

## PRESS RELEASE

### **FLORESCENCE – THE MOMENTUM OF BLOOMING PREVIEW FOR MUNICH FABRIC START, THE SOURCE, BLUEZONE & KEYHOUSE**

- **MUNICH FABRIC START, THE SOURCE, BLUEZONE and KEYHOUSE will unite the European textile and fashion industry in Munich from January 21–22, 2025.**
- **Around 1,200 collections from approximately 625 international exhibitors will be showcased.**
- **FLORESCENCE – the seasonal theme driving the SPRING.SUMMER 26 trends at MUNICH FABRIC START.**
- **BLUEZONE und KEYHOUSE combine denim, streetwear, and sportswear with sustainable materials, innovative production processes, and cutting-edge technologies.**

**Munich, January 9, 2025.** The international fabric trade show **MUNICH FABRIC START**, along with its show-in-show concepts **BLUEZONE, KEYHOUSE**, and **THE SOURCE**, will present the latest material innovations from over 625 international exhibitors across five halls and eight areas from **January 21–22, 2025**. In a complex reality defined by constant uncertainty and new beginnings, the event offers forward-thinking examples of how creativity can flourish, how courage can open new perspectives, and how change can be actively shaped. Over the course of two days, Munich will become the meeting point for the entire textile and fashion industry — bringing together designers, fashion creators, product managers, decision-makers, and international suppliers from around the globe. With unparalleled professionalism, the European textile trade show unites creativity, innovation, and expertise in textiles, accessories, textile finishing, and sourcing — all at one location and at the same time.

#### **MUNICH FABRIC START: FLORESCENCE – The Momentum of Blooming**

"**FLORESCENCE**" is the seasonal theme for the **SPRING.SUMMER 26 trends**, representing the process of blooming. It organizes the latest material developments and colour trends into five subthemes that explore openness to new ideas and the allure of timeless beauty. **BETTERVERSE** and **INVENTING PARADISE** focus on how artificial intelligence can influence and enhance the relationship between the human body, nature, and fashion. **UNORTHODOX** questions the impact of AI on information consumption and consumer behaviour. **FRAGILE** explores the contrasts between fragility and strength. **LASTING** builds on classic elements, cleverly blending familiarity and tradition. This thematic framework captures the transformative spirit of the season, highlighting innovation, creativity, and the enduring appeal of thoughtful design.

*"FLORESCENCE represents the momentum of blooming: it takes courage and perseverance to believe in a turning point and an upswing during these challenging times! With MUNICH FABRIC START, we aim to help our industry reach its full bloom. With an exciting trade show concept and a vibrant portfolio of international exhibitors, we provide the fertile ground for creativity and professional sourcing."*

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

*"Speaking of renewal and growth in times of uncertainty is brave. But who, if not the fashion industry, is better equipped to reinvent itself time and time again and explore new paths? At our upcoming event, we will present numerous inspiring examples of exactly that."*

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

# MUNICH FABRIC START

INTERNATIONAL FABRIC TRADE SHOW

Insight into Women's SPRING.SUMMER 26 Fashion Trends will be provided by Karin Schmitz from the leading trend consulting agency Peclers Paris on the first day of the trade show (12 PM, MOC, Hall 2).

On the second day of the trade show, the Düsseldorf-based style agency o/m collective is making its debut at MUNICH FABRIC START. Trend forecasters Katharina Majorek and Volker Orthmann will, for the first time, present a dedicated lecture titled "MUNICH FABRIC START X O/M COLLECTIVE: FLORESCENCE – Colours, Fabrics, Styling (Wo)mens Key Trends for SPRING.SUMMER 2026," showcasing the new developments for the upcoming season. The duo has been responsible for defining the key colours and trends for the trade shows in Munich since 2023.

In his keynote, David Shah, Publisher and CEO of VIEW-Publications, will explore the topic: "Quantum Fashion: A Philosophy of Design" on January 21, 2025, at 5 PM at KEYHOUSE. Further highlights from the extensive side event programme include the three-part interview and talk series by Shape Innovate, moderated by Muchaneta ten Napel at KEYHOUSE featuring the innovation talk with Emily Bolon from LOOPER Textile Co. on January 21, 2025, at 12 PM as well as the expert interview with Blathnaid Geoghegan from Pangaia at 2 PM. On the second day, a discussion with Traci Kinden from Texroad on "Demystifying Data" will take place at 11:30 AM.

## HIGHLIGHTS OF MUNICH FABRIC START

Key exhibitors in the "Fabrics" area include renowned names such as: Achille Pinto, Akin Tekstil, Almodo, Cervotessile Since 1815, Clerici Tessuto, Davaris Textiles, Dutel Creation, Elyaf Tekstil, Emmetex/Masterloom, Erica + Compagnia Della Seta, Eton Textile, Fitecom, Fortex, Jackytex, Liberty Fabrics, Limonta, Lisa, Lyria, Malhia Kent, Mario Bellucci, Milior, Özdoku, Riopete, Sidogras, SMI, Takisada, Teijin Frontier, Tessuti di Pordenone, Texapel, Viscotex, and Weft. In the "Additional" section, international manufacturers of trims and accessories will showcase their innovations. Highlights include: CADICA GROUP, Escher Textil, Bornemann Etiketten, Checkpoint, Frameless, MAXIM, NILÖRN, Panama Trimmings, Redmark, Studio 9, TRIMCO GROUP, We Nordic Label Studios, and YKK GROUP. On the "Design Studios" platform, leading designers will present their latest fabric designs, prints, and patterns. Featured studios include: Amanda Kelly, Bernini Studio, Boggia Disegni, Bureaux Bo, Circleline Design, Fusion CPH, Le Studio Copenhagen, Leti., Lica Design Studio, and Zisser Textile Design. At the one-stop sourcing platform THE SOURCE, exhibitors will showcase their offerings for the latest sourcing services and apparel manufacturing. Participating companies include: EAST, Lagoon Limited, Ningbo Wollamtex Apparel & Co. Ltd., New Look Fashion, Cotton House, Thai Son Knitwear Factory, Top Trends Lda, Union 3 Fashion, and WFS Cashmere. These exhibitors collectively underscore the diversity and innovation across fabrics, accessories, design, and sourcing, providing an unparalleled experience for attendees.

## Italia – Where Else: MANIFATTURA ITALIA Launches at MUNICH FABRIC START

As a new Italian initiative, MANIFATTURA ITALIA will be introduced at MUNICH FABRIC START. This platform connects fashion brands directly with renowned Italian garment manufacturers, covering a variety of segments including coats, blazers, trousers, shirts, and knitwear for women and men. The initiative emphasizes local production and craftsmanship of Italian fabrics, aiming to enhance quality, aesthetics, and sustainability. The goal is to shorten delivery times and to showcase the best of Italian fashion – all proudly Made in Italy.

## BLUEZONE: THE CORE – Denim at the Center

"THE CORE" is the seasonal theme of the BLUEZONE Denim Trade Show, featuring around 70 international exhibitors from the denim, streetwear, and sportswear sectors. Held in the adjacent Zenith Hall, BLUEZONE showcases an impressive lineup of global denim mills, weavers, manufacturers, and finishers. Key exhibitors include: Altero, Atlas, Berto, Bossa, Calik Denim, Denim Authority, Dynamo, ISKO, KT Trims, Monster, Naveena Denim Mills (NDM), Lloyd, Orta,

# MUNICHFABRICSTART

INTERNATIONAL FABRIC TRADE SHOW

Sharabati, and Tejidos Royo. These industry leaders will present insights into cutting-edge processes, industry trends, and new sustainable innovations. BLUEZONE Live Workshops: A highlight of the event is the HMS Creativity Pod, where sustainability meets artistic innovation. Visitors can customize products using HMS tools such as Designer Pens and the HMS Moon Denim. The workshops will be led by award-winning designer Andrea Grossi, together with Federico Barengo. Special Presentations by Brother: Another major highlight is the Brother showcase, featuring groundbreaking projects in sewing and direct-to-textile printing. Key activities include:

- Live Denim Creations with designer Mohsin Sajid.
- Denim Masterclasses hosted by ENDRIME® x BROTHER x ISKO x COATS.
- Live demonstrations of the GTXpro textile printer at KEYHOUSE.

With its blend of innovative processes, hands-on workshops, and inspiring demonstrations, BLUEZONE positions denim as the center of creativity and sustainability for the upcoming season.

## KEYHOUSE: TECHKNOWLEDGE – Advancing Knowledge Through Technology

Once again, KEYHOUSE will be seamlessly integrated into the BLUEZONE in Hall 7, uniting all perspectives on innovation at the intersection of sustainable materials, production processes, and technologies under one roof. Under the theme "TECHKNOWLEDGE," the platform will showcase relevant advancements in key areas such as: recycling, circularity, traceability, technical textiles, technology and AI, process solutions, new material resources. Exhibitors include: Assyst, BIOTEXFUTURE, CLIMATEX, Datini Fibres, ECOVATIVE, Everdye, Felde Fibers, Flocus, Impuls, LOOPER Textile Co., Livinguard, PaperTale, Re Root Tex, Synovance, TURNS Faserkreislauf, and WKS. Highlights at KEYHOUSE are: The Sustainable Innovations Forum will spotlight cutting-edge developments that address pressing industry challenges and opportunities, while bridging technology and sustainability.

Stay Updated! For more details about the extensive lecture program featuring leading industry experts, visit the official website: <https://www.munichfabricstart.com/en/the-show/>

## OPENING HOURS & LOCATIONS

**MUNICH FABRIC START | THE SOURCE – MOC**  
**BLUEZONE | KEYHOUSE – ZENITH AREA**

Tuesday, 21. January 2025 from 9:30 AM – 6:30 PM  
Wednesday, 22. January 2025 from von 9:30 AM – 6:30 PM

[ARRIVAL & PARKING ->](#)

During the trade show, we offer a complementary **AIRPORT SHUTTLE SERVICE** to ensure a convenient journey from the airport to the trade show venue and back.

MUNICHFABRICSTART  
INTERNATIONAL FABRIC TRADE SHOW

# SHOW DATES 2025

<b>SPRING.SUMMER 26</b>	<b>AUTUMN.WINTER 26/27</b>	<b>AUTUMN.WINTER 26/27</b>	<b>SPRING.SUMMER 27</b>
21 - 22/01/2025 MUNICH FABRIC START THE SOURCE BLUEZONE & KEYHOUSE	24 - 25/06/2025 VIEW	2 - 3/09/2025 MUNICH FABRIC START THE SOURCE BLUEZONE & KEYHOUSE	2 - 3/12/2025 VIEW