

FASHION & FUNCTION

# NORDIC FABRIC FAIR

8-9 DEC

Trade Gothic

EXHIBITOR INFORMATION FOR NORDIC FABRIC FAIR - FUNCTION

# WELCOME TO THE NEW NORDIC FABRIC FAIR

**Nordic Fabric Fair in Stockholm**, Sweden, has been established for more than 30 years, until now only focusing on the fashion industry.

The New Nordic Fabric Fair includes from the next edition, December 8-9 2026, for the first time also the whole functional side of the textile industry, bringing together international textile producers and industry suppliers with designers, sourcing teams and product managers from all Nordic and Baltic countries.

The fair also includes the latest textile technologies and sustainability solutions shaping the industry. With a strong focus on sustainability and innovation, the fair offers not only the latest new developments and future trends for the upcoming season but also a unique platform for discovering new innovations and materials, building new partnerships and meeting with our appr. 250 leading brands in the Nordics.

Nordic Fabric Fair takes place in centrally located in Stockholm at the Nacka strand Fair grounds. A venue with industrial history and a charming old factory-style atmosphere.

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## TWO IN ONE – FASHION MEETS FUNCTION

- The NEW Nordic Fabric Fair with two organizers and two sides of the industry merging like Yin and Yang, Fashion and Function. Both encompassing woven fabrics, knits, insulations, technology providers, trim suppliers, sustainability solutions and digital services.
- In the Nordics there is no sharp line between Fashion and Function brands, our climate calls for functional fabrics and warm insulations also in everyday life and fitness, sport and outdoor clothing need to meet the latest design trends and colors.
- Exhibiting at Nordic Fabric Fair is by invitation only. Exhibitors are carefully curated based on their relevance and appeal to attending buyers and visitors, ensuring a strong return on investment for exhibitors and valuable, well-spent time for buyers.
- The number of exhibitors is balanced with the number of buyers to allow sufficient time for meaningful, high-quality meetings. Together, we share the responsibility of inviting the customers, creating a stronger impact in welcoming them to the fair.
- Exhibitors are provided with pre-show insights into Nordic business culture, along with a market overview to support long-term business development opportunities.
- Additionally, a dedicated matchmaking program to connect exhibitors with brand buyers to facilitate targeted and productive interactions.

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# THE ORGANISERS

Nordic Fabric Fair is arranged by **Stockholm Fashion District** and **Helping You Grow International Business - Huginbiz®**

## STOCKHOLM FASHION DISTRICT

**Stockholm Fashion District**, which serves as a hub and community for the fashion industry in Sweden and internationally. Through showrooms, fairs, and networking events, we connect brands with buyers and retailers. The district is annually visited by designers, e-commerce players, retailers, international delegations, and other key industry stakeholders. We drive growth and innovative sustainability, strengthening Sweden's position as a leading global fashion player.



**Huginbiz®** founded in 2004 and based in Sweden, with team members across the Nordics and a global network of partners, are seen as the international experts in the sport, outdoor, fitness industries. As founders and organizers of the Scandinavian outdoor Group (SOG), Nordic representatives for Performance Days, ISPO, Functional Fabric fair, FIBO and a dozen other trade shows they are in daily contact with most of the brands in the Nordics on a daily basis.

Huginbiz® are also co-owners of EDM Publications, Europe's leading business intelligence provider and the digital agency Digital Crew Nordic, as well as partners of Weichert Global, Huginbiz is a 360 – competence resource for Nordic brands and a gateway to the Nordics for international suppliers and manufacturers.

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# WELCOME TO THE NORDICS & BALTICS

The Nordic countries may be small, but together we share a strong identity, deep-rooted textile traditions, and close ties with the Baltic region, where much of our apparel production has long been based.

A demanding climate has shaped a strong focus on functional clothing, quality insulation, and timeless design—qualities that have earned Nordic brands an excellent international reputation.

With just 28 million inhabitants, the Nordics are home to a remarkable number of export-driven brands. Sustainability is a natural requirement, and Nordic companies are often pioneers influencing global trends.

Partnering with Nordic brands can be an effective way to develop, test, and launch new innovations.



# VISITORS

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The Nordic Fabric Fair is a unique business platform that brings together suppliers and buyers from both the fashion and functional textile segments. It reflects the demands of the Northern European climate, where clothing must not only appeal aesthetically but also provide protection against cold, rain, snow, and wind.

As a result, fashion brands increasingly integrate functional performance into their collections, while functional brands are equally challenged to remain competitive in design, colour, and overall visual expression.

In addition, consumers in the Nordic region place high expectations on environmental and social responsibility. This has positioned Nordic brands as international frontrunners, often setting standards and influencing global trends with a level of impact that far exceeds the size of the region.

Combined, we expect approximately 1,000 visitors representing more than 300 specially invited fashion and functional brands.

## Visitor categories include

- ✓ Employed and freelance designers
- ✓ Fabric sourcing teams
- ✓ Production managers
- ✓ Material buyers
- ✓ Sustainability managers

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# VISITORS – FASHION & FUNCTION

## SOME OF THE VISITING FASHION BRANDS

Acne Studios

FILIPPA  
K

OUR LEGACY



Stylein



HODAKOVA

A DAY'S MARCH

*brixtol  
textiles*

RAVE REVIEW

OSCAR  
JACOBSON

DAGMAR



HOPE

ADNYM ATELIER

J.LINDEBERG

## SOME OF THE VISITING FUNCTION BRANDS



GALVIN GREEN  
NEVER COMPROMISE

J.LINDEBERG



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## COMMENTS FROM VISITING BRANDS

*“Access to innovative materials and technologies is critical for the future competitiveness of our industry. A dedicated platform for functional fabrics, textile technologies and sustainable solutions at Nordic Fabric Fair in Stockholm fills a clear market need and will create significant value for brands and suppliers throughout the Nordic region.”* David Nordblad, Gen. Secr. Scandinavian Outdoor Group

*“For us, product processes usually start with material selection and not the vision of a finished product. Fabrics and materials create ideas and visions of how we can develop new innovations. Therefore, a Nordic platform will suit us perfectly!”* Henrik Vikestam, Head of Design & Production Sail Racing

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# INVITED BRANDS - FUNCTION

Nordic function-focused brands include sports, outdoor, ski & snowboard, hunting, equestrian, fitness, fishing, running, cycling, military, police & rescue, workwear, golf and racket sports. Many are recognized as global frontrunners in sustainability and innovation, combining Scandinavian design

with a strong focus on quality and premium brand positioning. Examples include Amundsen, Casall, Fjällräven, Haglöfs, Helly Hansen, Houdini, Härkila, Galvin Green, J.Lindeberg, Klättermusen, Norrøna, Röhnisch, SAYSKY and Sail Racing, to name just a few.

2117 Sweden  
66 North  
8848 Altitude  
Abacus  
Aclima  
Active Brands Group  
Aimn  
Alaska 1794  
Alfa  
Amok Equipment  
Amundsen Sport  
Arctic Legacy  
Arket (HM)  
Astrid Wild  
Baby Björn  
Baltic  
Barents  
Basic Feather

Bergans of Norway  
Best Friend Group  
Bestseller  
Biancaneve  
Björn Borg  
Blåkläder  
Brynje of Norway  
Casall  
Chevalier  
CLN Athletics  
CLWR  
COS (HM)  
Craft  
Daily Sports  
Dale of Norway AS  
Db\_Journey  
Devold of Norway  
Didriksson

Dope  
Dunderdon  
Eivy Clothing  
Elevenate  
Encore  
Ennue Studio  
Fenix Outdoor  
Fjällräven  
Fladen  
Foret  
Fristads Kansas  
Func Factory  
Galvin Green  
Glerups  
Guideline  
HM Sport  
Haglöfs  
Halti

Helly Hansen  
Hestra Gloves  
Hilleberg  
Holebrook  
Houdini Sportswear  
House of Horses  
Helsinki  
House of Hygge  
Hultafors  
Hummel  
ICANIWILL  
Icebug  
Icepeak  
Intersport  
Scandinavia  
Isbjörn of Sweden  
Ivanhoe  
J Lindeberg

Janus  
Jlv Sport  
John Hatter  
Joutsen  
Kari Traa  
Kilometer Studio  
Klättermusen  
Knowledge Cotton  
KOSA sport  
Kuoma  
Lager 157  
L-Fashion Group  
Liftborne  
Local Rule  
Loop  
Luhta  
Lundhags  
Macade Golf

Mini a Ture  
Mountec  
Mountain Studio  
Newline  
Nonstop Dogwear AS  
Nordic Kids  
Nordisk Company  
Norrøna  
North Outdoor  
Northern Playground  
Norwegian Rain AS  
Nura sport  
Peak Performance  
Pelle P  
Pinewood  
POC Sports  
Polygiene  
Rains

Ravn Cph  
Ravnö  
Revolution Race  
Rukka  
Röhnisch  
Sail Racing  
Salming  
Sandqvist  
Sasta  
Savotta  
Saysky  
Shepherd of Sweden  
Silva  
SOS Sportswear  
Stellar Equipment  
Stronger  
Stutterheim  
Superstainable

Svala of Finland  
Swedteam  
Swix  
Tentipi  
Tenson  
Thule  
Ticket to heaven  
TOBE  
Tretorn  
TST  
Tuftte Wear  
Uberfunction / UBR  
Ullmax  
Unibrands  
Ursuit  
USWE Sports  
Vargkläder  
Viking Footwear

Villa Wool  
We Norwegians  
Wiges AB / Life Wear  
Wilma & Morris  
Woolpower  
YMR  
YOKO

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# EXHIBITOR CATEGORIES & HALLPLAN

We strive to create an open and welcoming environment for effective and inspiring meetings. We respect yours and your buyer's wishes for integrity and do our best to avoid placing any of your direct competitors next to your stand.

- ✓ FABRICS AND YARNS – FASHION
- ✓ FABRICS AND YARNS – FUNCTION
- ✓ TEXTILE TECHNOLOGIES
- ✓ INSULATIONS
- ✓ TRIMS, LABELS & ACCESSORIES
- ✓ MANUFACTURERS/ GARMENT MAKERS
- ✓ SUSTAINABLE SOLUTIONS
- ✓ DIGITAL HUB

## Hallplan - overview



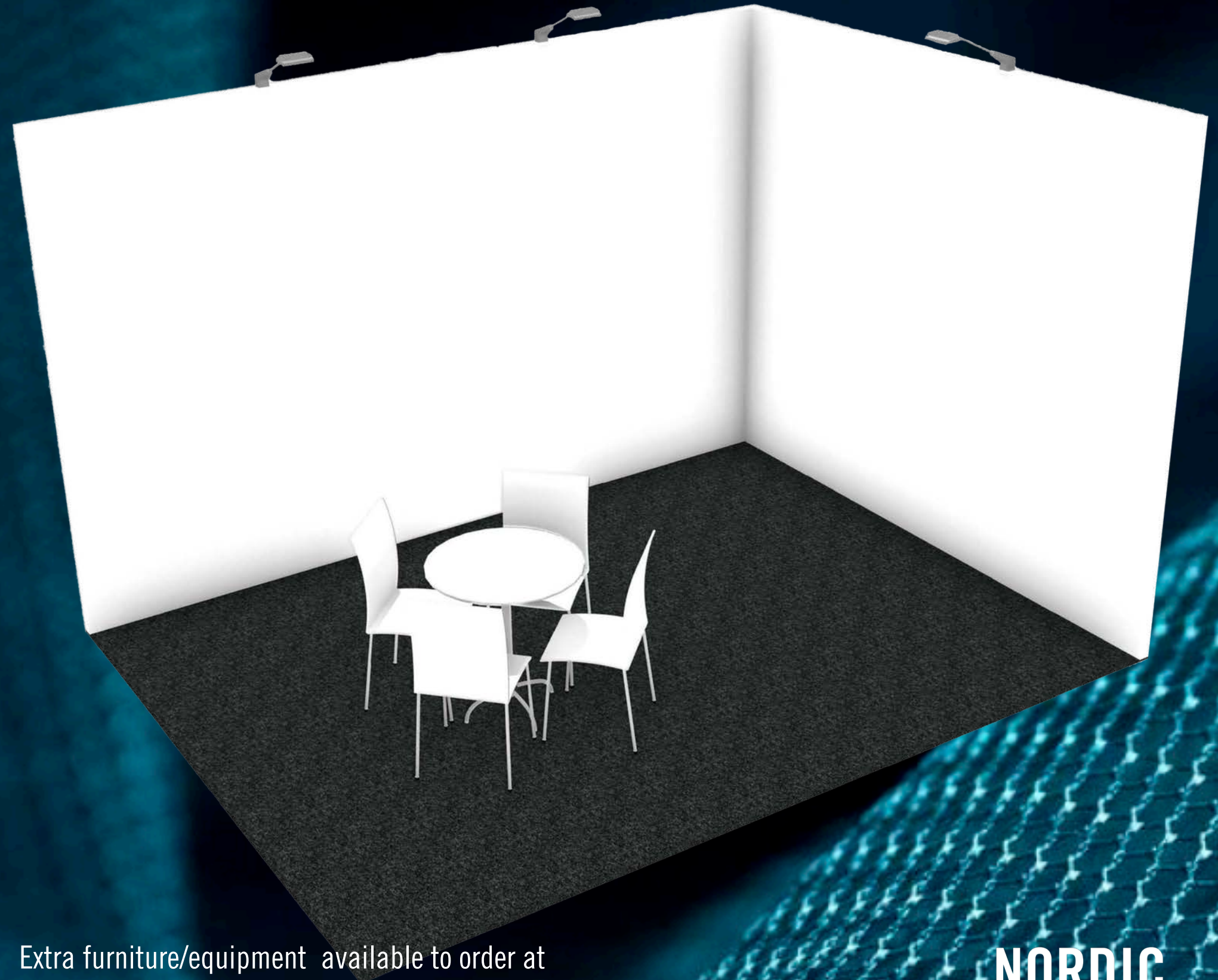
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## STAND PACKAGE BASIC

- ✓ White walls, exclusive beMatrix-system, 2,5m
- ✓ Dark grey carpet
- ✓ Meeting table (black) 70x70 cm + 4 chairs
- ✓ LED-spotlights 21W / 1 spotlight / 4m<sup>2</sup>
- ✓ Electricity Socket 3 x 230W (tot. 2000 )
- ✓ Welcome desk with backside shelf (107 x 102 x 50 cm)
- ✓ Clothing rack with 10 wooden hangers

- Extra furniture/equipment available to order at <https://www.workman.se/shop-event/en/>

Shell XS Basic - 9m<sup>2</sup> (3x3) Price: € 2.985,-  
Shell S Basic - 12m<sup>2</sup> (4x3) Price: € 3.485,-  
Shell M Basic - 15m<sup>2</sup> (5x3) Price: € 3.985,-  
Shell L Basic- 18m<sup>2</sup> (6x3) Price: € 4.485,-  
Other size— price on request



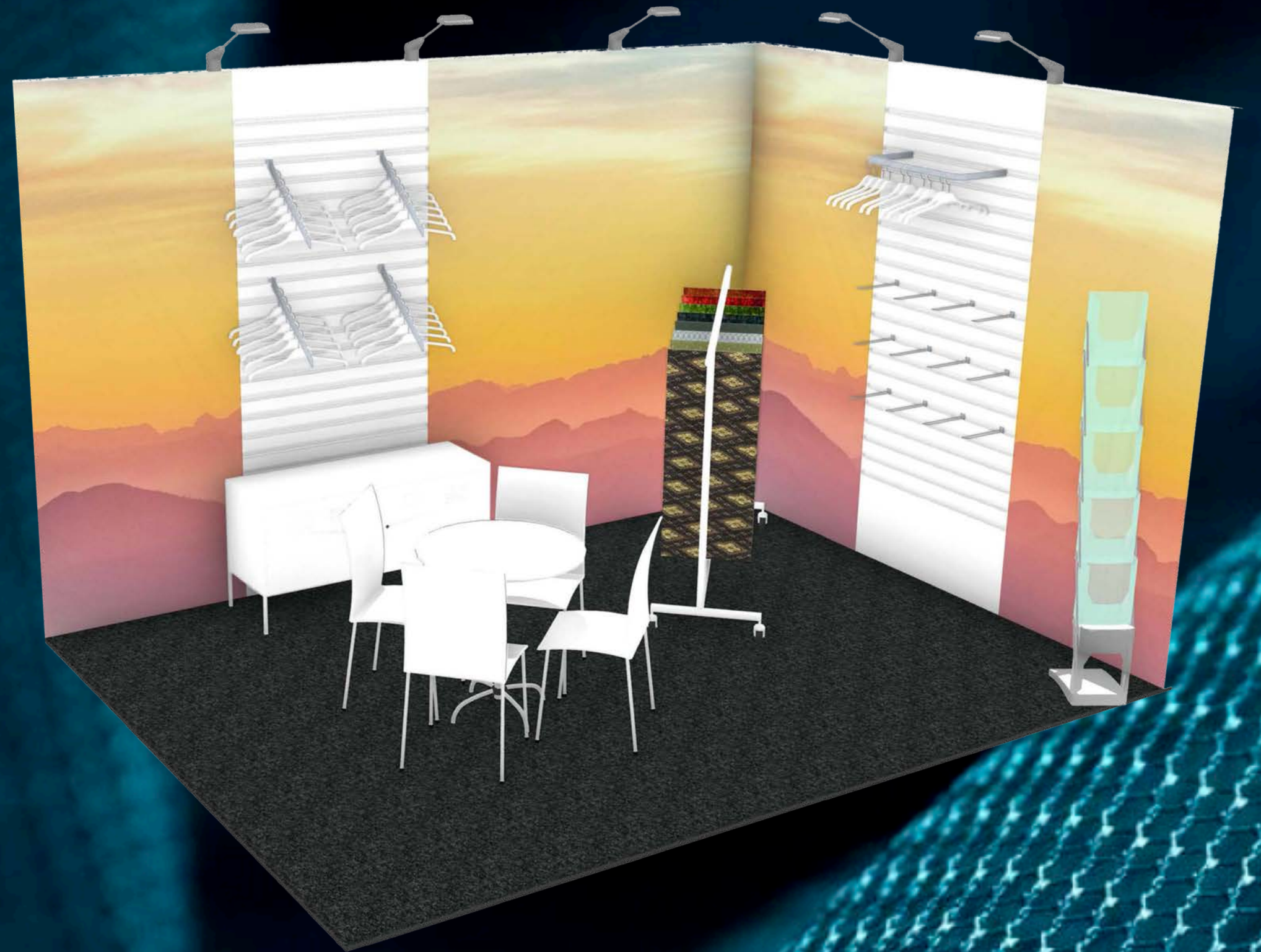
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## STAND PACKAGE PLUS

- ✓ White walls, exclusive beMatrix-system, 2,5m ,t
- ✓ Personalized print on stretched fabric
- ✓ Dark grey carpet
- ✓ Meeting table (black) 70x70 cm + 4 chairs
- ✓ LED-spotlights 21W / 1 spotlight / 3m<sup>2</sup>
- ✓ Electricity Socket 3 x 230W (tot. 2000W)
- ✓ 2 sections of slat walls for hanging products Clothing rack
- ✓ Hanging equipment for slat walls
- ✓ 1 fabric swatches stand
- ✓ 1 lockable cabinet
- ✓ Welcome desk with backside shelf (107 x 102 x 50 cm)
- ✓ 1 brochure stand

Shell XS Plus - 9m<sup>2</sup> (3x3) Price: € 3.685,-  
Shell S Plus - 12m<sup>2</sup> (4x3) Price: € 4.485,-  
Shell M Plus - 15m<sup>2</sup> (5x3) Price: € 5.385,-  
Shell L Plus - 18m<sup>2</sup> (6x3) Price: € 5.885,-  
Other size— price on request

- Extra furniture/equipment available to order at <https://www.workman.se/shop-event/en/>



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# THE VENUE

**Nacka Strandsmässan** in Stockholm Fashion District  
Nacka Strand, Stockholm, Sweden

## Visitor opening hours

Tuesday 8 December, 09.00-18.00

Wednesday 9 December, 09.00-16.00

Evening mingle event Tuesday 8 December, 19.00-21.00

## Move In / Out for exhibitors

Monday, 7 Dec, Move in 13.00-18.00

Wednesday, 9 Dec, Move out 16.00-19.00

Check out the venue here: <https://nackastrandsmassan.se/in-english/>

*The exhibition stand plan will be announced in October.*



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# MARKETING OPPORTUNITIES

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## REACH YOUR CUSTOMERS

### MARKETING & VISIBILITY

We offer various opportunities to increase your visibility before and during the event. Promote news, new collections, achievements, or your brand through our website, newsletters, trade fair catalogue, and on-site advertising. Contact us for pricing and details.

### REGISTRATION & INVITATIONS

You will receive a link to the registration page, where visitors can view all activities, events, and opening hours, and pre-register for their visit. Upon arrival, visitors present their QR code and receive a wristband.

You may also share your key customer contacts with us, allowing us to send invitations and event updates on your behalf.

### BRAND LISTING

Exhibitors can be featured on [stockholmfashiondistrict.se](http://stockholmfashiondistrict.se) with a dedicated landing page, including contact details, news, product information, and meeting requests. This helps buyers and designers plan their visits and purchases in advance..

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# CONFERENCE PROGRAM

Together with Nordic Fabric Fair co-organiser Trade Partner / Stockholm Fashion District, we have decided to offer only one morning seminar and one late-afternoon seminar each day.

We invest in high-quality speakers to help attract more visitors, while ensuring that the seminar programme does not compete with the attention given to our exhibitors.

Our ambition is for visitors to spend as much time as possible at the fair, exploring and meeting with exhibitors.

Overview of all available marketing services and prices will be distributed to exhibitors after your registration.

*The conference programme will be presented in September.*

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# AFTER REGISTRATION

## AFTER YOU HAVE REGISTERED

- ✓ The early-bird deadline for registrations is June 30th (registration is free of charge). From July 1st, the normal registration fee of €295 applies.
- ✓ After submitting your registration form, you will receive your exhibitor confirmation and all exhibitor information.
- ✓ You will also receive the invoice for 30% of the stand fee (payable at 30 days net).
- ✓ Book your accommodation (link to our reserved hotelrooms):  
<https://event.travelservice.se/nordic-fabric-fair2026/>

## SEPTEMBER -OCTOBER

- ✓ Final stand allocation (hallplan is distributed in September)
- Sept. 30<sup>th</sup> is:**
- ✓ Final bookings of marketing services.
- Oct. 31<sup>st</sup> is:**
- ✓ Final payment date for the remaining stand fee, ordered marketing services etc. is
  - ✓ Final delivery of the content for ordered marketing services
  - ✓ Deadline to submit exhibitor catalogue information
  - ✓ Deadline for match-making and additional stand equipment and services

## NOVEMBER

- ✓ Invite your customers and prospects with entrance ticket link, your standnumber etc.
- ✓ Our partner Travel Service can help you with individual arrangements for transfers, logistics, restaurant reservations, and special requests.

## DECEMBER

- ✓ We are excited to meet you and all your customers during Nordic Fabric Fair at Stockholm Fashion District!

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# HOTELS INFORMATION

We have reserved 500 rooms for our exhibitors and visitors in the nearby hotels with discounted prices.

- ProfilHotels Nacka
- Hotel J Nacka Strand
- Elite Hotel Marina Tower

Book here: <https://event.travelservice.se/nordic-fabric-fair2026/>

Our partner Travel Service can also help you organise airport transfers, dinner reservations etc. Please contact Sarah Dahlberg, [sarah.dahlberg@travelservice.se](mailto:sarah.dahlberg@travelservice.se)



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# INTERNATIONAL REPRESENTATIVES

We currently have representatives in following countries.

## China

Sungio Co., Ltd.  
Brindas Xiao, [brindas@sungio.cn](mailto:brindas@sungio.cn)

## Germany

*Contact details will be announced shortly.*

## Italy

*Contact details will be announced shortly.*

## Poland

*Contact details will be announced shortly.*

## Portugal

*Contact details will be announced shortly.*

## South Korea

Globeaushion Inc.  
Brian (KwangHo) Jung, [bjung@globeaushion.co.kr](mailto:bjung@globeaushion.co.kr)

## Taiwan

Taiwan Textile Federation  
Darren Kao, [n708@textiles.org.tw](mailto:n708@textiles.org.tw)

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# YOUR HUGINBIZ TEAM

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