

## July 2009 Show Review

A strong contingent of the world's most sought-after fabric buyers attended the July 2009 event including representatives from:

American Eagle Outfitters, **Ann Taylor**, Banana Republic, **BCBG Max Azria Group**, Charlotte Ronson, **Chico's FAS**, Coach, **Destination Maternity Corporation**, Express, **Gap**, JCPenney, **Jones New York**, Kahn Lucas, **Macy's**, Madewell/J.Crew, **Marc by Marc Jacobs**, Oscar de la Renta Collection, **Phillips Van Heusen**, Sean John, **Under Armour**, Urban Outfitters, **Victoria's Secret**, Wal-Mart and **Warnaco**.

**The January 2010 event is on-track and will be heavily promoted in order to provide exhibitors with access to the most sought-after US buyers.**

**For making new customer contacts, reinforcing your position as a quality resource and stealing market share from your competition – this is the right show for you!**

## Exhibitors

The show has been great, we were very busy with record number of contacts - more than we have ever made before and we have been doing this show since 2006. We also wanted to promote our organic cottons and this years Eco-friendly Fabrics Map really helped."

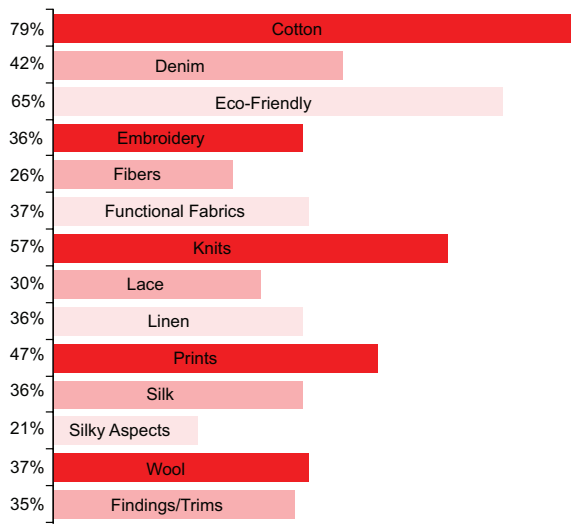
*Yagi & Co., Ltd., Haruna Shiratori, Sales, Japan*

**Texworld USA is the most relevant apparel fabric trade fair in North America, offering the best value as attendees are actual buyers. Meet apparel fabric sourcing decision-makers from mass market through brand name designer clothing manufacturers, fabric wholesalers, retailers and more.**

The seventh edition of Texworld USA showcased 138 exhibitors from 13 countries which include: Brazil, Canada, China, Germany, Hong Kong, India, Japan, Korea, Mauritius, Pakistan, Taiwan, Turkey and the USA.

**All fabrications are in demand at Texworld USA.**

Registered attendees listed the following product groups as areas of interest at the show (not equal to 100% as some chose multiple answers)\*:



\*Source: Texworld USA July 2009 registration

\*\*Source: On-site exhibitor survey, July 2009

### Focus on selling:

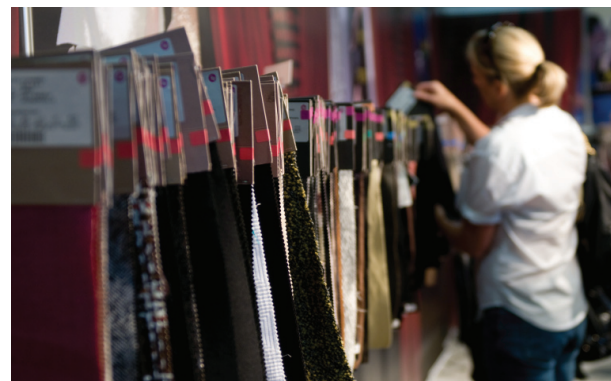
By partnering with one of the world's premier tradeshow producers, Messe Frankfurt, exhibitors can focus on selling and pursuing new business at the fair, confident that the show is well-managed and that their current and future customers will be well-informed and taken care of.

84% of exhibitors rated Show Management Communication as Excellent or Good\*\*:

Excellent:	34%
Good:	50%
Fair:	16%
Poor:	0%

"It was great to see so many fabrics that reflect where fashion is today and where it's going in the future with eco, performance, special finishes, hand-worked details, and high-tech everything. So many suppliers indicated a willingness to respond to the needs of our economy with stock programs, lower minimum orders and faster deliveries."

*Sylvia Heisel, Designer, CFDA Member, USA*



# Attendees

"I found womens' wear suppliers that were willing to tackle some menswear items and outerwear suppliers prepared to address my sportswear needs. I found some new suppliers to work with and I was excited at having someone with a fresh perspective help develop product for us."

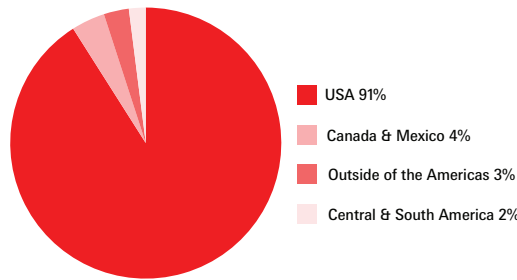
*Weatherproof Garment Company, Tony Galvao, EVP Sportswear Division, USA*

Texworld USA attendees are apparel fabric sourcing decision makers. In addition to apparel designers, Texworld USA welcomes fabric buyers, R&D specialists, merchandisers, production and sourcing professionals.

### Texworld USA: Directly Targeting the Most Important Apparel Market in the United States

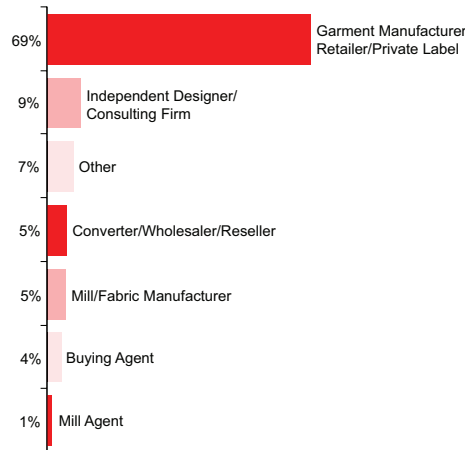
2,675 influential attendees participated in the July 2009 edition of Texworld USA. While this number showed a decrease of 6% from last July due to current economic conditions, it reflected the second highest attendance in the history of the show.

#### Attendee Demographics\*\*



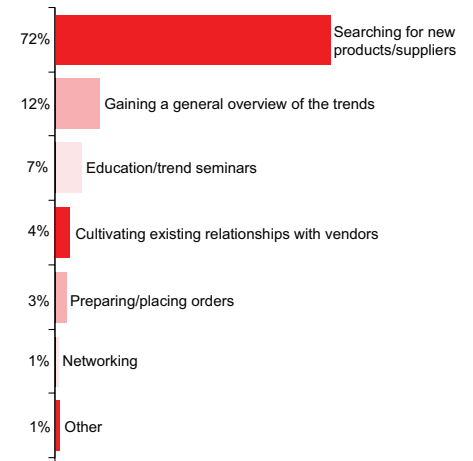
#### 73% of US attendees are based in New York, the American Fashion Capital\*\*

Breakdown of attendees by nature of business at the show\*



### Attendees Seek and Find New Products and Suppliers at Texworld USA

Attendee's primary reason for visiting Texworld USA\*



\*Source: Texworld USA July 2009 attendee survey

\*\*Source: Texworld USA July 2009 attendee registration

"As a first time exhibitor with Texworld USA, we were especially pleased with our participation. We did not realize that so many attendees would be interested in our fabrics. The activity was nonstop in our booth. We saw good representatives from many wholesalers as well as global brands."

*Elysium Textile Co., Ltd., Elisa Sellam, Sales Manager, Hong Kong*



## Added Value

"Texworld USA continues to be an important venue for us to meet exciting new vendors and select great fabrics. The timing of the July show is perfect for us to source late additions to our spring/summer collections and to start R&D for fall/winter."

*Aritzia, Danette Joubinville,  
Sourcing Manager, Canada*

**The seminar program, trend display, and publicity are beneficial value-added services included in show participation for exhibitors and attendees.**

### Seminars

Seminar sessions on color and trend, innovation, eco and sourcing are consistently popular and enable attendees as well as any exhibitors who may wish to attend to perform market research while sourcing at Texworld USA. Lenzing Fibers sponsor and organize the seminar program bringing together some of the industry's leading organizations to educate and instruct on various topics.

**Highlights from the July 2009 edition include:**

#### **Green 2.0: The Future of Organic and Sustainable Fibers**

*Janet Reed, Associate Director of  
Environmental Science Agricultural Research,  
Cotton Incorporated*

*LaRhea Pepper, Senior Director of Organic  
Exchange*

*Michael Kininmonth, Sustainability  
Project Manager for Lenzing Fibers*

*Karla Magruder, President of Fabrikology*

#### **Color Trends: Neo-Conservatism for Fall/Winter 2010/2011**

*Carol Meek, President, Color Portfolio*

### Trend Display

The Texworld USA Trend Display is curated, styled and includes swatches from every exhibitor who has submitted them in advance. This free on-site marketing is a favorite first stop for buyers and journalists.

### Publicity

Advertising, editorial and discussions regarding Texworld USA have appeared in the following publications, websites and social media sites:

**apparelnews.net**  
**California Apparel News**  
**Ecotextile News**  
**Events in America**  
**facebook**  
**Fashionindex**  
**Fashionindex.com**  
**Fashionsnoops**  
**GenArt.org**  
**Home Textiles Today**  
**Infomat**  
**Journal du Textile**  
**LinkedIn**  
**MR Magazine**  
**MR Update**  
**Mrket.com**  
**Stylesight**  
**Textile Insight**  
**Textilesources Who's Who - 3rd edition**  
**The Designer's Guide - Fabric & Trim**  
**Trade Show Week**  
**WGSN**  
**Womens Wear Daily**  
**WWD Morning Report**  
**WWD.com**  
**And More!**

### January 2010 Show Information:

**Dates:**  
January 19 – 21, 2010

**Venue:**  
Javits Convention Center  
New York, NY, USA

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