

**Press release**

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## Registration for the 2020 Virtual Edition of Apparel Sourcing USA opens

Kim Porter  
Messe Frankfurt  
770 984 8016 ext. 2435  
[Kim.Porter@USA.MesseFrankfurt.com](mailto:Kim.Porter@USA.MesseFrankfurt.com)  
[www.messefrankfurt.com](http://www.messefrankfurt.com)  
[www.texworldusa.com](http://www.texworldusa.com)  
[www.apparelsourcingshow.com](http://www.apparelsourcingshow.com)

**Seamless registration process opens**

**Virtual platform offers new sourcing landscape**

**Compelling educational line-up to address relevant industry topics**

[Apparel Sourcing USA](#) announced today registration for the premier of its virtual edition is now open. The easy online system is the first of many steps in preparation for three days of product discovery, trend analysis and education, set to go live on July 21 – 23, 2020.

“We are inviting the textile sourcing community to join us on our new virtual platform. Our belief in face-to-face interaction will not waiver but there’s a new normal arising and we will welcome it with a steadfast commitment to supporting the industry. This summer, global manufacturers will display their collections virtually and as we navigate these unprecedented times, we are pleased to continue to offer opportunities for sourcing, networking and education, states Jennifer Bacon, Show Director, Fashion and Apparel, Messe Frankfurt North America.

Similar to the traditional trade show floor, exhibitors and visitors will have an interactive experience, coupled with many new exciting features, including online “showrooms” highlighting vivid fabric innovations and new color palettes. With [exhibiting companies](#) from

**Messe Frankfurt, Inc.**  
3200 Windy Hill Rd. / Ste. 500 West  
Atlanta, GA 30339  
USA

global textile manufacturing hubs like China, India, Turkey, Pakistan, Taiwan and Korea coupled with North American suppliers, the summer edition will offer buyers a host of opportunities to source and connect through one-on-one chats and AI-powered matchmaking.

### **Virtual seminars cover strong comprehensive topics**

Live streaming of the [educational programming](#), Textile Talks and the Lenzing Seminar Series, will feature a variety of thought leaders focusing on placing information and insight into the hands of industry professionals to help move their businesses forward. Lively presentations addressing climate change, sustainability post COVID-19, adapting to new business models and other dynamic topics designed to engage and inform will be available during the three-day live event and 45 days following.

“We are excited to host our education seminar series as digital webinars with international presenters to discuss adding value with circularity, lower environmental impacts, and branding,” stated, Tricia Carey, Director of Global Business Development – Apparel, Lenzing Group.

Held alongside Apparel Sourcing USA will be [Texworld USA](#), the largest sourcing event on the East Coast for fabric buyers, product R&D specialists. Additionally co-located is the [Home Textiles Sourcing](#), for those manufacturers, retailers, converters, contract specifiers and designers seeking new fabrics and products for their latest home collections.

In cooperation, Apparel Sourcing USA, affords its visitors a single badge entry for all three events. As the only event on the East Coast for sourcing finished apparel – designed for apparel brands, retailers, wholesalers and independent design firms, the virtual platform enables access to those who historically were unable to travel to the event.

**Registration is open.** Early registration is essential, as it allows for

more time to set up meetings and one-on-one chats. To register for [Apparel Sourcing USA](#) or for more information on any of these events, please visit us online.

<http://www.apparelsourcingshow.com/>  
[www.TextworldUSA.com](http://www.TextworldUSA.com)  
[www.HomeTextilesSourcingExpo.com](http://www.HomeTextilesSourcingExpo.com)

**Press contact:**

Kim Porter  
Tel: 678 732 2435  
Email: [kim.porter@usa.messefrankfurt.com](mailto:kim.porter@usa.messefrankfurt.com)  
[Press information and photographic material](#)

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**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 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 on Home Textiles Sourcing**

As a long-term joint venture partnership between Messe Frankfurt and CCPIT-TEX, Home Textiles Sourcing 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 Apparel Sourcing USA, Home Textiles Sourcing 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 our website at: [www.hometextilessourcingexpo.com](http://www.hometextilessourcingexpo.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 2,600\* employees at 30 locations, the company generates annual sales of around €733\* 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, organizing 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](http://www.messefrankfurt.com)

\* preliminary figures 2019).

Messe Frankfurt North America is a subsidiary of Messe Frankfurt. Headquartered in Atlanta, Georgia, the company produces ten shows within the United States, Canada and Mexico. The North American portfolio includes Texworld USA, Apparel Sourcing USA, Home Textiles Sourcing, Techtextil North America, Texprocess Americas, The Clean Show, INA PAACE Automechanika Mexico City, Waste & Recycling Expo Canada, Municipal Equipment Expo Canada and Festival of Motoring USA.

For more information, please visit our website at [www.us.messefrankfurt.com](http://www.us.messefrankfurt.com).