

## VIEW PREMIUM SELECTION

### A successful opener for the Autumn.Winter 25/26 season

***VIEW Premium Selection has achieved an extraordinarily successful season opener. On June 26 and 27, some 260 international suppliers showcased their latest trends and material innovations for the Autumn.Winter 25/26 season across the FABRICS, ADDITIONALS, DENIM, and SPORTSWEAR segments in Munich. The great visitor attendance exceeded the organizers' expectations, underscoring the event's importance. This year's exclusive preview concept by MUNICH FABRIC START was held at the b-tween, the former Kaufhof department store at Karlsplatz Stachus, right in the heart of Munich.***

**Munich, June 27, 2024.** High visitor numbers, a great atmosphere, and happy exhibitors marked one of the most successful VIEW Premium Selections. On two productive days, the focus was on discovering new trends, materials, as well as technological and sustainable innovations. The exclusive preview event by MUNICH FABRIC START Exhibitions GmbH brought together around 260 carefully selected exhibitors and collections, offering a promising first glimpse into the Autumn.Winter 25/26 season. Attendees explored new developments in four key areas: **FABRICS** with material trends, **ADDITIONALS** with highlights from the accessories segment, as well as **DENIM** and **SPORTSWEAR**.

The relocation to the interim venue at b-tween, necessitated by a scheduling conflict with the UEFA European Football Championship, proved to be a fortunate move. The temporary pop-up tradeshow setting in downtown Munich provided an optimal space for exchange and creativity. The former department store at Karlsplatz Stachus combines fashion, art, and culture in one location and is conveniently situated near numerous hotels, restaurants, and parking facilities. In this inspiring and accessible environment, lively conversations, effective orders, and exciting ideas found a wonderful interim space.

*“VIEW has delivered a promising and hopeful insight: all exhibitors and visitors sensed a rejuvenated spirit in the industry and mutually confirmed this perception. The atmosphere was distinctly marked by cautiously positive perspectives and numerous valuable discussions. VIEW has thus demonstrated the significance of this early event as a first industry meeting and a barometer in combination with MUNICH FABRIC START in early September.”*

**Sebastian Klinder, Managing Director MUNICH FABRIC START**

*“It was great. Everything went well. And I'd just like to leave it at that. It was a tremendous effort and challenge for our entire team to pull off a seamless event with our high-quality standards in an unfamiliar location not designed for exhibitions. I am all the more delighted to receive feedback from all sides that these were two successful, effective, and efficient VIEW days.”*

**Frank Junker, Creative Director & Partner MUNICH FABRIC START**

# MUNICH FABRIC START

INTERNATIONAL FABRIC TRADE SHOW

## PRESS RELEASE

Numerous internationally relevant manufacturers such as Achille Pinto, Balli Rafanelli, Barth & Könenkamp Seiden, Davaris Textiles, Dutel Creation, Eton Textile, Fitecom, Lisa, Malhia Kent, Mario Bellucci, Nova Fides, Texapel, and We Nordic Label Studios showcased their innovations at VIEW. **Visitors included representatives from renowned companies like Adidas, Aigner, Alberto, Baldessarini, Betty Barclay, Bogner, Brax, Bugatti, Cambio, Comma, Drykorn, Engelhorn, Hannes Roether, Hanro, Herrlicher, HSE, Hugo Boss, Iris von Arnim, Joop!, Lagerfeld, Leineweber, MAC, Marc Cain, Marc O'Polo, More & More, OUI, Riani, Schumacher, SET, s.Oliver, Sportalm or Strellson, among others.** VIEW also offered initial insights and forecasts into the trend themes of MUNICH FABRIC START:

**Tough Textures** combine durability and aesthetics, with robust, structured materials adding character while ensuring comfort and functionality. **Rediscovered Patterns** offer a nostalgic yet modern twist on classic designs from past decades, reimaged with contemporary elements. **Slick Decadence** features glossy surfaces, luxurious materials, and modern minimalist influences, merging elegance and opulence. **Surreal Surfaces** focus on innovative and extraordinary structures that are visually appealing and tactically interesting.

**Hugging Volume** is characterized by voluminous silhouettes and soft, flowing materials, creating an enveloping effect. **Luxury Blend** emphasizes comfort and sophistication with refined materials and luxurious textures. Romantic Rebellion combines delicate, romantic elements with a rebellious touch, where floral patterns meet edgy cuts and dark tones. **Compact Protection** offers functional designs focused on protection and comfort, balancing practicality with style. **New School Classics** modernize traditional classics with contemporary details, vibrant colors, and unique elements. **Opulent Luxury** represents extravagant luxury and opulent materials, with designs rich in detail exuding high-end glamour.

In just ten weeks, the next major industry gathering will take place in Munich. From September 3-4, 2024, MUNICH FABRIC START and THE SOURCE will open their doors at the MOC, alongside BLUEZONE and KEYHOUSE on the adjacent Zenith site. Exhibitors from around the world will present approximately 1,100 collections over an area of about 42,500 square meters, divided into eight sections, for the fashion and apparel industry. Designers and manufacturers will come together in impressive trend forums and sample areas to be inspired by the latest innovations and color and material trends. The Denim Trade Show BLUEZONE, focusing on denim, street, and sportswear, will feature around 100 collections in the industrial chic setting of the Zenith hall. The event will also offer a carefully curated lecture program and diverse networking opportunities.

### VOICES ON VIEW:

*"It's been a long time since I enjoyed being at a trade show that much. The combination of an improvised secondary use and the charmingly worn-down location creates such a creative spirit that I feel truly energized. I had great conversations and new contacts over both days and exchanged ideas with many people who never take the time for deep dialogue at other events. This is what makes a trade show fun!"*

– Karin Schmitz | Peclers Paris

# MUNICHFABRICSTART

INTERNATIONAL FABRIC TRADE SHOW

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*“Although they were initially unsure whether to come, everyone showed up. The biggest trend in menswear is moving towards technical performance. Whether it’s polyamide jersey for jackets or tech chinos, the signs point to innovative knit qualities. Additionally, rip stops and refined cotton remain major topics.”*

– **Michael Feller | Agentur Michael Feller**

*“The last-minute relocation and minimal customer response during our preliminary discussions honestly left us with zero expectations. Now, we stand here completely satisfied. It’s just fantastic. It’s busy, cozy, and intimate – finally, the positive atmosphere we’ve been longing for at a trade show.”*

– **Susanne Gacon | dg textilagentur**

*“A major trend dominating all our conversations is sustainability. Many brands are only now realizing they won’t be able to import their products into the EU in two years unless all ingredients and accessories comply with the Supply Chain Due Diligence Act. I want to make a call to the industry: If designers don’t find anything new, they get bored and won’t come back. We as a supplier must do everything to showcase genuine innovations at the shows.”*

– **Charlotte Bøgegreen | We Nordic**

*“I hope for a rethinking in the industry. Fabric producers and agents need to understand that the German fashion market can only succeed in the future if we radically self-question and reinvent ourselves. The necessary impulses can only come from completely new concepts. Entrepreneurial spirit can only be rewarded and successful if supported by those most interested in a future-proof German fashion industry – the suppliers.”*

– **Kathrin Mormann & Jan Zoet | Numéro 202020**

*“The VIEW timing provides a first feedback for menswear: the general trend is towards calmer colours, the vibrancy is gone, and we’re discussing many naturals with our customers. Gray is the logical colour focus, combined with accents in glacier tones and Gucci red. We presented many tweeds, treated with effect yarns and finishings. Sustainability is no longer a trend or add-on for us; it’s part of our core service.”*

– **Barbara & Manuel Hoechel | Balli**

*“I attend fabric shows to find fabrics that excite me. Those that are new but thematically connect to my last season. Currently, new cords with exciting dyeing techniques or lighter walks catch my eye.”*

– **Hannes Roether | Hannes Roether**

*„The location is really cool: central and vibrant. So much is happening around the venue that the dynamic spills over inside, creating a wonderfully inspiring atmosphere.“*

– **Kat Schrottka | Freelance Fashion Consulting**

### **ABOUT VIEW PREMIUM SELECTION:**

Over two days, VIEW provides the industry with an optimally concentrated platform to explore the latest trends, material developments, and innovations at an early stage, facilitating essential discussions with key suppliers. The carefully curated portfolio includes around 260 high-quality collections across four segments from international suppliers. In addition to the Preview Textile Show VIEW Premium Selection, Munich Fabric Start Exhibitions GmbH organizes twice a year the International Fabric Trade Show MUNICH FABRIC START as well as the International Denim Trade Show BLUEZONE.