


**TEXWORLD**  
NEW YORK CITY

**apparelsourcing**  
NEW YORK CITY

# THE SOURCING EVENT OF THE SEASON

JULY 20-22, 2021

 messe frankfurt



# SAFETY FIRST. SOURCING SECOND.

Returning to the Javits Center in New York City, the event opens back under new safety precautions and standards. Policies and procedures will be implemented for protective measures including temperature checks, sanitation stations and daily disinfection of the venue for the safety

# TRADITIONAL EXHIBITION

## BE PART OF THE REAL-LIFE EXPERIENCE.

Meet face to face with buyers in the heart of the fashion capital of the USA, New York City. Take advantage of the well- attended seminar series, Trend Showcase & the networking hub for the sourcing community.

### INCLUDES:

9 sqm turnkey package / complete booth construction / booth ID signs / wall-to-wall carpet / booth cleaning & security / LED lights / table & chairs / adjustable hang bars / marketing & media support



# POP-UP SOURCING

## LET US DO THE WORK FOR YOU.

Buyers do not have to miss the touch & feel aspect of fabric and apparel by simply sending your products. The Doneger Group, a NYC-based trend agency with over 50 years experience in key trends in lifestyle, fashion, color & fabrics, will curate an onsite “showroom” linking your company’s products to your virtual platform profile.

### INCLUDES:

complete booth construction / company description signage / marketing & media support / 40 fabrics or 30 apparel pieces / virtual platform access / on-boarding and set-up support



# VIRTUAL PLATFORM

## JUST LIKE BEING THERE.

The online platform will serve as an alternative marketplace for global manufacturers to stay relevant in the industry. With guaranteed visitor recommendations, exhibitors have the opportunity to continuously connect & network with US buyers.

### INCLUDES:

dedicated company page / AI-powered matchmaking personalized exhibitor page / 1:1 video calls / chat functionality / improved scheduling tool / meeting + team management tool / product listing / integrated live streaming



# THE SHOW.

## EDUCATIONAL PROGRAM

A complimentary seminar program, comprised of Textile Talks and the Lenzing Seminar Series, covers relevant industry topics such as trade, trend, sustainability and post-pandemic retail outlooks. With over 15 sessions, our educational programming is set to inspire, inform and prepare visitors for the ever-changing industry.

## TEXWORLD SHOWCASE

A trend forum demonstrating patterns & colors for the AUTUMN/WINTER 2022/2023 season curated & designed by The Doneger Group.

## RESOURCE ROW

A dedicated area where visitors can explore business development tools, recycling solutions, trend forecaster, textile education materials & more.



More than 86% of our buyers are interested in sustainability - a key priority for apparel companies. By 2025, many retailers aspire to source half of their products with sustainable components. Submit your certifications to be highlighted for practicing Environmental, Social, & Ethical standards.



One of the most sought-after options for 60% of our attendees - the Small Quantity supplier list offers startup & independent designers the opportunity to order starting at 50 running meters/pieces.

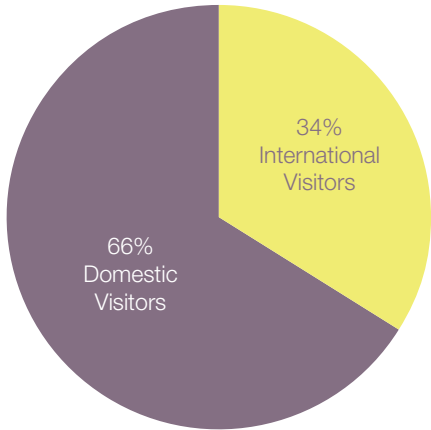


Local Sourcing features a group of North American production facilities, fabric & trim manufacturers, & tech-pack services, specializing in small quantities.



# THE STATS

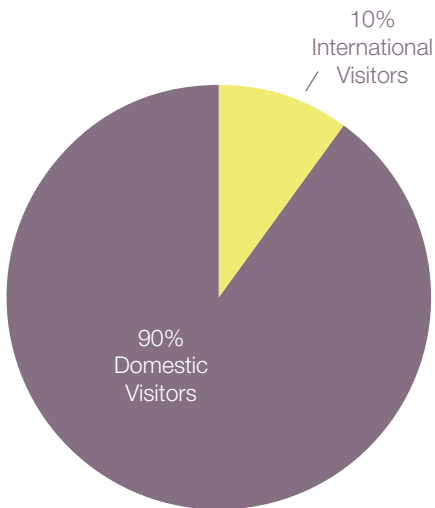
## VIRTUAL PLATFORM: WINTER 2021



VIRTUAL ATTENDANCE  
85 Countries represented

3,600+ Active Users  
85 Countries

86% seeking sustainable products

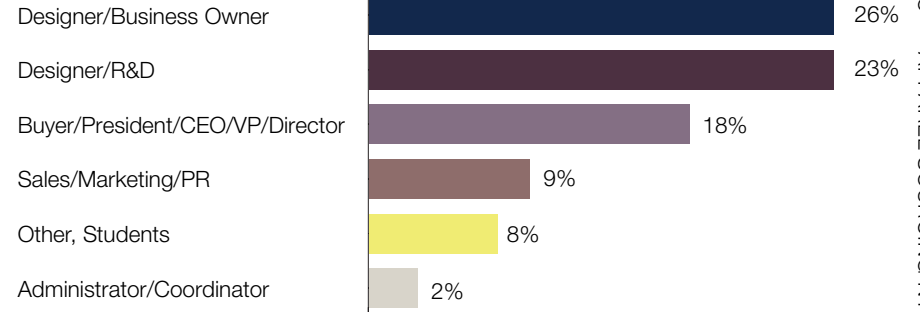


TRADITIONAL EVENT ATTENDANCE  
70 Countries represented

4,000+ Attendees  
70 Countries

"A great experience with tremendous networking."

"Very informative and insightful!"



### VISITOR PROFILE

Agents, Buying Offices, Sales Representatives, Chain Stores, Manufacturers, Department Stores, Designers, Garment Retailers and Wholesalers, Jobbers, Large Scale Retailing, Private Label, Trading Companies

### THEY VISIT US

Amazon, Calvin Klein, Champion, Chico's, Cintas, Coca-Cola, Columbia Sportswear, Delta Air Lines, Diesel, Disney, Express, Gap, G-III Apparel Group, Hanesbrands Inc., J.Crew, Jockey, Lafayette 148 New York, Levi Strauss & Co., Lilly Pulitzer, Lululemon, Macy's, Madewell, Mara Hoffman, Michael Kors, ModCloth, Mother Denim, Nautica, Nike, New Balance, Nordstrom, Old Navy, PVH, Ralph Lauren, Reebok, REI, Target, The Children's Place, TJ Maxx Corp, Tory Burch, Victoria's Secret, Walmart & more.

# READY TO JOIN?

CONTACT US

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Innovative by nature