

MUNICH FABRIC START

INTERNATIONAL FABRIC TRADE SHOW

PRESS RELEASE

MUNICH FABRIC START & BLUEZONE

Trends, Innovations, and a touch of Intuition: Highlights of the MUNICH FABRIC START and BLUEZONE Program on September 3 and 4, 2024

With an extensive and high-quality program featuring keynotes, panel discussions, trend presentations, Q&A sessions, and contributions from leading international experts across various fields of the fashion industry, the MUNICH FABRIC START, Germany's largest and most important fabric trade show, opens its doors on September 3 and 4, 2024. Under the theme "INTUITION," the event invites the fashion industry to discover the latest trends and innovations for the Autumn.Winter 25/26 season. Exhibitors will showcase around 1,000 international collections across more than 40,000 square meters, providing a comprehensive platform for designers, product managers, and fashion makers from around the world.

Munich, July 22, 2024. On September 3 and 4, 2024, the 54th edition of MUNICH FABRIC START with THE SOURCE will take place alongside BLUEZONE, and KEYHOUSE. Under the theme "INTUITION," the leading German platform for the international fashion and textile industry invites the fashion community to reconnect with their inner voice. The International Fabric Trade Show offers an extensive overview of the latest trends for the Autumn.Winter 25/26 season and explores the most innovative materials and future technologies.

The upcoming MUNICH FABRIC START spans over 40,000 square meters, transforming Munich into the central European hub for international designers, product managers, and fashion makers. Approximately 1,000 collections from premium international suppliers, including Akin, Albini, Amanda Kelly, Bernini Studio, Bornemann Etiketten, Circleline Design, Dutel, Cadica Group, DMISS Textile Group, Erica, Escher Textil, EU / Fenili, Evotex, Fortex, Fusion CPH, Getzner, Iskur, Leti, Liberty, Lica Design Studio, Limonta, Lisa, Lyria, Malhia Kent, Manteco, Maxim, Milior, M360 – Miroglio Group, Nilörn, Nova Fides, Panama Trimmings, Redmark, Riopete, Somelos, Studio 9, Takisada, Tessuti di Sondrio, Top Trends, Trimco Group, Union3 Fashion, Viscotex, Weft, WeNordic Label Studios or Yünsa will be clearly structured into eight areas:

ADDITIONALS featuring highlights from the accessory segment, **FABRICS** showcasing fabrics and material trends, **ReSOURCE** for environmentally friendly and responsibly produced textiles, clothing, and accessories, **BLUEZONE**, the international show-in-show for denim, streetwear, and sportswear, **DESIGN STUDIOS** for textile designers and trend offices worldwide, **KEYHOUSE** with groundbreaking showcases, sustainable developments, and expert workshops at the intersection of technology and sustainability, the **SUSTAINABLE INNOVATIONS** platform for exciting, unique new materials and processes, and **THE SOURCE** featuring selected apparel manufacturers and sourcing service providers.

"The successful VIEW has had a lasting impact: the palpable sense of optimism in the industry and the atmosphere shaped by cautiously optimistic perspectives make us look forward to September with anticipation. At the same time, the international trade show landscape is changing. While physical events are experiencing a remarkable recovery post-pandemic, there is also a trend towards greater efficiency and effectiveness. The upcoming September edition of the Munich Fabric Start exemplifies this: the show has strategically shortened its duration to two days to better meet the industry's needs and market trends that favor more compact events with shorter travel times and cost-effective solutions."

Sebastian Klinder, Managing Director MUNICH FABRIC START

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"We are excited about the upcoming edition of MUNICH FABRIC START and BLUEZONE – not only because our theme, INTUITION, is incredibly relevant in these times. Once again, we offer a uniquely high-quality working atmosphere for the most important exhibitors and designers in the European fashion industry; our program highlights future-relevant topics, and our trend presentations will set benchmarks. For Autumn/Winter 2025/26, the trends reveal an exciting balance between simplicity and intensity. People long for reduction and familiarity while being ready to explore new things. The Munich Fabric Start captures this tension and provides a platform for creative discoveries and innovative solutions."

Frank Junker, Creative Director & Partner MUNICH FABRIC START

A standout highlight of the next MUNICH FABRIC START is the trend lecture by Li Edelkoort. The globally renowned trend forecaster will return to Munich for one of her exclusive private lectures, presenting the trends for Autumn/Winter 2025-26 live. On Wednesday, September 4, 2024, Li Edelkoort will give a two-hour lecture at the MUNICH FABRIC START, sharing insights into future developments in fashion and textiles as well as colour trends. This event offers an excellent source of inspiration and a valuable working tool for all who love and live design. Tickets to experience the famous trend forecaster live in an intimate setting can be purchased in advance through the MUNICH FABRIC START website. For the first time, Li Edelkoort will speak in Room K1 at the MOC, bringing her even closer to the core of the four sourcing halls of MUNICH FABRIC START.

The program of MUNICH FABRIC START and BLUEZONE includes numerous lectures, discussions, and workshops. On **Tuesday, September 3, 2024**, Monsieur-T. will open the first day with his trend presentation of the **BLUEZONE DENIMINED Trends** from 10:00 to 10:30 am, inaugurating the new Trend Lectures Stage at KEYHOUSE in Hall 7, temporarily integrated into the Zenith Hall due to renovations. At 10:30 am, a Key Conversation and Deep Dive on future-oriented sustainable material developments will follow. Simon Angel, curator of **SUSTAINABLE INNOVATIONS**, and other material experts will discuss innovative material solutions contributing to a sustainable and circular industry (Trend Lectures | Keyhouse – Hall 7). At 11:00 am, the same stage will host an "In Conversation With..." session featuring Drishti Masand, Senior Manager Sustainability Direction at **adidas**. Drishti will explain how adidas promotes the circular economy through innovative and research projects like **T-REX**, in a conversation with Muchaneta ten Napel, Founder and CEO of **Shape Innovate**.

From 12:00 to 1:00 pm, **Peclers Paris** will present "Women's Fashion Trends FW 25-26: Reduction, Severity versus Emotion, Creativity" with Karin Schmitz, a highlight of the first day (K1 | MOC). Simultaneously, the panel discussion "**Denim Deal Germany – Unveiling First Signatories**" will take place, with Angela Velasquez, Executive Editor **Rivet**, and Max Gilgenmann, Managing Director and Co-Founder **studio MM04**, discussing future plans and challenges of the Denim Deal in Germany with their guests (Trend Lectures | Keyhouse – Hall 7). Anna Franziska Michel from **Yoona.ai** will speak about the use of AI in the fashion industry from 1:00 to 1:30 pm (Trend Lectures | Keyhouse – Hall 7). At 2:00 pm, another program highlight follows: **amfori**, **Holy Fashion Group**, and **Novateks** will discuss the challenges of the Corporate Sustainability Due Diligence Directive (CSDDD) using best case scenarios, moderated by Muchaneta ten Napel.

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From 3:00 to 4:00 pm, Catherine Hansmann, Sustainability & Responsibility Manager at **Fashion Council Germany**, will explore sustainable innovations and solutions for the fashion industry with panelists from **eBay** and **Peek & Cloppenburg** (Trend Lectures | Keyhouse – Hall 7), followed by a panel discussion with **Bornemann Etiketten** and **dm-drogerie markt** on unified branding for international brands at 4:00 pm on the same stage. From 5:00 to 6:00 pm, the interdisciplinary project **DEVALIA** will present methods to promote sustainability and circular economy in the industry. Moderated by Maria Cristina Pavarini of **The Spin Off**, the discussion will feature insights from Laura Pianazza, International Sales and Marketing at **Re-Point**, Andrea Venier, Managing Director of **Officina +39**, and Natasha Calandrino Van Kleef, Architect and Expert of the Environment Commission and the Culture Commission of **Municipio 1** in Milan, among other speakers (Trend Lectures | Keyhouse – Hall 7). Also from 5:00 to 6:30 pm, the **Hessnatur Stiftung** will offer a free workshop on how a successful sustainability strategy can enhance competitiveness (K1 | MOC). The day concludes with a **DQS educational session** by Constanze Illner, Sustainability Communication at DQS, on "Navigating the Complexities of the Sustainability Jungle" (Trend Lectures | Keyhouse – Hall 7). This session provides an overview of important legal developments in corporate sustainability and shows how to not only meet the requirements but also stand out from the competition.

The lecture program for the second day, **Wednesday, September 4, 2024**, starts at 10:00 am on the Trend Lectures Stage | Keyhouse in Hall 7 with a trend pitch by **AMD – Academy for Fashion and Design Düsseldorf**. At 10:30 am, a session by the **Hessnatur Stiftung** on the automation and digitization of sustainability strategies follows at the same location. **Li Edelkoort's** Fashion & Textile Forecast for Autumn/Winter 2025-26 at 11:00 am will take place in Room K1 | MOC – limited tickets for this highlight of MUNICH FABRIC START can be purchased through the event's website.

Starting at 11:30 am, Nienke Steen, Global Lead Apparel, Textiles, and Footwear at the **Cradle to Cradle Products Innovation Institute**, will present how the circular economy can be implemented in the fashion industry (Trend Lectures | Keyhouse – Hall 7). Following this, from 12:00 to 1:00 pm, a panel moderated by Maria Christina Pavarini and Panos Sofianos on "**Great Green Techknowledge**" will feature experts from **Archroma & Kipas, Tonello & Officina +39, LYCRA FitSense® Denim Technology & Calik Denim**, and **HILO** discussing innovative technologies and processes (Trend Lectures | Keyhouse – Hall 7). At 2:00 pm, a high-profile panel on transparent traceability in textiles will take place, featuring representatives from **Haelixa, Tex.Tracer, Trace Momentum, ISKO**, and **Gant**. This will be followed by an educational session with Dr. Marco Schmitt, Project Manager of **TransitionLab in BIOTEXFUTURE at RWTH Aachen University**, Chair of Technology and Organization Sociology, at 4:00 pm.

Concluding the comprehensive program, from 5:00 to 6:00 pm, will be a discussion on the importance of traceability and data accuracy in relation to digital product passports and supply chain transparency, featuring experts from **Made2Flow** and **TrusTrace**, moderated by Muchaneta ten Napel from Shape Innovate (Trend Lectures | Keyhouse – Hall 7). These lectures, panels, and discussion sessions at MUNICH FABRIC START and BLUEZONE offer a wide range of inspiring opportunities to learn about the latest developments and challenges in the fashion and textile industry.

All program details, keynotes, and panel discussions can be found online at:
www.munichfabricstart.com/en/the-show/

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The eight areas – ADDITIONALS, FABRICS, ReSOURCE, BLUEZONE, DESIGN STUDIOS, KEYHOUSE, SUSTAINABLE INNOVATIONS, and THE SOURCE – encompass the entire fashion ecosystem in one place, making MUNICH FABRIC START a unique one-stop sourcing solution. With short distances, a highly professional working environment, many familiar faces, and a central location well-connected internationally in the heart of Europe, MUNICH FABRIC START once again stands out in this format.

NEXT SHOW DATES:

MUNICH FABRIC START & THE SOURCE | BLUEZONE, KEYHOUSE

AUTUMN.WINTER 25/26

SEPTEMBER 3-4, 2024

MOC & Zenith Area Munich

VIEW PREMIUM SELECTION

SPRING.SUMMER 26

DECEMBER 3-4, 2024

Dampfdom Motorworld Munich

www.munichfabricstart.com | www.bluezone.show | www.viewmunich.com