events take place at approx. 50 locations around the globe. In 2015, Messe Frankfurt organised a total of 133 trade fairs, of which more than half took place outside Germany. Comprising an area of 592,127 square metres, Messe Frankfurt's exhibition grounds are home to ten exhibition halls. The company also operates two congress centres. The historic Festhalle, one of the most popular venues in Germany, plays host to events of all kinds. Messe Frankfurt is publicly owned, with the City of Frankfurt holding 60 percent and the State of Hesse 40 percent.

For more information, please visit our website at: www.messefrankfurt.com

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