

TEXFUSION

The London World Textile Fair

19/20 October 2016

SHOW REPORT

About 2000 visitors for the October 2016 edition.

A completely renovated October edition for Texfusion – The London World Textile Fair – from the new venue (the Business Design Centre) to the launch of the Home and Technical fabrics halls.

“The results were above our expectations” says John Kelley – Show Organiser – “We had around 100 exhibitors this October with 2 new halls dedicated to home and functional fabrics. I can see Texfusion becoming as big as The London Textile Fair in a couple of years”.

Texfusion doubled its numbers at each edition and this October, together with the Print Studios there were around 150 exhibitors.

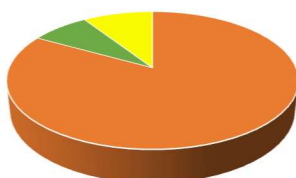
The buyers had the chance to source from wider offer adding value to an already large international portfolio.

Beside the regular British customers, the show has cemented its international appeal with buyers coming from Germany, France, Italy, Northern Europe, Russia and Middle East.



EXHIBITORS PROFILE

EXHIBITORS BY HALLS

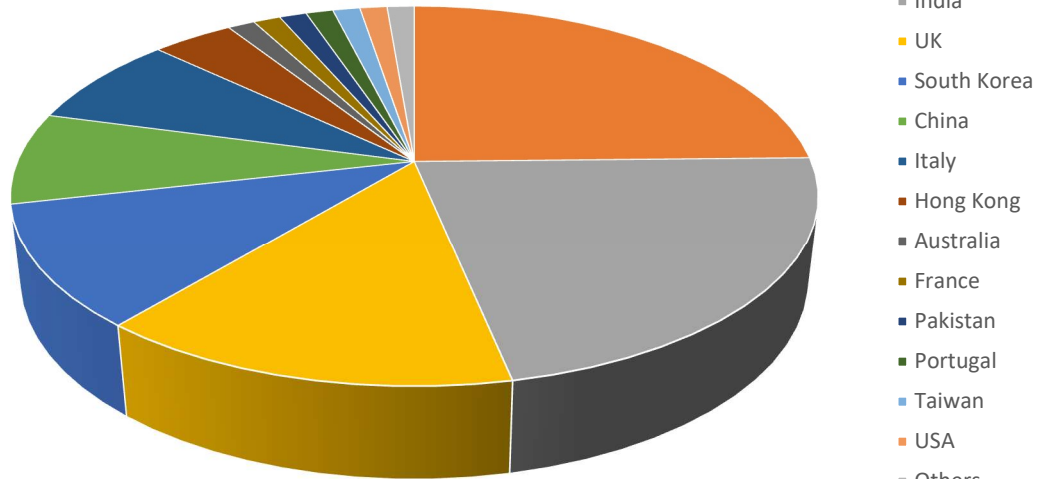


- Fashion Textiles and Accessories
- Technical Fabrics
- Home Textiles

The product offer was wider than the previous editions with two halls completely dedicated to technical fabrics and home textiles. Within the technical hall there was a wide selection of Activewear, Sportswear, Technical Fabrics, Sportive Knits, Technical Fashion, Thermal Insulation and conductive fabrics.

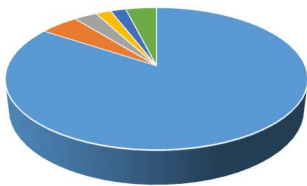
Within the Home hall visitors had the unique opportunity to source from Bed Linen, Curtain, Towel fabrics, Tapestry, Wall Hangings and Upholstery.

EXHIBITORS BY COUNTRY



VISITORS PROFILE

VISITORS BY COUNTRY



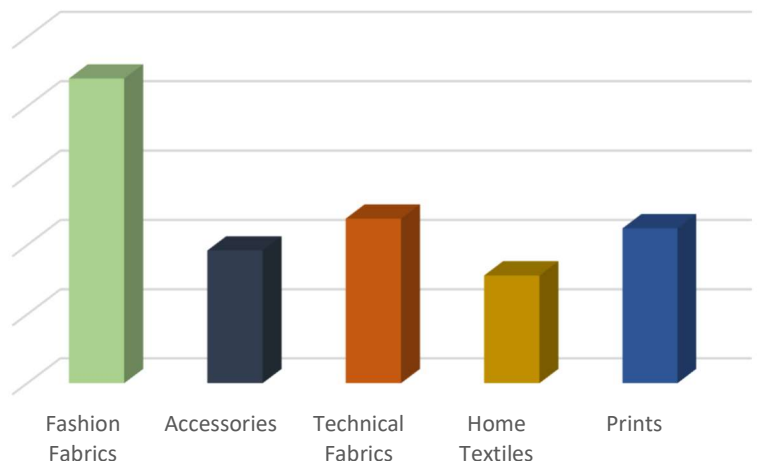
■ UK ■ NORTH EUROPE ■ FRANCE
■ BELGIUM ■ RUSSIA ■ OTHERS

The event attendance was higher than forecasted, with more than 1200 visitors through the doors in two days. The total footfall was around 2000 people if we consider the buyers originally registered for TLPDF. The visitors number is steadily increasing at each edition, with a 25% increase from the April show.

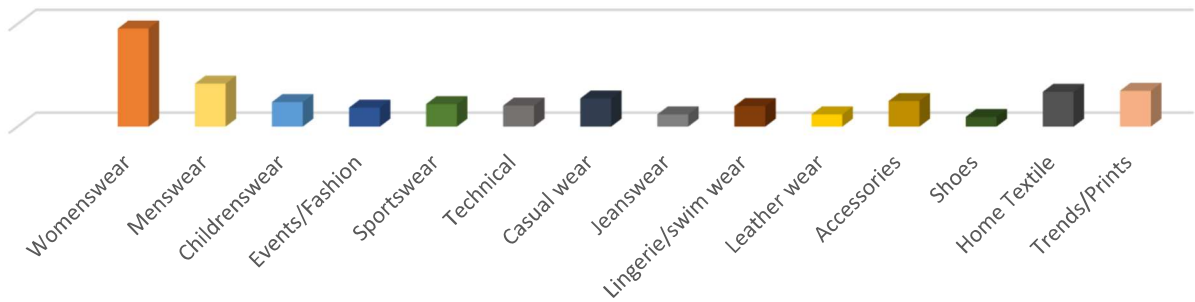
Texfusion visitors are predominantly from UK (about 90%) with an increasing interest from foreign Countries such as France, Belgium, France, Russia and North Europe.



VISITORS PRODUCT SOURCING

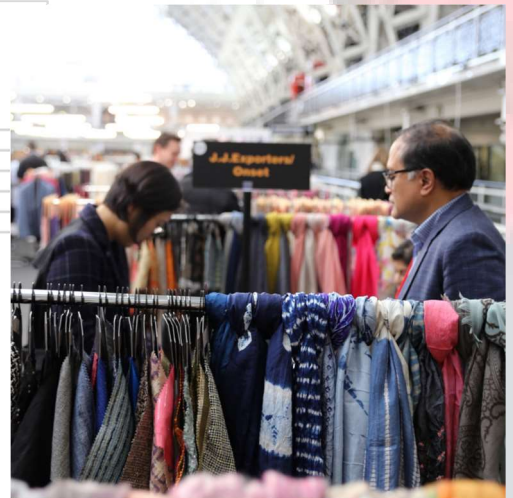
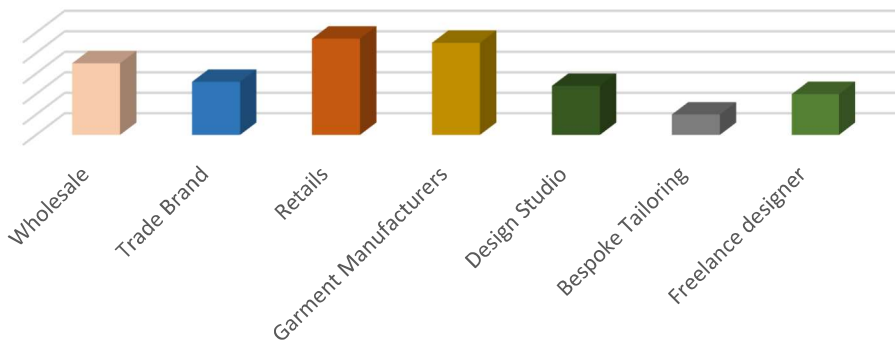


VISITORS MARKET



The visitors expressed a very positive review on the differentiated range of products. The two new halls added a great value to the visitor experience, responding to an increasing demand of those products within the UK market.

VISITORS INDUSTRY



SAVE THE DATE:

TEXTFUSION – 28 + 29 MARCH 2017

THE LONDON HOME TEXTILE FAIR – 28 + 29 MARCH 2017

THE LONDON TECHNICAL TEXTILE FAIR – 28 + 29 MARCH 2017

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