



InsideOut Performance Fabrics Opens Gallery in 200 Steele Building



Adelaide Elliott/Web Editor
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InsideOut Performance Fabrics is opening a new outreach gallery in Suite 313 of the 200 Steele Building at noon on Oct. 17.

Created to meet the growth of the brand, the gallery, put on by parent company Valdese Weavers, will educate marketgoers on the brand and its performance properties.

“The performance segment of the market continues to evolve as technology increases,” says Christy Almond, vice president of product development and marketing for Valdese Weavers. “The line between what a consumer expects from a performance fabric and what each performance fabric can do continues to blur. Through our new outreach gallery, we are providing market attendees with a place and opportunity to learn about performance fabrics and see for themselves what makes InsideOut Performance Fabrics a simple solution to every performance need.”

In the gallery, market attendees will have the opportunity to view the brand’s collection, meet with the marketing and design teams, watch demonstrations of how to clean the fabrics and learn more about the brand’s industry partners who are using InsideOut Performance Fabrics. Additionally, the gallery will serve as a place to mingle throughout the day and during its grand opening party and daily 4 p.m. cocktail hours.