

MUNICH FABRIC START & BLUEZONE

Intuition Meets Innovation:

**MUNICH FABRIC START & BLUEZONE Set the Standard for the Upcoming Season
on September 3 – 4, 2024**

The textile trade show unveils the latest trends and innovations for the Autumn.Winter 25/26 season, making a bold statement with the theme "INTUITION." In an era where trade shows are becoming more focused, MUNICH FABRIC START once again serves as a hub for physical interaction, inspiration, and business. The event offers more than just products – it is a space for personal interaction, new impulses, and shared growth. With a market-driven runtime, targeted focal points, and sustainable concepts, MUNICH FABRIC START and BLUEZONE provide a broad portfolio tailored to the current needs of the textile industry. Striking a balance between tradition and innovation without compromising on quality, they are shaping the future of the fashion industry.

Munich, August 27, 2024. On September 3 and 4, 2024, MUNICH FABRIC START, together with THE SOURCE, BLUEZONE, and KEYHOUSE, once again invites the international fashion industry to Munich. Under the guiding theme "INTUITION," the event offers a comprehensive program presenting the latest trends, materials, and technologies for Autumn.Winter 25/26. Approximately 1,000 collections from international suppliers will be showcased across 40,000 square meters, reaffirming Munich as the central meeting point for designers, product managers, and the entire fashion industry. For the first time, the main event is aligned with BLUEZONE which will stage the leitmotiv "DENIMINED," offering everything from A-Z for the denim community in the adjacent Zenith Area.

Networking and Inspiration

In addition to a comprehensive lecture program, the upcoming MUNICH FABRIC START also offers numerous networking opportunities. The first day concludes with the MUNIQUE Night, providing the perfect setting for conversations and networking in a relaxed atmosphere.

All highlights and program details can be found in our latest [PRESS RELEASE](#).

The full lecture program is available [HERE](#).

"In a constantly changing world, our goal remains clear: to create a platform that adapts to the industry's needs without compromising on quality and service. Balancing tradition and innovation is our key to success. Our aim is to create an authentic, competent, and open event that meets market demands. We listen attentively to our partners and visitors, using our lean structure to act boldly and decisively."

Sebastian Klinder, Managing Director MUNICH FABRIC START

"As hosts, we bring together the textile and fashion industry in Munich. Our trade shows thrive on interaction, creativity, and exchange. This is the essence of our work. Staying true to ourselves and focusing on our strengths enables us to remain a reliable and effective platform for the community in the future."

Frank Junker, Creative Director & Partner MUNICH FABRIC START

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INTERNATIONAL FABRIC TRADE SHOW

PRESS RELEASE

Efficiency and Flexibility as Core Principles

MUNICH FABRIC START's response to an era of increasing complexity in trade show demands and organization is targeted compression without compromise. By reducing the event's duration to two days, addressing the growing demand for efficiency and cost reduction while simultaneously enhancing service and sustainability, MUNICH FABRIC START is optimizing its offerings once again. The platform is characterized by a unique show system that encompasses MUNICH FABRIC START, BLUEZONE, KEYHOUSE, and THE SOURCE. Across eight thematically structured areas, the latest developments in the fashion industry are showcased.

Change as the Only Constant

The fashion industry is grappling with rapid changes: production disruptions due to the pandemic, rising living costs leading to decreased consumer spending, and the integration of artificial intelligence. This entire ecosystem – from manufacturers to suppliers to retailers – is affected by these shifts. The fashion industry has learned to navigate these uncertainties, embracing them as the new normal. Under the theme "INTUITION," MUNICH FABRIC START draws on its experience and knowledge, focusing on human emotions as a source of creativity. This season's trend themes are dedicated to human feelings: RESILIENCE, LUCID DREAM, GENTLE POWER, SOLITAIRE, and RECONNECT.

RESILIENCE and LUCID DREAM reflect the need for protection and safety in uncertain times, while also emphasizing the return of romance. GENTLE POWER refers to the peace and energy that nature can offer humans, inspired by the contrast between vulnerability and strength. SOLITAIRE stands for the return of sharpness, power, and glamour – a statement after previous seasons characterized by quiet luxury. The final concept, RECONNECT, celebrates both tradition and technology, which complement and inspire each other in today's fashion world.

Program Highlights: Li Edelkoort and Exclusive Lectures

A special highlight of MUNICH FABRIC START 2024 is the exclusive private lecture by Li Edelkoort, one of the world's most renowned trend forecasters. On Wednesday, September 4, 2024, she will present future developments in fashion and textiles, as well as color trends for the Autumn/Winter 25/26 season, in a two-hour presentation. This event is an essential source of inspiration for anyone interested in the future of fashion. Tickets for this exclusive lecture can be purchased in advance on the MUNICH FABRIC START website.

Another highlight is the panel discussion by amfori with industry and sustainability experts on the topic "How to collaboratively tackle CSDDD Challenges in the Fashion Industry" on Tuesday, September 3, 2024, at 2:00 PM in the lecture forum in Hall 7.

The first day of the show will be rounded off by the trend presentation from Peclers Paris, "Women's Fashion Trends FW 25-26: Reduction, Rigor vs. Emotion, Creativity" with Karin Schmitz from 12:00 to 1:00 PM in K1 of the MOC. On day two, Nienke Steen, Global Lead Apparel, Textiles and Footwear of the Cradle to Cradle Products Innovation Institute, will present how the circular economy can be implemented in the fashion industry from 11:30 AM (Trend Lectures | Keyhouse – Hall 7).

The extensive program will conclude with a discussion on the importance of the Digital Product Passport and transparency in the supply chain with Marianne Uddman of TrusTrace, moderated by Muchaneta ten Napel of Shape Innovate, from 5:00 to 6:00 PM (Trend Lectures | Keyhouse – Hall 7).

Focus on Sustainability and Innovation

Sustainability is at the heart of many discussions and holds a special place at MUNICH FABRIC START 2024. Numerous lectures and panels will address the challenges and opportunities of a sustainable and circular fashion industry. For example, Simon Angel, curator of SUSTAINABLE INNOVATIONS, will discuss innovative material solutions that can contribute to a more sustainable industry. The automation and digitization of sustainability strategies will also be a focus of various lectures and workshops, providing a valuable platform for the exchange and discussion of forward-thinking solutions.

FABRICS: Over 500 international suppliers, including ALBINI GROUP, SERIDE, GETZNER, ANTIK DANTEL, BELLANDI, BLOOMATI, LIMONTA, RIOPELE, PONTOGLIUO, ECOPEL PELTEX, EKOTEN, GETZNER, LENZING, LIBERTY, LISA, MANTECO, PAULO DE OLIVEIRA, STYLEM TAKISADA-OSAKA, THERMORE, BESTE BTD, and YÜNSA, will showcase their latest material innovations for all apparel segments. The full spectrum of fashionable woven and knit fabrics, from wool and cotton to silk and blends, as well as functional fibers, will be on display.

ADDITIONALS: Around 150 leading suppliers, including CADICA GROUP, EU FENILI, FRAMELESS, GRAF & CO, KNOPF SCHÄFER, MAINETTI, MAXIM LABEL AND PACKAGING, NILÖRN, QST EUROPE, RIBBONTEX, SHINDO, STUDIO NINE, TRIMCO GROUP, TEXTCART, UNIZIP, WE NORDIC, and YKK GERMANY, will present the latest trends in buttons, ribbons, fasteners, and other accessories. This area is a treasure trove for designers seeking that special something for their collections.

BLUEZONE: BLUEZONE is a global key event for the denim, street, and sportswear industries. Under the motto "DENIMINED," around 100 international denim mills and manufacturers will showcase their latest innovations and trends in Halls 6 & 7 of the adjacent ZENITH AREA. Exhibitors this September include SHARABATI, ORTA, TEJIDOS, ROYO, BOSSA, CALIK, NAVEENA, PANTHER DENIM / TAT FUNG, BERTO, VELCOREX, KT TRIMS, DENIM AUTHORITY, ISKO, STROM DENIM, MONSTER, ADVANCE DENIM, and KIPAS.

DESIGN STUDIOS: The DESIGN STUDIOS area, now in a new location in Atrium 4 / Studio 1 in rooms E 119 and F 111, offers creative input and innovative designs. Textile designers and trend offices from around the world will present their latest developments for prints and patterns, including AMANDA KELLY, BERNINI STUDIO, BLUE STUDIO, BOGGIA DISEGNI, BUNTASTIC, CIRCLELINE, DESIGN STUDIO FLUXUS, FUSION COPENHAGEN, IMAGO STUDIO, LICA DESIGN, LE STUDIO COPENHAGEN, LETI, MUSTICSTYLE, and ZISSER.

ReSOURCE: This platform for environmentally friendly and responsibly produced textiles is a response to the growing demand for sustainable solutions in the fashion industry. More than 70 exhibitors present innovative solutions and materials here, addressing the need for transparency, fair working conditions, and ecological responsibility. This year, MUNICH FABRIC START places an even greater emphasis on sustainability, with ReSOURCE as a central element of the trade show.

THE SOURCE: is the platform for selected apparel manufacturers who showcase their products and services related to the latest sourcing services and apparel production. Located in Hall 2 of the MOC, it serves as a one-stop sourcing platform for brands, labels, and retailers. Participants include: OTS, TOP TRENDS, AGELINA, DMISS TEXTILE GROUP, DISHANG GROUP, EAST, EVOTEKS, JIAXING MIRACLE FASHION, KIKIS, KREATEKS, LAGOON LIMITED, NEW LOOK FASHION, and UNION 3 FASHION.

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KEYHOUSE: KEYHOUSE features groundbreaking smart textiles, future fabrics, and new technologies in an interactive think tank – this September, temporarily integrated into the Zenith Hall (Hall 7) due to renovation work at the Kesselhaus. KEYHOUSE is the central hub of MUNICH FABRIC START, where innovation and sustainability converge. Among the many participants this time are ARCHROMA, BROTHER INDUSTRIAL, CENTRIC SOFTWARE, COLEO, CRADLE TO CRADLE CERTIFIED, DQS, FELDE FIBRES, HAELIXA, HILO, HS NIEDERRHEIN, IMPULS, MOMENTUM, MONTEGA CHEMICAL SOLUTIONS, NIL TEXTILE, OFFICINA +39, SHAPE INNOVATE, SÄNTIS TEXTILES, TEX.TRACER, TORAY INTERNATIONAL EUROPE, WKS, and YOONA.

SUSTAINABLE INNOVATIONS: This platform has been a key part of KEYHOUSE since 2016, providing a stage for young designers to showcase exceptional material developments. This September, also in the Zenith Hall, it will present some of the most forward-thinking textile innovations that offer real solutions for the industry. Featuring: BIOTEXFUTURE, TRANSITIONLAB, FABULOUS FUNGI, KNIT IN MOTION, RIETGOED, STUDIO JORIS DE GROOT, and STUDIO TJEERD VEENHOVEN.

With its extensive offerings of trends, innovations, and sustainable solutions, MUNICH FABRIC START 2024 is an essential event for the international fashion and textile industry. The combination of high-quality exhibitors, inspiring lectures, and a unique atmosphere makes the fair a one-of-a-kind one-stop sourcing solution in the heart of Europe.

UPCOMING SHOW DATES:

MUNICH FABRIC START, BLUEZONE, KEYHOUSE & THE SOURCE
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

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