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Denim Show announces new dates for New Delhi and Mumbai editions

With an aim to provide an impetus to denim industry stakeholders in the aftermath of the pandemic, organisers Messe Frankfurt Trade Fairs India and MEX Exhibitions have jointly announced new dates for both New Delhi and Mumbai editions of the Denim Show.

In consultation with various partners, exhibitors and associates, Messe Frankfurt Trade Fairs India and MEX Exhibitions have decided to go ahead with new dates for New Delhi and Mumbai editions of Denim Show which will now take place from 17-19 December 2020 and 19-21 March 2021 respectively. The shows were postponed in view of the rapid escalation in the number of Covid-19 cases, restricting inter-state and international travel.

Denim Show serves as a unique platform where the entire denim fraternity converges to showcase latest products, technologies, and set future trends. Held in association with Denim Manufacturers' Association (DMA), the show helps in furthering the potential of the Indian denim industry by creating a stage through which suppliers and buyers under the denim manufacturing supply chain could avail the benefits of targeted business opportunities. India’s position in manufacturing denim is very strong and the Denim Show will act as a catalyst taking it a notch-above to make it more competitive.

Denim is one of the most versatile fabrics known to mankind and its application has moved far beyond just clothing. Keeping this in view, the organisers have crafted this show to meet both contemporary and future needs of this industry. In every edition, exhibitors put forth innovations that add value to this sector, with themes such as circularity of the economy and sustainability driving the show.

The Denim Show encompasses some specially-designed key highlights such as Denim Applications – highlighting rapidly increasing applications of Denim fabrics and textiles; Denim Talks - comprising a series of talks bringing forth innovation, education & sustainability; Denim Trends - aimed at defining future denim trends; and Denim Walks - showcasing latest fashion trends in denim through a fashion show. The highlights aim to enrich the experience of both exhibitors and visitors by giving them more avenues for participation.

The New Delhi edition of Denim Show will be held at India Expo Mart Ltd in Greater Noida, Delhi-NCR, from 17 - 19 December 2020, while the Mumbai edition has been scheduled from 19 - 21 March 2021 at Bombay Exhibition Center, Mumbai.

Between now and its opening in December 2020, the organisers aim to keep the industry connected through its webinars to draw focus on sustainable measures and support the sector during its recovery phase.

Press information and photographic material:
www.gartexindia.com/denimshow/

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 2,600* employees at 30 locations, the company generates annual sales of around €733* million. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our 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. Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).
For more information, please visit our website at: www.messefrankfurt.com
*preliminary figures 2019

MEX Exhibitions Pvt Ltd
MEX Exhibitions Pvt. Ltd. is an international exhibition company with a strong presence of over four decades in the advertising industry, more than 21 years in publishing & 17 years in exhibitions. The company has produced more than 100 market-leading trade exhibitions for various segments in addition to publishing various magazines & advertising trade directories of repute. Successful exhibitions are conducted all over India, Dubai, Singapore and Thailand.