



ARCHROMA INSPIRES SPORTSWEAR DESIGNERS OF THE FUTURE AT THE ISPO ACADEMY MASTERCLASS

Archroma, a global leader in specialty chemicals towards sustainable solutions, is again partnering with ISPO Academy to inspire promising young design talents in a four-day Masterclass held alongside ISPO Munich 2023 to explore this year's theme, "CIRCULARITY – Create | Adapt | Revive."

ISPO Munich is the world's leading trade fair for the sports industry. It is expecting to welcome more than 50,000 visitors and over 2,000 exhibitors to the Trade Fair Center Messe München from 28-30 November.

Conceived as a bridge between education and industry, the ISPO Academy Masterclass gathers top students from the world's leading design and fashion schools to collaborate on bold new sportswear concepts. The aim is to encourage multidisciplinary thinking and future-oriented approaches. The one-of-a-kind event includes support from industry innovators, including Archroma's Color Management business, and culminates in a public presentation in which the Masterclass participants present the workshop results to the ISPO audience on November 29.

"Since launching the Masterclass in 2016, we have always sought to inspire international design students to Create Another Tomorrow," Nora Kuehner, Founder and Chair of the ISPO Academy Master Class, explained. "This year, we are asking them to Create, Adapt and Revive, venturing beyond boundaries to explore new paths to meaningful product design. We are pleased to again have the support of Archroma in hosting this important event."

Sponsoring the Masterclass for the fifth time, Archroma will equip the teams with The Color Atlas by Archroma® to enable them to use the industry's largest library of 5,760 colors for cotton and polyester fibers to develop their concepts in compliance with leading international eco-standards. The Color Atlas will help the students to both explore new perspectives at the design stage and prepare their presentations with colors that accurately communicate their vision.

"Archroma has unique perspectives on color and sustainability that we are excited to be able to share with talented young designers developing future-forward fashion," Chris Higgs, Global Director, Archroma Color Management, said. "As color problem-solvers, we are always pushing the boundaries of what's possible, and we hope we can inspire the Masterclass students to embrace creative freedom and shine."



The Color Atlas by Archroma® empowers fashion designers and stylists with off-the-shelf color inspiration and the ability to quickly and reliably execute their design intent in production with products that meet their desired sustainability profile. It is available as a multi-volume book set, as well as a mobile-friendly online platform that integrates smoothly with popular design software and manufacturing systems. The online version of The Color Atlas by Archroma® recently won the inaugural Business Expansion – Digital Platform award at the Just Style 2023 Excellence Awards.



Archroma inspires sportswear designers of the future at the ISPO academy masterclass. (Photos: Archroma)