

Press release

6/7/2018

## Home Textiles Sourcing Expo Summer 2018 Seminar Series Javits Convention Center, New York

July 23 – 25, 2018

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**Summer 2018 Seminar Series highlights home furnishings, color trends, translating fashion to the home, sustainability and post-consumer recycling.**

**Home Textiles Sourcing Expo showcases international exhibitors in six product categories during the July 2018 edition.**

New York City – Home Textiles Sourcing Expo Summer 2018 takes place alongside Texworld USA and Apparel Sourcing USA and will offer a wide variety of seminars and panels in this season's edition. As a marketplace for networking, education and sourcing, Home Textiles Sourcing is the only trade event in North America to center entirely on home textiles and finished soft goods for all home applications. This summer, the educational events will include focuses on the global home textiles landscape, upcoming Autumn/Winter 2019-2020 color trends and a unique panel on translating fashion trends into home décor.



### **Home Textile Sourcing Expo Seminars include:**

#### **SHEETS, TOWELS, TARIFFS AND TRADE: WHAT IT ALL MEANS FOR THE GLOBAL HOME TEXTILES MARKET IN 2018 AND BEYOND**

*Presenter: Warren Shoulberg, Business Journalist*

Changing international trade policies as well as a shifting in sourcing models for exporters and importers alike are disrupting the global home textiles market. Warren will look at the impact on key sourcing countries like China, India and Pakistan as well as in Europe and how American retailers and wholesalers may change their strategies, including the possibility of the return of domestic manufacturing in the U.S.

#### **NEW CONSUMER ATTITUDES ABOUT FRESHNESS PROTECTION IN TEXTILES**

*Presenter: Karel Williams, The Dow Chemical Company*

Dow recently completed a major new consumer study in the US, China, and Japan to evaluate consumer perceptions about freshness protection in home textiles. The study also looked at laundry habits and techniques and explored the shopping habits with regard to freshness protection benefits in towels, bedding, and other home textiles products. This seminar is one of the first public presentations of these brand new findings from the Dow consumer study.

### **Home Textile Sourcing Expo Panels include:**

#### **TRANSLATING FASHION TREND TO DÉCOR WITH STAYING POWER**

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

Many couture fashion trends have the chance of looking absurd in home design. However, many of the innovative fabrications, textiles, embellishments and color palettes seen on the runway serve as great indicators and inspiration for what will trickle down to decor in surprising ways. Take a fast-paced visual tour with embellishment expert and design blogger Jana Platina Phipps, known as Trim Queen, through what's "haute" and which trends can be integrated right into the home market.

## **THE NEW HOME TEXTILES LANDSCAPE - WHAT'S NEEDED TO SURVIVE AND THRIVE TOMORROW**

*Moderator: Jennifer Marks, Editor in Chief - Home Textiles Today*

*Panelists: Joe Derochowski - The NPD Group, Nancy Fire - Design Works International, Meilin Wan - Applied DNA Sciences*

This presentation and panel discussion sponsored by Home Textiles Today will hit three hot-button topics of interest to importers, product developers, marketers, sourcers, and creatives. A panel of experts will present exclusive research about consumer shopping behaviors, trend forecasts that address changing consumers lifestyles, and insight from a retail disruptor about the new landscape.

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### **Links to websites:**

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

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

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

<https://www.linkedin.com/company/home-textiles-sourcing-expo/>

### **About Home Textiles Sourcing Expo**

As a long-term joint venture partnership between Messe Frankfurt and CCPIT-TEX, Home Textiles Sourcing Expo is one of the largest sourcing events in North America to solely focus on fabrics and finished soft goods for all home applications. Held annually alongside Texworld USA and Apparelsourcing USA, HTSE provides manufacturers, retailers, jobbers, converters, contract specifiers and designers a one-stop-sourcing venue to locate new fabrics and products for their latest collections. Together the three co-located shows create one of the largest fabric sourcing destinations for the North American marketplace.

For more information, please visit our website at:

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

### **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)