

Beat: Technology

## **AVANTEX : INTERNATIONAL TRADE FAIR FOR HIGH-TECH FASHION FABRICS**

### **AVANPRINT : FAIR FOR DIGITAL TEXTILE PRI**

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**USPA NEWS** - AVANTEX is an International Trade Fair dedicated to High-Technology Fabrics for Fashion and to Research in that field. Materials and Fabrics which combine nano-technology and cosmetics and surprising finishes and coatings.

It will be held at LE BOURGET-PARIS from 14 to 17 september 2015 alongside MESSE FRANKFURT FRANCE's TEXTILE TRADE FAIR. Will be also introduced later on AVANPRINT.

It will be the first edition for AVANTEX. Innovative exhibitors chosen by the Trade Fair's Selection Committee which has relied on experts appointed by the TAIWAN TEXTILE FEDERATION. The compaignies attending AVANTEX must exhibit Fabrics which have at least three innovative functions and/or hold unpublished patents. Designers and Brands are very interested, which has given rise to the launch of a next Fair alongside TEXWORLD with its more traditional fabrics prized by Fashion Buyers, and Apparel Sourcing Paris, the number one Trade Fair for Global Garment Sourcing.

A Fashion Show will be scheduled, a melt of technological materials and Fashion. Also, a Seminar is also scheduled for anyone wanting information on developpement in this field. Those two events are confirmed and maybe some more to be confirmed.

MESSE FRANKFURT is taping into a growing market for the Textile Manufacturing Industry. With WTIN (World Textile Information Network), is creating a new Exhibition Platform for Digital Textile Printing Technologies called AVANPRINT. Will be launched from 15 to 18 February, 2016 at the TEXWORLD AND APPAREL SOURCING INTERNATIONAL SHOWS in PARIS.

The presentation will then be refreshed annually in parallel with the PARIS WINTER TEXTILE EXHIBITIONS. The aim is to satisfy the need for designers and product managers to familiarise themselves with the innovative potential offered by digital printing systems.

Technological solutions will be presented on the stands, complemented by demonstrations areas opening up the potential of printers, software and allied services. New technologies interested Designers in Paris, Milan, London, NY.

Press Conference launching AVANTEX and AVANPRINT held on March 30, 2015 at Hôtel Renaissance Paris Arc De Triomphe.

The speakers were :

- Michael SCHERPE, President MESSE FRANKFURT FRANCE
- Mark JARVIS, Managing Director WORLD TEXTILE INFORMATION NETWORK
- Jan ZIMMERMANN, Head of Business Unit FORSTER ROHNER - Exhibitor at AVANTEX
- Oliver LUEDTKE, Marketing Manager KOMIT DIGITAL, Futur exhibitor at the new digital printing show (AVANPRINT)
- Guillaume MICHEL, Fashion Designer IRIS CANTABRI - Digital printing as option

#### **Article online:**

<https://www.uspa24.com/bericht-4582/avantex-international-trade-fair-for-high-tech-fashion-fabrics.html>

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**Editorial program service of General News Agency:**

United Press Association, Inc.

3651 Lindell Road, Suite D168

Las Vegas, NV 89103, USA

(702) 943.0321 Local

(702) 943.0233 Facsimile

[info@unitedpressassociation.org](mailto:info@unitedpressassociation.org)

[info@gna24.com](mailto:info@gna24.com)

[www.gna24.com](http://www.gna24.com)