

# allfashion sourcing

CAPE TOWN

14 - 16 July 2026

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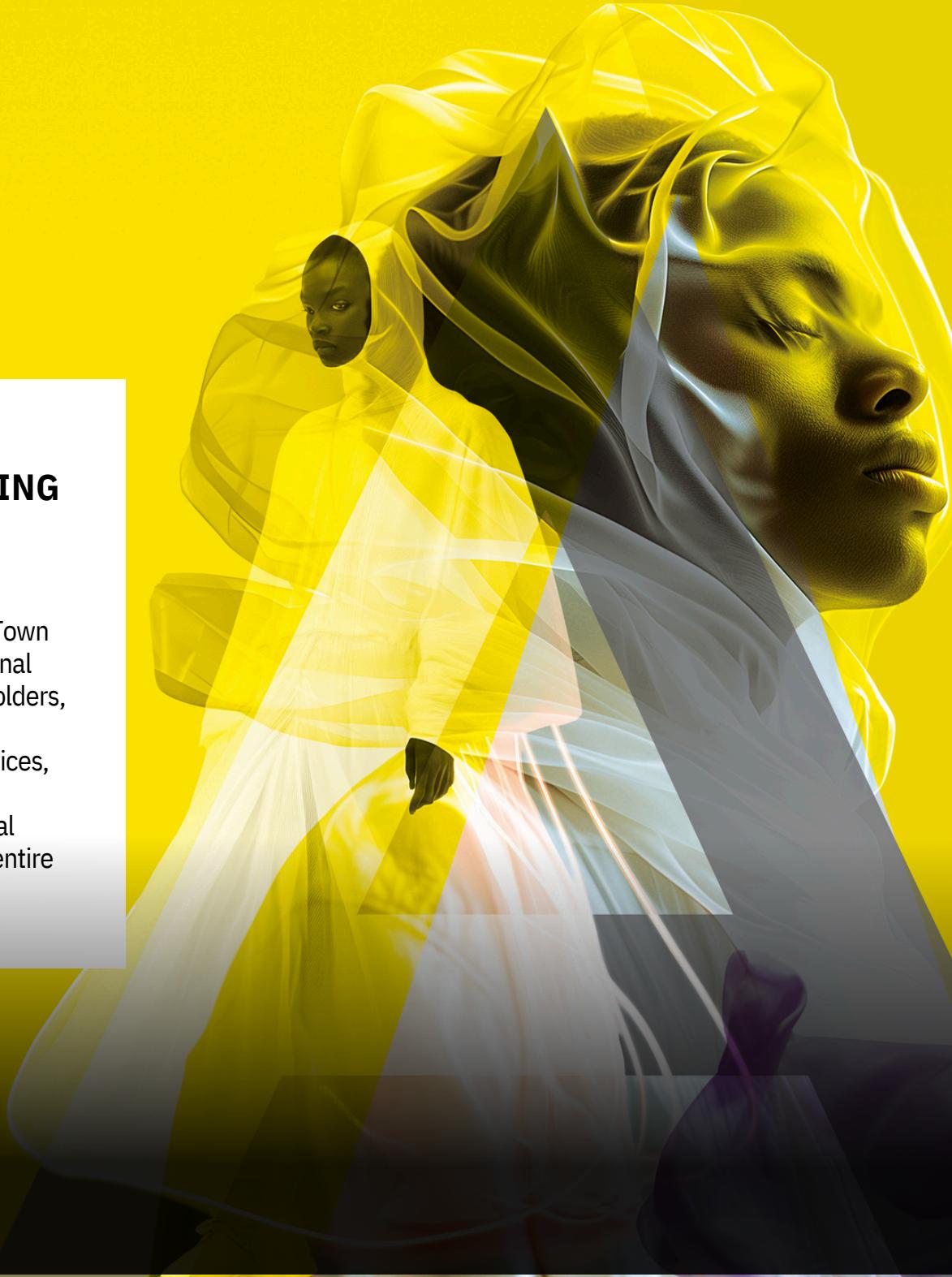
Cape Town

## APPAREL SOURCING IN FASHION

Allfashion Sourcing Cape Town invites local and international textile and fashion stakeholders, offering a comprehensive platform to showcase services, garments, manufactured products, and technological innovations spanning the entire supply chain.



messe frankfurt



# ALL FASHION SOURCING CAPE TOWN



Partner with Messe Frankfurt, one of the world's leading trade fair and event organisers, whose global expertise and reach strengthen every aspect of Allfashion Sourcing.

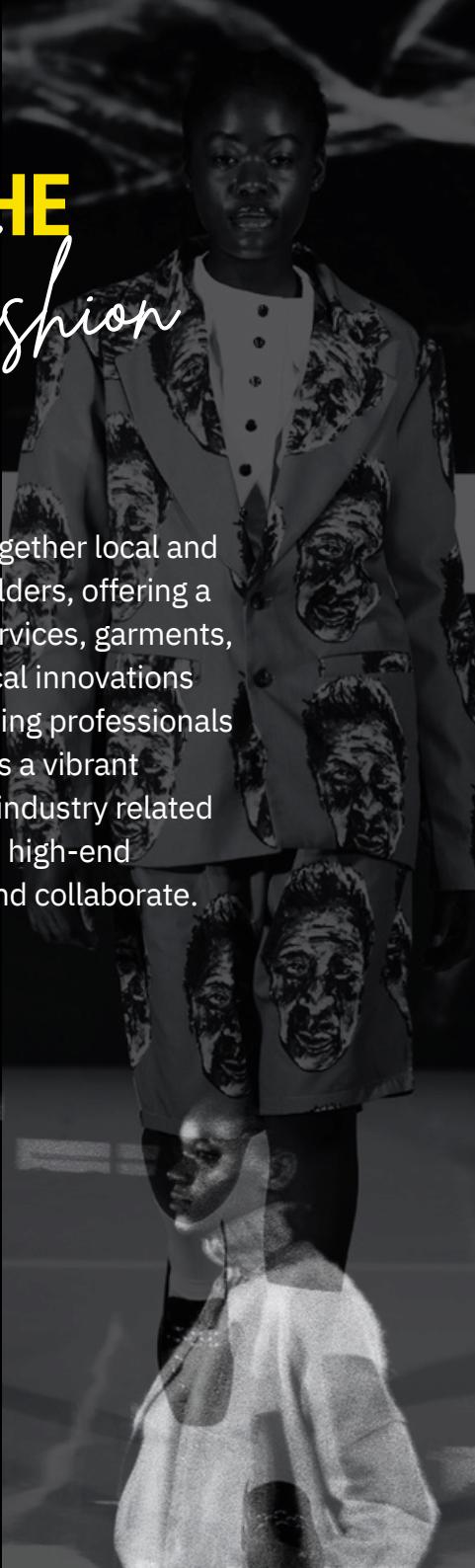
Through its Texpertise Network – the world's most comprehensive textile business platform, connecting over 500,000 industry participants across more than 60 international textile trade fairs – Messe Frankfurt brings unparalleled insight into trends, innovation, and the full textile value chain.

This partnership ensures exceptional opportunities for growth, exposure, and industry influence for all participants.

Join Us in 2026

# EMPOWERING THE TEXTILE AND *Industry* *Fashion*

Allfashion Sourcing Cape Town brings together local and international textile and fashion stakeholders, offering a platform to showcase a wide range of services, garments, manufactured products, and technological innovations spanning the entire supply chain. Attracting professionals from around the world, this event creates a vibrant networking platform for manufacturers, industry related associations, organisations, SSME's, and high-end designers to connect, exchange ideas, and collaborate.



## A PREMIER PLATFORM FOR *Industry Connection*

Our goal is to establish Allfashion Sourcing Cape Town as an essential hub for business-to-business connections, providing an engaging environment where meaningful partnerships are established and nurtured. We are committed to offering a networking platform enriched by a content program that reflects an understanding of global standards and best practices, with a strong emphasis on sustainability and ethical production. Thoughtfully designed initiatives bring added value and unique opportunities to our exhibitors.

# BUSINESS *Matchmaking*

An essential feature of Allfashion Sourcing Cape Town is our Business Matchmaking Service, created to foster impactful connections across the industry. This service enables exhibitors and attendees to schedule targeted one-on-one meetings with potential business partners, buyers, and suppliers.

# FRINGE *Program*

Offers industry insights, a dynamic experience featuring engaging panel discussions, inspiring trend talks, captivating exhibitor fashion shows, and the exciting Young Designer Competition. These sessions provide valuable opportunities for learning, networking, and creative exchange, spotlighting the latest styles, market insights, and emerging talents shaping the fashion industry. Industry leaders will share their expertise on pressing topics, while offering our international exhibitors and sales partners first-hand sourcing insights and a clearer understanding of what South Africa seeks from global markets. This is where innovation meets opportunity — ensuring every participant leaves informed, inspired, and ready to do business.

# *fashion* SHOWS

Our renowned Fashion Shows are a highlight of the event, offering exhibitors and designers a stage to unveil their latest collections. The runway will provide attendees with an exclusive view of emerging trends and creative designs, showcasing our exhibitors' vibrant diversity and dynamism. This spectacle is provided at no additional cost to exhibitors who choose to participate. The event oversees this production including models, make up and stylists. Runway slots are limited – please highlight your interest upon enquiry to reserve a space.

# GUIDING *Industry Demand*

Allfashion Sourcing Cape Town is committed to addressing and responding to sector demand. We have curated key categories that cater to the import and export needs of the textile and fashion industries, ensuring targeted engagement for all participants.

# EXHIBITOR CATEGORIES



## FABRICS

We aim to showcase a diverse range of fabric options, with a focus on natural fabrics such as cotton, linen, hemp, and silk. We are also excited to develop a dedicated Denim Pavilion, attracting key players in the denim industry to showcase innovative and sustainable denim solutions. With these product groups on display, we are positioning the event to attract an audience of fabric buyers, textile manufacturers, and designers looking for high-quality, sustainable fabric solutions.



## FASHION

Our goal is to present a curated selection of fashion and accessories sourced from across the African continent, showcasing the vibrant creativity and craftsmanship of local designers. The fashion product group highlights a diverse range of apparel, including casual wear, formal wear, activewear, tailored clothing, swimwear, intimate wear, workwear, uniforms, and children's clothing. It also features sports and leisurewear, offering exhibitors a platform to showcase innovative designs, high-quality materials, and functional solutions tailored to market demands.

## COMPONENTS & ACCESSORIES



Includes fasteners such as zippers, buttons, hooks, and snaps, as well as finishers like trims, labels, patches, and embellishments. These components play a critical role in both functionality and aesthetics, offering solutions for high-quality garment finishing and creative design.

## TECHNOLOGY & INNOVATION

With a strategic focus on cutting-edge advancements in technology and sustainable practices, Allfashion Sourcing Cape Town provides an ideal platform for showcasing processes, and production methods aimed at efficiency, eco-friendliness, and ethical manufacturing. We aim to attract advanced production machinery as well as IT systems that support sustainable manufacturing processes.

# Sustainability

Sustainability is a key focus for Allfashion Sourcing Cape Town, and we are committed to offer a platform where eco-conscious solutions take centre stage.

Highlighting a diverse range of exhibitors who are focused on sustainable production practices, such as eco-friendly fabrics, responsible sourcing, and circular economy models.

# Leather

This product group will showcase a range of leather goods, from footwear and handbags to belts, gloves, and artisanal accessories. Africa's growing leather sector is known for its craftsmanship and sustainable practices, and we aim to highlight this expertise at the event, showcasing the continent's strength in producing high-quality, eco-conscious leather goods.

# Fashion Accessories

We are eager to develop a strong fashion accessories segment, featuring items such as jewelry, handbags, scarves, and other stylish additions to complete fashion collections. Our goal is to attract exhibitors offering high-quality, locally produced accessories that complement the broader fashion landscape.

## Textile Care

We recognize the growing need for textile care solutions within Africa's textile industry. At Allfashion Sourcing Cape Town, we aim to feature exhibitors that provide cutting-edge textile and cotton care products, including laundry solutions, fabric treatments, and other specialized services. This segment will address the industry's increasing demand for efficient, eco-friendly products that enhance the longevity of textiles and contribute to sustainable practices

## Services

Services related to the textile and fashion industries are essential for driving efficiency and improving supply chain management. Allfashion Sourcing Cape Town plans to attract service providers offering specialized IT solutions, logistics, transportation, and other essential services for manufacturers and designers



## Home Textile & Decor

Includes soft furnishings, decorative accents, and other home décor products. Our ambition is to attract a pavilion of exhibitors specializing in these items, offering a range of design solutions to meet the growing demand for quality and unique home textiles

## Machinery

Leading suppliers of equipment essential to the textile, apparel, and leather, manufacturing value chain. This category showcases technologies that improve production efficiency, reduce waste, and support businesses looking to scale through automation and innovation.



# GET IN TOUCH

We can help you with questions you may have relating to the organisation and implementation of your trade fair presence or visit.

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