

Press release

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**Texworld USA & Apparel Sourcing USA Summer 2018 Seminar Series**

**Javits Convention Center, New York**

**July 23 – 25, 2018**

Mandy Nesz

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**Summer 2018 Seminar Series to feature an exciting line-up of speakers and trending industry topics including sustainability, Pantone visions, Autumn/Winter 2019-2020 color and fabric trends presented by Texworld Art Directors and more**

**Textile Talks return for three days of discussions including seminars led by StartUp FASHION, Fashion Law and Brooklyn Fashion + Design Accelerator**

**Expanded Explore the Floor series returns to allow attendees to intimately tour the show floor with industry experts**

New York City – Texworld USA and Apparel Sourcing USA are pleased to announce the Summer 2018 speaker listing and educational series topics. This season, a multitude of relevant themes will be presented including discussions on preferred fibers, sourcing, the upcoming Fall and Winter trends outlook and a movie screening of RIVERBLUE.

“Lenzing Fibers continues to organize a compelling line-up of educational opportunities season after season. Attendees can look forward to topics that will keep them on the cusp of what is happening in our ever-evolving industry. Our seminars and Textile Talks are perfect for anyone no matter their level in the business,” explains Jennifer Bacon, Show Director.

This July, the Texworld Showcase will highlight trends for the Autumn/Winter 2019/20 season, curated by Texworld Art Directors, Louis Gerin and Gregory Lamaud. Gerin and Lamaud will also present vignettes to be displayed in the SPOTLIGHT area of Apparel Sourcing which will feature ‘The Art of Customization – Findings, Trims and Accessories’.

Jana Platina Phipps, a New York City-based expert known as the Trim Queen, will be featuring a trim activation. Known for her refined vision



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**Lenzing**

Innovative by nature

and impressive list of clients in the world of fashion and home furnishings, Jana will also be conducting a hands-on passementerie workshop providing a brief history and how-to instructions for attendees.

**Texworld USA Summer 2018 Seminar Series includes:**

**RIVERBLUE FILM SCREENING**

*Moderator: Tara St. James, Production Coordinator + Research Fellow - Pratt Institute - Brooklyn Fashion + Design Accelerator*

Following international river conservationist, Mark Angelo, RIVERBLUE, spans the globe to infiltrate one of the world's most pollutive industries, fashion. Narrated by clean water supporter Jason Priestley, this groundbreaking documentary examines the destruction of our rivers, its effect on humanity, and solutions that inspire hope for a sustainable future.

**MICROPLASTICS: THE HIDDEN PROBLEM WITH POLYESTER**

*Panelists: Arthur Friedman - Sourcing Journal, Malvina Hoxha - Lenzing Fibers, Kristen Kern - American Footwear & Apparel Foundation, Trish Martin - Okeo-Tex*

This panel will examine the subject of microplastics, which has been linked to a number of plastic products. Recently, the subject of microfibers has come into the spotlight as research has shown discharge from washing synthetic fiber garments contributes to wastewater pollution. Legislation is pending in at least two states that would require companies to warn consumers that synthetic fiber garments shed microfibers when washed. The Hohenstein Institute has a study underway that applies technology and testing methods to microplastics in industrial laundry effluents.

**Texworld USA Summer 2018 Textile Talk Series includes:**

**FASHION LAW**

*Moderator: Shahrina Ankhi-Krol, Attorney - Ankhi-Krol Law*

Shahrina Ankhi-Krol, an attorney with a niche practice in Fashion Law, will present pertinent information on brand protection for textile companies and apparel brands through trademark, copyright, and contract laws.

**HOW TO CREATE AN E-MAIL MARKETING PLAN TO TURN SUBSCRIBERS INTO CUSTOMERS**

*Moderator: Nicole Giordino, Founder - StartUp FASHION*

Join StartUp FASHION for a discussion about what an email marketing

plan looks like, how to determine what email content makes sense to send to your audience, and how to use your email marketing to create connection with your audience and convert to sales.



**Texworld USA Summer 2018 Explore the Floor Series includes:**

**INTRODUCTION TO TEXWORLD USA + APPAREL SOURCING USA**

*Moderator: Eileen Small, Texworld USA Industry Expert - Messe Frankfurt USA*

An in-depth guided tour of how attendees can "dig deep" and maneuver between areas at Texworld USA & Apparel Sourcing USA.

**HIDDEN GEMS**

*Moderator: Jana Platina Phipps, Embellishment Expert- Trim Queen*

Join Jana Phipps for a personal tour as she seeks out and uncovers the hidden gems of Texworld USA.

**ETHICAL APPAREL SOURCING**

*Moderator: Jessica Kelly, CEO & Founder - Thr3efold*

Meet Jessica Kelly of Thr3efold for a guided tour of garment manufacturers as she highlights show exhibitors that are committed to ethical sourcing.

All Texworld USA Seminar Series sessions are complimentary for registered Texworld USA and Apparel Sourcing USA attendees. Seating is available on a first-come, first-served basis.

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[www.facebook.com/texworldusa](http://www.facebook.com/texworldusa)

[www.instagram.com/texworldusa](http://www.instagram.com/texworldusa)

[www.twitter.com/texworldusa](http://www.twitter.com/texworldusa)

<https://www.linkedin.com/company/texworld-usa>

**Background information on Texworld USA**

Texworld USA is one of the largest sourcing events 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 our website at:

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

**Background information on ApparelSourcing 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 our website at:

<https://apparel-sourcing-usa.us.messefrankfurt.com/new-york/en.html>

**Background information on Messe Frankfurt**

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,500\* employees at some 30 locations, the company generates annual sales of around €661\* million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent). \* preliminary numbers 2017

For more information, please visit our website at:

[www.messefrankfurt.com](http://www.messefrankfurt.com) | [www.congressfrankfurt.de](http://www.congressfrankfurt.de) | [www.festhalle.de](http://www.festhalle.de)