

Where pioneering technology and bold ideas reshape the fashion industry.

Celebrating the innovators shaping the future of fashion

The ninth edition will culminate in a Grand Finale on August 31, 2026, in the Agora of Texworld Apparel Sourcing Paris, where the selected finalists will present their groundbreaking solutions before an expert jury of investors, industry professionals and fashion innovation specialists. The celebration will continue in the evening at Le Balcon, the rooftop restaurant of Galeries Lafayette, partner of the event, where finalists, jury members, partners and invited guests will gather for an exclusive dinner cocktail and the announcement of the 2026 Avantex Fashion Pitch winner.

Avantex Fashion Pitch is an international competition that celebrates and rewards the most innovative projects transforming the fashion and textile industries. The fashion industry must constantly reinvent itself to remain relevant and address the major challenges of our time. Across the sector, visionary entrepreneurs and researchers are developing solutions with the potential to transform the way fashion is designed, produced and consumed.

To identify these emerging solutions and help them gain visibility and grow, Messe Frankfurt France, organiser of Texworld Apparel Sourcing Paris, launched the Avantex Fashion Pitch, alongside the Avantex Paris trade show dedicated to innovative B2B solutions for the fashion industry of tomorrow.

The competition is open to startups, innovative SMEs, NGOs, researchers and entrepreneurs developing innovative solutions, products or services for the fashion and textile industries, with a strong focus on B2B and B2B2C business models.



Finalists 2026



Shikha Shah
Founder - CEO
Altag® transforms underutilized agricultural crop stems into a patented 100% natural fibre. The material is breathable, odour-resistant and skin-friendly.



Angela Hertault
CEO - Innovation Lead
The Adirelounge creates sustainable textiles using agricultural waste to produce fabrics and dyes using fair production methods.



Ceyla Simeu
Founder - CEO
AI-powered wardrobe assistant, Ceylook digitizes clothing from a single photo, creates personalised recommendations and connects users with ethical brands.



Anne & Charles Reboux
Co-Founders
Iroony produces next-generation cellulose fibres from European agricultural biomass such as hemp, flax and miscanthus.



Myriam Chikh Mentfakh
Co-Founder - CEO
LeLabPlus combines AI, 3D technologies and industrial cutting automation to transform deadstock and end-of-life products into premium fashion.



Amal Chebbi
Founder - CEO
PigmentOCO has developed a proprietary supercritical CO₂ dyeing technology for natural fibres such as cotton.



Félicie Bodin & Thomas Dargon
Co-Founders
Seconde Matière is a B2B marketplace that facilitates the sourcing, resale and management of surplus textiles, leather and fashion components.



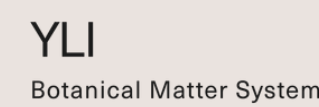
Nigel Baldacchino
Co-Founder - CEO
UseUp optimises garment patterns during the design phase instead of after development, reducing manufacturing costs and material waste.



Valérie Chatelet
Founder - CEO
YAWYA is redefining bespoke fashion by offering designers a body-scanning solution combined with an automated fitting service.



Eleni Exadaktylou
Founder - CEO
YLI is a botanical treatment system for natural knitwear using selected plant extracts and mono-material design.

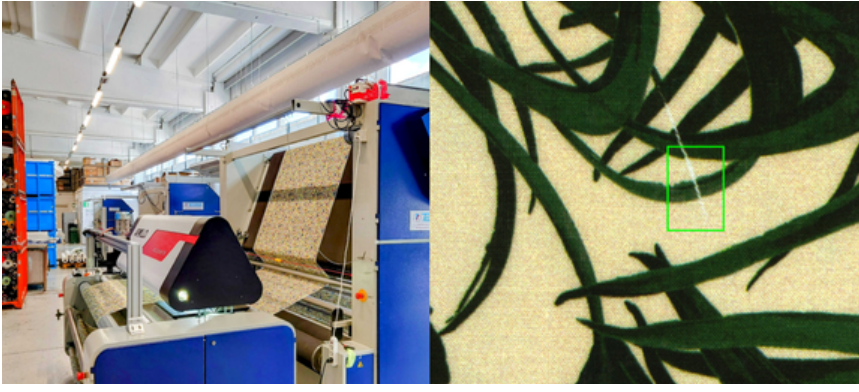


Previous edition - Finale

GOLDENEYE SMART VISION (by APOLLO)
Winner Avantex fashion Pitch 8 (2025)
GoldenEye Smart vision is an AI-powered quality control solution designed for textile manufacturers.
It combines a proprietary high-resolution inspection system with self-supervised artificial intelligence to detect defects in real time, without requiring huge quantity of pre-labelled data. The solution creates a digital twin of each fabric roll, enabling objective quality grading, full traceability and data-driven decision-making across the production process. By replacing manual inspection, GoldenEye improves detection accuracy, reduces material waste and increases productivity while supporting more sustainable textile manufacturing.



Thomas Isnard
Founder & CEO



2026 Jury Members



Jayne Simone
Estève Curé
Luxury & Creative-Led Fashion Expert



Yoobin Jung
Portfolio Development Manager



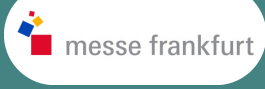
Celine Lippi
Co-founder & Managing Director



Elodie Lemaire Nowinski
Cultural Infrastructure Leader



Claudia Franz
Director Brand Management



Belvis Solers
Co-founder & Art Director



Evelyn Mora
Founder & CEO



Hedda Smith
Office Manager



Avantex Fashion Pitch Price



VLGE is offering a 1-year Premium subscription for the winner. (Value 30K)
VLGE enable creators, agencies, and brands with no-code tools to easily create, share, and monetize gamified 3D immersive experiences.
> [discover VLGE](#)

30K€



Messe Frankfurt France offers 1000 euros to the winner an 1 booth on Avantex Paris 2026, (2800€).
> [More about Textpertise](#)

3800€



IFA Paris offers the winner a year within the "Foundry" incubator from September 2024, with access to the equipment.
The International Fashion Academy, known as IFA Paris, was founded in 1982 in Paris with the aim of combining the heritage of French fashion with the modern, globalized world that calls for greater social and environmental responsibility.
> [discover IFA Paris](#)
> [discover Foundry](#)

4500€



Textpertise Network by Messe Frankfurt offers 1000 euros donation to the winner as well as a dedicated communication in its media channels => 500 000 industrie representatives.
> [More about Textpertise](#)

1000€



Our partner Circular Textile Days offers a keynote on its following event. Circular Textile Days is a high-quality business-to-business exhibition and knowledge platform fully focused on circularity in the textile industry held annually in the Netherlands.
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