

MUNICH FABRIC START

INTERNATIONAL FABRIC TRADE SHOW

PRESS RELEASE

MUNICH FABRIC START & BLUEZONE Essential and efficient

The international textile tradeshow MUNICH FABRIC START draws a positive conclusion: the formats MUNICH FABRIC START, THE SOURCE, KEYHOUSE, and BLUEZONE are strategically well-positioned. Over two days, the most important decision-makers from the international textile and fashion industry met in Munich. Highlights included over 1,000 collections showcasing fabric trends and material innovations for Autumn.Winter 25/26, Li Edelkoort's return, and collaborations along the supply chain.

Munich, September 6, 2024. Essential, highly inspiring, and extremely effective – after two content-rich days, the international fabric trade show MUNICH FABRIC START came to an end. The consensus among visitors is surprisingly consistent: MUNICH FABRIC START, together with THE SOURCE, BLUEZONE, and KEYHOUSE, is one of the most important fabric trade shows for the European fashion industry and is thus of immense significance. On 40,000 square meters, international fabric and ingredient manufacturers showcased around 1,000 collections with trends for Autumn.Winter 25/26. After two days, the trade show closed with 10% fewer visitors. The brands present on-site included designers, product managers, and buyers from adidas, Aigner, Akris, Alberto, Anna van Toor, Armed Angels, Baldessarini, Bestseller, Betty Barclay, BMW, Bogner, Brax, Camel Active, Chloé, Cinque, Comma, Condé Nast, Dariadéh, Digel, Drykorn, eBay, Escada, Esprit, Eterna, Gardeur, Gerry Weber, Hessnatur, Holy Fashion Group, HSE, Hugo Boss, Lagerfeld, Lanius, Lodenfrey, Luisa Cerano, Mac, MalaikaRaiss, Maloja, Marc Cain, Marc O'Polo, März, Mey, More&More, Olsen, Ortovox, Oui, Peek & Cloppenburg, Riani, s.Oliver, Schumacher, Seidensticker, Sportalm, Strellson, Talbot Runhof, Tchibo, Trigema, Triumph, Vaude, or Wolford. Compression without compromise: With a duration of two days, the Munich textile show has become more efficient. At the same time, a new arrangement of the FABRICS and STUDIOS areas on the upper floor of the MOC, as well as the integration of KEYHOUSE into BLUEZONE on the Zenith Area, has shortened the walking distances and created new synergies.

"We had a very lively first day with an atmospheric get-together in the evening. We would have wished for a stronger second day. Regarding the timing, the alignment of the duration of MUNICH FABRIC START, THE SOURCE, BLUEZONE, and KEYHOUSE, and the reorganization of various tradeshow areas, we have been confirmed that we made the right strategic decision. MUNICH FABRIC START is appreciated, desired, and needed. That's what matters."

Sebastian Klinder, Managing Director MUNICH FABRIC START

"We have experienced a lot of appreciation over the last two days, which feels good. What we set up here together with our team is done with a lot of passion, especially for our industry. The textile industry continues to face significant challenges in a difficult economic environment. Now more than ever, we all need to pull together."

Frank Junker, Creative Director & Partner MUNICH FABRIC START

"I love this tradeshow! And I am incredibly grateful that it exists. Because we need it – not just to stay informed: For Winter 1, we no longer need fabrics, but there is still a lot to clarify with the manufacturers. We use MUNICH FABRIC START as a check-up to discuss and negotiate prices. For Winter 2, on the other hand, we are still open and looking around. Does the shortened time affect us? No, we have always been here for just two days. That's enough for us."

Susanne Schwenger, Chief Product Officer, Marc O'Polo

"It's the first time I'm visiting BLUEZONE. For Chloé it's important that a Designer constantly gains knowledge and experience to foster the design capability. Tradeshow are an important part for this. Denim is NOT just another fabric. To make educated design decisions, it's crucial meeting different people and discuss topics like new innovations and sustainability. BLUEZONE is a very positive experience. I like the size of the event and the energy here. Different to other tradeshow are the workshops. It's nice to actually try out things and not just discuss them in theory."

Angela Fusco, Senior Denim Designer, Chloé

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Upcoming Trends Autumn.Winter 25/26: Intuition and Illustration

The theme of the 54th edition of MUNICH FABRIC START was "Intuition", which ran like a red thread through the entire event. In a time when uncertainty and change shape the fashion industry, one relies on the power of inner instincts and creative intuition. "Intuition" stands for breaking free from predefined rules and instead trusting one's gut feeling and subtle perception of trends. This season's trend themes focus on human emotions: RESILIENCE, LUCID DREAM, GENTLE POWER, SOLITAIRE, and RECONNECT. RESILIENCE and LUCID DREAM reflect the need for protection and security in uncertain times and the return of romance. GENTLE POWER refers to the peace and energy of nature, inspired by the contrast of vulnerability and strength. SOLITAIRE and RECONNECT represent the return of glamour, sharpness, and the merging of tradition and technology in fashion. This was reflected not only in the showcased collections but also in the around 40 keynotes, panel discussions, trend presentations, and Q&A sessions with more than 50 renowned industry experts.

Li is back: After five years, the globally significant trend researcher Li Edelkoort returned to MUNICH FABRIC START on September 4, 2024, and inspired the audience live with her exclusive Private Lecture. Under the theme "Illustration", she presented the trends for Autumn.Winter 25/26 and provided exciting insights into future developments in fashion and textiles, as well as upcoming color trends. She relies not only on photographs but also on paintings and posters to visualize her predictions. As the main trend for the next season, she identified Paris – as a city, as a feeling, and as effortless elegance. With all the unrest in the world, she calls for establishing a fashionable contrast: harmonious and orderly rather than chaotic and disordered. "With everything that is happening in the world, all the war and chaos, we need to clean up. At least lookwise. Our outfits need to look very put together and neat and symbolize all the good. Let's have a bit of humor and creativity. We say no to bad feelings!" Edelkoort stated. Her return to Munich marked a highlight of the fair and reaffirmed her status as a leading voice in trend forecasting.

"We were practically overwhelmed by customers today. We were able to establish many good contacts – from startups to medium-sized companies to the big players, they were all there. The summer party after the first day was a real happening. Very few shows offer such attention to detail. For me, get-togethers are a basis for networking – especially for young people and career entrants who are rather reserved at the tradeshow."

Moritz Michel Wilke, District Sales Manager, We Nordic

"The new layout is perfect. It is concentrated, and customers can navigate the tradeshow much more easily. This makes it more effective for everyone. Compared to the previous show, it felt like there was a bit more traffic. The atmosphere was very good. I am very satisfied with both days. Hugo Boss, Holy Fashion Group, Meindl, Hauber, Riani, Mac Mode, and Change – they were all there."

Christiani Torri, Pontoglio (Agentur Berner)

Techknowledge

One word was unavoidable in the lecture program with the around 40 talks and forecasts: Collaboration. The industry is focusing on cooperation to address current challenges such as recycling issues and related EU regulations – thus, a major emphasis is on new network structures, cooperation platforms, and holistic thinking. "We are in an exciting innovative phase. Different concepts can coexist in parallel as they address different niches," says Drishti Masand, Circularity & Circular Economy Expert at Adidas. With the T-Rex project, Adidas supports an EU initiative developing industry-wide blueprints for a functioning circular economy.

Think Tanks such as KEYHOUSE play a central role as a link between designers, research, and industry stakeholders. A major attraction was the digital direct printing experience by Brother and Niederrhein University of Applied Sciences. In a collaborative workspace, visitors had the opportunity to be creative and print their results live on-site. Simon Angel, curator of SUSTAINABLE INNOVATIONS, summarizes: "We are questioning the status quo – that's why we are here. The industry needs inspiration, and we need partners from the sector to make a real impact." Since 2016, a staple of KEYHOUSE, SUSTAINABLE INNOVATIONS this September showcased some of the most future-proof textile developments for industrial problem-solving at the stands and in the joint panel, including Fabulous Fungi, Ilse Kremer, Studio Joris De Groot, Knit In Motion by Suzanne Oude Hengel, Rietgoed By Iris Veentjer, and Studio Tjeerd Veenhoven. Also in focus are the automation and digitalization of sustainability strategies. Exhibitors like Trace Momentum and tex.tracer present their solutions for clean data collection along the

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value chain towards a user-friendly digital product passport. AI providers and individualized, thus less wasteful, printing processes are also featured at KEYHOUSE. Due to renovation work, KEYHOUSE this time was located in the midst of BLUEZONE in Hall 7.

"For us, this is fantastic. We see ourselves as innovators in the jeans industry – MUNICH FABRIC START allows us to connect with relevant partners."

Julio Perales, Technical Segment Manager Denim, Archroma

"We really do business here! The show doesn't limit exchange to a quick hello. At BLUEZONE you really have space to sit down and go through your collection with your customers, to talk details and actually make deals. This is especially important for us, as Germany is a key market for denim. We are really happy with the organization, whenever we faced challenges the MFS-team was there to solve it."

Dilek Erik, Global Marketing Manager, Sharabati

"I haven't been to MUNICH FABRIC START and BLUEZONE for 8 to 10 years. It changed a lot. I really like it that the two tradeshows are on at the same time. What they showcase in regards of material innovation & tech is quite universal. In the denim community we are very tightening. The denim heads stick together. It's nice to be surrounded by complete strangers. It broadens your horizon. MUNICH FABRIC START gives us a platform to cross pollinate. No other denim show does that. It's the same with BLUEZONE and KEYHOUSE. How great is that: I've just seen 3D-printing onto denim. It's amazing. The future of denim is tech & science."

Amy Leverton, Trend Forecaster, Denim Dudes

BLUEZONE: Patches, Five-Pockets and Distressed Fabric

At BLUEZONE in the Zenith Area, over 70 international denim mills showcased their latest developments for denim and sportswear. The denim community discussed new guidelines for the industry. The kickoff was provided by Tilmann Wröbel, who, under the event theme "DENIMINED," highlighted the seven central trend directions for the industry: Pimp my waist, Digital Denim Art, Skinny What, Tech it Easy, Free Your Denim Mind, There is Hope in Green, and Design Exaltation. DENIMINED runs through the trend presentations and talks – the industry shows itself innovative in Munich. New digital printing techniques, dyeing, and finishing technologies underscore the strength of BLUEZONE in bringing the value chain closer together. Beyond the trends, addressing the sustainable impact of the industry remains a central theme. Collaboration is also key here – the Denim Deal has a positive balance and expands with a Germany Hub to Germany. Signatories of the Denim Deal include Advanced Denim, AGI Denim, Bossa, Calik, CBL, DNM, Kipas, Maritas, Naveena, Orta, Realteks, and Sharabati.

"We think pre-competitively – to create the foundation for a successful circular economy – which also includes good communication to make circularity tangible as a product advantage," says Max Gilgenmann, Co-CEO – studio MM04.

Intuition meets Innovation – MUNICH FABRIC START has once again demonstrated how the communities from Denim, Fabrics, and Innovation inspire each other and collectively pave the way to the future.

ADDITIONAL VOICES ON MUNICH FABRIC START

"Even after COVID, trade shows like MUNICH FABRIC START remain extremely important for our industry. Both we exhibitors and the customers need to understand this. MFS is the place to be, where people come together. The digital product passport will be a necessity in the future. This has put us in a kind of hybrid position. We are no longer just a product supplier, but also an IT supplier. There is currently a redistribution taking place in this regard."

Daniel Jung & Jan Knoch, Managing Director, Trimco Group

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"By processing leftover fabrics into new yarn, we minimize waste almost completely and simultaneously create a durable product. We have been successfully applying this technique for over a decade, which has earned us the German Design Award 2024."

Juan Pablo Rivera Castillo, Chief Commercial Officer, Incalpaca

"The show is one of the best-organized trade shows I know. I come here extremely gladly, much more so than to Paris. Here, I find manufacturers from Turkey, Asia, and Italy. I am particularly looking for the highlights of my collection. The selection from so many suppliers is extremely important. Only here is it so well bundled. For me as a designer, the trend information with Li Edelkoort and Peclers was also amazing. And not to forget, the innovations in KEYHOUSE. You can achieve a lot in two days, but the three days were better – also from a sustainability perspective. To achieve everything here, we bought and watched Li's digital content in advance with the team."

Claudia Lanius, Founder and Designer, Lanius

"For coordinates, the timing is good. A show like MUNICH FABRIC START expands the content horizon. I find that very important. One must look to the right and left to pick the best opportunities."

Winfried Rollmann, Owner, CEO & Creative Director, Six Brother Factory

THE NEXT TRADE SHOW DATES:

VIEW PREMIUM SELECTION
SPRING.SUMMER 26
3 + 4 DECEMBER 2024
Dampfdom Motorworld Munich

MUNICH FABRIC START, BLUEZONE, KEYHOUSE & THE SOURCE
SPRING.SUMMER 26
21 + 22 JANUARY 2024
MOC & Zenith Area Munich

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