

## **Functional Fabric Fair Fall Portland 2024 Sets Record Attendee Highs and Sold-Out Day 0 Conference: Sustainability Workshop**

**NORWALK, CT (November 25, 2024)** – Functional Fabric Fair, powered by PERFORMANCE DAYS®, successfully concluded its highly anticipated fall edition from November 19-21, 2024, at the Oregon Convention Center in Portland, Oregon. The event saw its largest turnout to date, a 30% increase in attendance with industry leaders, designers and fabric specialists from leading apparel brands such as adidas, Arc'teryx, Bass Pro Shops, Columbia Sportswear, Eddie Bauer, HOKA, Lululemon, NIKE, Patagonia, REI, Under Armour, Vuori and more—marking a significant milestone in the trade fair's history since it launched in 2018.

With an expanded show floor to 51,650 square feet, this edition's fair featured more than 330+ sustainable-certified suppliers, the largest to date, showcasing latest innovations in high-performance functional fabrics, finishes, trims and accessories for the 2025/2026 fall and winter seasons. The fair not only highlighted the pioneering advancements in sustainable textile solutions, but also provided invaluable opportunities for networking, education and sourcing.

### **Record-Breaking Attendance and New Experiences**

The 2024 fall edition attracted a record number of attendees, including leading apparel CEOs, designers, sourcing and material managers, product development executives from large brands, retailers and independent companies along with students from around the world. Event Director Steve McCullough stated, "Functional Fabric Fair has cemented itself as the most curated textile trade show in North America, bringing together the biggest thought leaders, the right mix of suppliers and a diverse range of attendees. It is the destination where professionals can discover transformative materials and technology and engage in meaningful discussions that will shape the future of sustainable and high-performance textiles."

Hoa Chang, Vice President of Technology and Sustainability at Phoenix Innovative Materials, Inc added, "This event is incredible and is the show to be at! It brings together some of the smartest people and top brands in the industry. We had very productive meetings, and the whole experience was fantastic for our business!"

### **Sustainability Focus & Education**

The **Day 0 Conference: Sustainability Workshop**, held on Tuesday, November 19, was a highlight of the event, with over 200 attendees joining the sold-out pre-show conference. Led by Jill Dumain of Fractal CSOs, the workshop provided in-depth discussions on sustainability topics, case studies, and the latest industry developments, helping professionals gain valuable insights into sustainable practices.

The **Expert Talks** program which ran from November 20-21, sponsored by Schoeller, also proved popular, offering more than 10 expert-led presentations on the chemistry of colorization and innovative dyeing techniques. These educational sessions took place directly on the show floor, fostering a dynamic learning environment for all attendees.



## Show Floor Experience

In addition to the impressive educational content, Functional Fabric Fair Fall 2024 also provided numerous show floor experiential activations to generate ideas and connections. Some of the key highlighted areas include:

- **Bodywear Collective (New):** Curated by industry pioneer Nichole de Carle and sponsored by The LYCRA Company, this new section featured the latest advancements in underwear, swimwear, shapewear, and on-skin sportswear. The area included 3D demos, sourcing opportunities, and networking for professionals within the bodywear industry.



- Design Lab (LIVE):** A standout new addition, this live demo area featured sustainable fashion designer Kelly Dempsey, known for her innovative upcycling techniques and appearance on *Project Runway*. Attendees watched Kelly design a performance-focused garment in real-time using sustainable materials from exhibitor sponsors FLYTEC, Hemp Fortex and SHINDO, with the final hooded jacket auctioned during the Happy Hour and proceeds going to the nonprofit FABSCRAP.



- **Trend Forum:** A returning popular area among attendees, the Trend Forum showcased 12 key fabric categories with a focus on sustainability hand selected by experts from universities, apparel brands and fabric technologists. Samples of fabrics were made available to attendees through QR codes, allowing for seamless sourcing and direct shipments to businesses.



- **Innovation Sphere:** A curated selection of groundbreaking products and technology companies in textiles that are new to the market. The Innovation Sphere offered exclusive insights into the latest trends and developments from standout innovative products such as WowPoc, a new to market self-closing pocket; Portia, software solution for running and scaling an SME sustainable fashion business; Livinguard, next-gen biocide-free odor control solution and much more.



- **AATCC Textile Test Zone:** This interactive zone provided hands-on learning and demonstrations in key textile testing areas such as visual color evaluation, fiber fragment testing, and water resistance, allowing attendees to deepen their understanding of fabric performance.



“Brands come to this show to buy the components they put into their garments like ingredients. This is an ‘ingredients’ sourcing show. It’s the ability to come to a location to speak to everybody in the supply chain, and hopefully get all your answers,” said Charles Ross, Lecturer in Performance Sportswear Design.

Principal Innovator at Nike and Sneaker Specialist and Educator, Elizabeth Brock-Jones shared, “After spending two days walking around Functional Fabric Fair, I’m definitely inspired! So many materials to try, not enough shoes!”

### Looking Ahead

The success of the 2024 fall edition positions Functional Fabric Fair as a must-attend event in the textile industry, continuing its commitment to supporting the growth and development of sustainable, high-performance fabrics. The Day 0 Conference: Sustainability Workshop will return in 2025 with new topics and speakers.

### Save the Date for the 2025 show dates:

- Portland Spring: **April 14-16, 2025** (*Day 0 Conference: Sustainability Workshop: April 14*)
- New York Summer: **July 21-23, 2025** (*Day 0 Conference: Sustainability Workshop: July 21*)
- Portland Fall: **November 11-13, 2025** (*Day 0 Conference: Sustainability Workshop: Nov. 11*)

For more info and details on all the shows and year-round sourcing and access to exclusive educational content, visit **The Loop – Digital Sourcing** at [www.functionalfabricfair.com](http://www.functionalfabricfair.com).

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Functional Fabric Fair Images can be found [HERE](#)

**About Functional Fabric Fair powered by PERFORMANCE DAYS®:**

Functional Fabric Fair powered by PERFORMANCE DAYS® is a trade-exclusive event and platform showcasing the latest trends in textile development for the apparel industry. In addition to a curated marketplace dedicated to the responsible sourcing of high-performance functional fabrics and accessories, Functional Fabric Fair provides expert-led education, supplier recommendations, and a university program that exposes students to textile and apparel developers. [FunctionalFabricFair.com](http://FunctionalFabricFair.com)

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