

Fair of Fabrics, Clothing and Accessories TEX-STYLE 4-6 March 2008, Poznań International Fair

A time for positive changes

The Fair of Fabrics, Clothing and Accessories TEX-STYLE will have its debut in the spring of 2008. The new name is the first stage in the change of the form of the fair that will later be transformed into a contracting exhibition attracting producers and importers of fabrics and tailor's accessories, as well as production companies that offer subcontracting services. These changes result from our close listening to opinions from the sector and reacting to its needs.

Three specialist contracting exhibitions have been established for professionals, producers and traders operating on the fashion market. These are: the Next Season Contracting Exhibition, the Body Style Exhibition of Lingerie and Beach Fashion and the Special Days Exhibition of Wedding, First Communion and Evening Fashion. Tex-Style is an excellent complement to their offers.

New offers showcased by exhibitors

Tex-Style will present offers of Polish and foreign producers and importers of fabrics, knitwear, tailor's accessories, clothing accessories, mannequins, collections of apparel and accessories – jewellery, sunglasses, scarves and headgear. New offers will include fabrics with golden and silver mirror-like shimmer by Concordia Textiles, polyester core threads by BST, continuous polyester threads for machine embroidery by Ariadna, metal zip fasteners by Cremalleras Rubi made with a unique technology that guarantees smooth moving, embroidered and printed labels, ribbons, trimmings and laser-cut heat-adhesive tabs. Gillemann Textiles from Belgium will offer a wide range of basic and fancy yarns made of organic cotton, bamboo and jute, as well as a wide selection of fabrics.

Seminars – how and for whom is modern fashion made?

A rich programme of seminars addressed to producers, traders, designers and stylists is divided into three thematic parts. The first part (planned for 4 March) is focused on commercial issues and marketing. Experts will answer questions about how to arrange professional shop displays and how to create a brand in retail trade. They will also present POS advertising materials and discuss the role of hangers in the presentation of clothes.

The second day will be devoted to commodity science and materials science with strong focus on innovative textiles and advanced technologies. The third part (held on three trade fair days) includes seminars and lectures about trends in ladies' and men's fashion, fabrics and accessories for the autumn-winter 2008/2009 season and the spring-summer 2009 season. Trends in lingerie have been prepared by the French styling agency PromoStyl and other companies.

Fashion and art

Tex-Style is also a good opportunity to promote young designers. As always at the spring edition of the fashion show, the **“Future – clothes for tomorrow”** project will feature an exposition combined with daily shows of collections by 32 designers from all over Poland who have just started their adventure with fashion.

Tex-Style will also support promotion of relation between art and fashion. Poland's first ever joint **exhibition of modern fashion photography - foto.fashion.pl** will be organised on the Fashion Navigator area (centre of Pavilion 3). The organisation of the exhibition at the fashion show will help promote young artists in the business community – the trade show will attract representatives of the most important Polish apparel companies, i.e. potential commissioners of fashion photographs.

The exhibition will include 66 photos taken by over 35 photographers, such as Robert Wolański (photos for Vistula-Wólczanka, Wittchen, Pabia, Monnari), Marek Straszewski (Big Star), Jacek Poremba and Wojtek Wietesek. Photos from advertising campaigns of such brands as Cropp Town, Bialcon, Dreamgirl and photos by young artists: Pawel Fabjański (ranked among 200 best photographers in the world by Leurzer's Archive) for Reporter, Maria Przybysz for Coco Chanel and Anna Fedisz-Pereyra will also be exhibited. Moreover, the exhibition will include photos by debuting photographers.

The exposition of photographs will be accompanied by a presentation of the best designs from Polish and foreign collections for the spring-summer 2008 season and the autumn-winter 2008/2009 season at the 5th Fashion Navigator Trends Forum. Designs from the collection of the following brands will be presented: *BESS, BIALCON, BIB, ELB-SILK, FEMME FATALE, GALPEX, GRAŻKA, WIZE, VP Polska Sp. z o.o.*

Last update: 15 February 2008

Fashion presented comprehensively

The TEX-STYLE Trade Fair of Fabrics, Clothing and Accessories (Pavilion 3) is an excellent complement to the NEXT SEASON Contracting Exhibition, the BODY STYLE Exhibition of Lingerie and Beach Fashion, the SPECIAL DAYS Exhibition of Wedding, First Communion and Evening Fashion (Pavilions 3A and 3) and the INTERMASZ International Trade Fair of Textile, Clothes and Shoemaking Machines (Pavilions 6 and 6A). The Fair of Shoes, Leather and Leather Goods will also be held simultaneously (Pavilion 5). The synergy of these six trade fair events happening at the same time and in the same place guarantees a comprehensive overview of trade offers.

An evening to integrate the industry

As always, an Award Ceremony will be held at the Business Evening **in Pavilion 7A on 5 March, at 7 pm**. The PIF Gold Medals, Acanthus Aureus Awards and the titles of the Mister and Junior of Textile Industry Exports 2008 will be presented to the winners. Top quality products with modern technological solutions will receive the PIF Gold Medals. The Acanthus Aureus statuettes are presented to companies with the best designed stands adjusted to the implementation of corporate marketing strategies. The Polish Chamber of Commerce will present the prestigious titles of Mister and Junior of Textile Industry

Exports 2008 for the best textile industry products of top quality and special economic properties, which best exemplify Polish export achievements.

Details:

- **Venue:** Pavilion 3
- **Opening hours for visitors:**
 - 4-5 March: 10 am – 6 pm
 - 6 March: 10 am – 4 pm
- **Ticket prices on 4-6 March 2008:** PLN 20 / following registration (online or on the spot) – PLN 10 (on all trade fair days).

Poznań, 15 February 2008