**News Release**

12 February 2018

**FESPA GLOBAL PRINT EXPO 2018 LAUNCHES NEW ‘*PRINT MAKE WEAR’* FASHION TEXTILE FEATURE**

**Live ‘fast fashion’ production showcase plus expert seminar programme and catwalk**

**will showcase latest innovations in garment and accessories production**

FESPA today announces the launch of *Print Make Wear*, a new, interactive visitor feature designed to replicate a fast fashion factory. *Print Make Wear* will be free to attend for registered visitors to [FESPA Global Print Expo](http://www.fespaglobalprintexpo.com/) 2018, which takes place at Messe Berlin, Germany, from 15 to 18 May 2018.

The feature, focused exclusively on fashion textiles, garments and printed accessories, takes the form of a live production environment highlighting every step in the screen and digital printing production process, from initial design to finished product.

In *Print Make Wear*, FESPA will bring together collaborators from all areas of the printed fashion sector, including fashion brand owners, designers, garment printers and producers, to explore the latest production possibilities, exchange experiences and share knowledge in the interests of a more sustainable fashion value chain.

Demonstrating an integrated, end-to-end production environment, the *Print Make Wear* fast fashion factory will feature a screen printing carousel, washing and drying equipment, digital direct-to-garment printing, cutting and sewing, and solutions for welding and embellishment. The following technology and materials brands are already confirmed participants in the feature: Premier Textiles, Magna Colours, Brother, Juki and Vastex. In addition, design and technology experts from the contributing exhibitors will be on hand throughout *Print Make Wear* to explain each step of the fashion production process.

A live fashion catwalk will add the ‘Wear’ element, enabling visitors to see garments and accessories produced in the *Print Make Wear ‘*factory’. The items to be produced in *Print Make Wear* are being designed by Sandra Zomer from the Netherlands, a FESPA Young Star Award winner, who now works for renowned fashion designer Julien MacDonald.

Daily seminar sessions will also take place within *Print Make Wear*, giving leading fashion designers, brand owners and producers a platform to present the latest trends, technologies and case studies to inspire and inform visitors about printed fashion textiles and garments. The seminars will cover topics including: Colour separation and image output; Screen making; Ink terminology; Speciality ink; Fabric challenges; and Advanced machine printing.

Neil Felton, FESPA CEO, comments: “Trend data from Smithers Pira shows that the printed textile market today equates to around 30 billion square metres and that, in 2016, printed textile for clothing accounted for half of the total textile industry by volume. Recognising the growth in digital textile printing in recent years, FESPA has been consistently expanding its textile proposition for visitors. *Print Make Wear* builds on this commitment, focusing specifically on the growth opportunity within so-called ‘fast fashion’.

Since 2008, FESPA has invested to expand coverage of textile printing across its event portfolio, making textile the fastest growing segment represented within FESPA Global Print Expo. Ten years later, at FESPA 2018, there will be two halls dedicated to textile printing, enabling visitors to explore a multitude of textile-related production and workflow technologies, materials and inks.

Duncan MacOwan, Head of Events at FESPA adds: “The fashion and sportswear industry is transitioning rapidly from old-world, supply-led production cycles dependent on traditional analogue techniques, to a demand-centric digitally-enabled production landscape. For FESPA 2018 visitors with aspirations in textile, the addition of this unique live *Print Make Wear* production environment*,* supported by the interactive product showcase and expert knowledge-sharing sessions,will elevate awareness of the latest technical developments and highlight the product innovations they enable.”

For more information on *Print Make Wear* and to pre-register to attend FESPA 2018 visit [www.fespaglobalprintexpo.com](http://www.fespaglobalprintexpo.com) for free entry, use code TXTM801.

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**About FESPA**

Founded in 1962, FESPA is a global federation for the screen printing, digital printing and textile printing community. FESPA’s dual aim is to promote screen printing and digital imaging and to share knowledge about screen and digital printing with its members across the world, helping them to grow their businesses and learn about the latest developments in their fast-growing industries.

**FESPA Profit for Purpose**
FESPA shareholders are the industry. FESPA has invested millions of Euros into the global printing community over the last seven years, supporting the growth of the market. For more information visit [www.fespa.com](http://www.fespa.com)

**FESPA Print Census**

The FESPA Print Census is a global research project to understand the wide format, screen and digital print community. It is the largest data gathering project of its kind.

**Forthcoming FESPA events include:**

* FESPA Asia, 22-24 February 2018, BITEC, Bangkok, Thailand
* FESPA Global Print Expo, 15-18 May 2018, Messe Berlin, Berlin, Germany
* European Sign Expo, 15-18 May 2018, Messe Berlin, Berlin, Germany
* FESPA Awards, 16 May 2018, Berlin, Germany
* FESPA Africa, 12-14 September 2018, Gallagher Convention Centre, Johannesburg, South Africa
* FESPA Mexico, 20-22 September 2018, Centro Citibanamex, Mexico City, Mexico
* FESPA Eurasia, 6-9 December 2018, CNR Expo, Istanbul, Turkey
* FESPA Brasil, 20 – 23 March 2019, Expo Center Norte, São Paulo, Brazil

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