

**Press release**

June 28, 2019

## The 2019 summer edition of Texworld USA and Apparel Sourcing USA features an exciting educational line up with Textile Talks, Explore the Floor, and The Lenzing Innovation Seminar Series

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The largest fabric sourcing event for the North American market, Texworld USA, co-located with Apparel Sourcing USA, will take place July 22—24, at the Javits Convention Center in New York City, New York. This edition welcomes an exciting educational line up with a spotlight on sustainability, and will also cover topics including circularity, traceability, and how to stay relevant in the current state of the industry.

"Originally a buzz word in the industry, the trendy topic of sustainability started popping up a couple of years ago, and now, more and more global companies are catching on. It's necessary and it's everywhere. And just like anything, it's all about consumer education. With the mass amounts of resources and information available showing how the apparel industry negatively contributes to the problem, consumers want sustainable solutions," states Jennifer Bacon, Show Director of Texworld USA / Apparel Sourcing USA.

Bacon continues, "Companies know sustainability practices are not just an option, but a requirement in the future, but some are confused about how to achieve this. Our educational platform aims to address this matter by explaining how to improve internal processes and systems like a direct to consumer business model, how to become sustainable-certified, and much more."

This summer's program is designed to offer insightful and informative sessions for every role and level of experience across every segment of the industry.

Summer 2019 Texworld USA / Lenzing Innovation Seminar Series  
Highlights:

### **Doing Business in Africa: Trade and Sourcing**

The African continent is a rapidly developing apparel market with Morocco, Egypt, Jordan, and the AGOA beneficiary countries topping the list for sourcing executives. What's the latest on this emerging region in light of trade tensions, tariffs, and sustainability considerations? Listen in as a panel of experts share their thoughts on the future of the area for apparel and the range of factors companies should consider when evaluating these countries.

### **Trend Tales & Street Tribes Fall/Winter 2020 by MintModa**

MintModa digs deep to uncover the drivers — emotional, aesthetic, cultural, historic — behind the trends. Each Trend Tale is also complete with actionable key items, must-have fabrics/prints and color palettes that will inspire relevant and desirable apparel and accessories for Fall-Winter 20 and beyond.

### **How to Create Material Change**

Most product's impact comes from the raw material stage. Robust sustainability goals must start with an understanding of where impacts are highest and how to improve. There are fibers and materials that can help deliver on sustainability goals and industry-leading standards to help verify the content of the products. Join Sourcing Journal for this session to learn more about the impact of today's most-used and loved fibers and how to get started on a better material strategy.

Textile Talks and Explore the Floor are educational opportunities presented on the show floor. Textile Talks are interactive sessions are created to address the current issues facing the industry, from supply chain changes to the impact of environmental textile trends

Summer 2019 Textile Talks:

### **From Launch to Growth: How to Gain Traction and Surpass Goals in your Fashion Business**

Join StartUp FASHION for a discussion about how to grow beyond launch by creating brand personality, building customer relationships, and overcoming obstacles to better market your business and reach your goals.

### **Upcycling: Exploring Options in Today's Landscape and How Brands and Individuals Can Make a Difference**

Hear different organizations involved in some aspect of upcycling discuss what options and opportunities are available to both brands and individuals to be better stewards of reducing our environmental impact.

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### **US Trade Policy: Sourcing Strategies and Future Outlook for Fashion Brands and Retailers**

The session will provide insights into U.S. fashion brands and retailers'

latest sourcing practices, including the critical emerging sourcing trends. Other insights include primary factors affecting companies' sourcing decisions, impacts of the U.S.-China tariff war, the outlook of the U.S.-Mexico-Canada Free Trade Agreement (USMCA), and other hot-button trade policy issues on sourcing.



Attendees take advantage of the exciting Textile Talks on the show floor

Explore the Floor sessions are guided journeys through the show for attendees to meet with domestic and international exhibitors.

Summer 2019 Explore the Floor:

**Tour of Resource Row Partners**

NYC Fair Trade Board Member Tessa Maffucci will introduce all the Resource Row partners in a guided tour, providing thorough background information about each organization.

**Explore the Floor of Sustainable Exhibitors**

Show experts will guide attendees through a tour of sustainable exhibitors in all areas of the show.

**Connecting Trends to Exhibitors**

Sharon Graubard (MintModa) connects textile trends to Texworld USA exhibitors on the show floor.

**Texworld Showcase Tour**

Art Directors (2G2L) review the fabric trends for 2020 from the exhibitor collection in the Texworld Showcase area.

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Registration is open. The Texworld USA / Lenzing Innovation Seminar Series, along with the Textile Talks and Explore the Floor programming is open to all registered Texworld USA and Apparel Sourcing USA attendees. Seating is available on a first-come-first-serve basis.

For specific show details and the full seminar schedule, visit [www.TexworldUSA.com](http://www.TexworldUSA.com) or [www.ApparelSourcingshow.com](http://www.ApparelSourcingshow.com). The summer edition will be held in New York City at the Javits Convention Center, July 22 – 24, 2019.

Connect with Texworld USA / Apparel Sourcing USA (#TexworldUSA)

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[Press information and photographic material](#)

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**Background information on Texworld USA**

Texworld USA is one of the largest sourcing event on the East Coast for apparel fabric buyers, research and product development specialists, designers, merchandisers and overseas sourcing professionals. This international business platform offers a wide product range covering the entire fabric spectrum. From casual cotton to function fabrics and sophisticated knits to intricate laces, season-to-season attendees discover textiles of innovative structures, material mixes and surprising color palettes.

For more information, please visit [www.texworldusa.com](http://www.texworldusa.com).

**Background information Apparel Sourcing USA**

As a long-term joint venture partnership between Messe Frankfurt and CCPIT-TEX, Apparel Sourcing USA offers apparel brands, retailers, wholesalers and independent design firms a dedicated sourcing marketplace for finding the best international apparel manufacturers. As the only event on the East Coast to focus on finished apparel, contract manufacturing and private label development, the show provides attendees direct access to suppliers specializing in ready-to-wear for men, women, children and accessories.

For more information, please visit: [www.apparelsourcingshow.com](http://www.apparelsourcingshow.com)

**Background information on Messe Frankfurt**

Messe Frankfurt is the world's largest trade fair, congress and event organizer with its own exhibition grounds. With more than 2,400 employees at 30 locations, the company generates annual sales of around €669 million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning,

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organizing and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. With its headquarters 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](http://www.messefrankfurt.com) | [www.congressfrankfurt.de](http://www.congressfrankfurt.de) | [www.festhalle.de](http://www.festhalle.de)

Messe Frankfurt North America is a subsidiary of Messe Frankfurt and is headquartered in Atlanta, GA. Messe Frankfurt North America produces nine shows within the United States, Canada and Mexico. In addition to Techtextil North America and Texprocess Americas, the North American portfolio of events includes Waste & Recycling Expo Canada, Home Textiles Sourcing Expo, Apparel Sourcing USA and Texworld USA, INA PAACE Automechanika Mexico City and NACE Automechanika Atlanta.

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