

**PRESS RELEASE**

**BLOOMING TRENDS, CIRCULAR TEXTILES & CUTTING-EDGE TECHNOLOGIES**

- ***Circularity, New Materials & Technology, and the SPRING.SUMMER 2026 trends as the key topics of the diverse lecture programme at MUNICH FABRIC START, THE SOURCE, BLUEZONE & KEYHOUSE.***
- ***Around 50 programme highlights including talks and panels featuring over 50 renowned trend forecasters, pioneers, and key industry players across three stages.***
- ***Numerous product innovations and material breakthroughs aimed for shaping a sustainable textile and fashion industry.***

**Munich, January 17, 2025.** The international fabric trade show MUNICH FABRIC START, together with its show-in-show concepts BLUEZONE, KEYHOUSE, and THE SOURCE, is ready to go. Next Tuesday, January 21, 2025, the two-day industry event will kick off in Munich, bringing together creativity, innovation, and expertise in textiles, trims, textile technologies, and sourcing. A total of 625 international exhibitors will present approximately 1,200 collections featuring the latest material innovations for SPRING.SUMMER 26. Once again, this season, the European textile trade show has put together an impressive lecture programme: leading industry experts will discuss the current topics of the textile and fashion industry on numerous panels.

**Trend Lectures: SPRING.SUMMER 26**

Trend research takes center stage for designers, fashion creators, product managers, and decision-makers. Alongside the highly inspiring trend forums and the seasonal publication, the Trend Forecast, MUNICH FABRIC START is introducing its very own trend presentation for SPRING.SUMMER 26 for the first time: The two Trend researchers Katharina Majorek and Volker Orthmann from the Düsseldorf-based style agency o/m collective will unveil the seasonal theme "FLORESCENCE" of MUNICH FABRIC START, highlighting its five key trends. This exclusive lecture, titled "MUNICH FABRIC START X O/M COLLECTIVE: FLORESCENCE – Colours, Fabrics, Styling (Wo)mens Key Trends for SPRING.SUMMER 2026," will take place on Wednesday, 11:00 AM-12:00 PM, at the TREND LECTURES | MOC – Hall 2.

Sensory experiences as a counterbalance to omnipresent virtuality – the trends for SPRING.SUMMER 26 promise versatile materials that emphasize haptical structures. Karin Schmitz from the leading trend consulting agency Peclers Paris will present these and additional Women's Fashion Trends for the upcoming season (Tuesday, 12:00 PM-01:00 PM, TREND LECTURES | MOC – Hall 2).

At the core: Blue. Tilmann Wröbel from Monsieur-T. Denim Lifestyle Studio will offer a deep dive into the current and future denim trends (Tuesday & Wednesday, 10:00 AM-10:30 AM, THE STAGE | KEYHOUSE – Hall 7). This season's theme for BLUEZONE is THE CORE.

A fresh perspective on design will be provided by the brilliant and always surprising trend expert David Shah, publisher and CEO of VIEW-Publications, in his keynote titled "Quantum Fashion: A Philosophy of Design" (Tuesday, 05:00 PM-06:00 PM, THE STAGE | KEYHOUSE – Hall 7).

**Hot Topic: Circularity**

Circularity has become an integral part of the design and manufacturing process – not just in theory but increasingly in practice. At MUNICH FABRIC START, circularity takes center stage in the lecture program.

- Rethinking textile waste with cutting-edge innovations in textile recycling: Hélène Smits, Head of Business Development & Partnerships at Looper Textile Co., will explain her approach in a Fireside Chat with Muchaneta ten Napel from Shape Innovate (Tuesday, 12:00 AM-12:30 PM, THE STAGE | KEYHOUSE – Hall 7).

# MUNICH FABRIC START

INTERNATIONAL FABRIC TRADE SHOW

- The “Triple Win” of recommerce, renting, and recycling will be explored by Gregor Kischel, Head of Sales & Garment Finishing at WKS, and Katja Wagner, Co-Founder of TURNS-Faserkreislauf, in an Educational Talk (Tuesday, 03:00 PM -03:30 PM, THE STAGE | KEYHOUSE – Hall 7).
- Katja Wagner of TURNS-Faserkreislauf and Stefanie Wiebelhaus from dm-drogerie markt will provide insights into their joint project on implementing textile recycling, shedding light on the challenges and milestones of their collaboration (Wednesday, 11:00 AM-11:30 AM, THE STAGE | KEYHOUSE – Hall 7).
- Data as the key to textile circularity: In her talk, “Demystifying Data,” innovator Traci Kinden from TEXroad will take visitors on a journey into the world of data points and their crucial role in circularity (Wednesday, 11:30 AM-12:30 PM, THE STAGE | KEYHOUSE – Hall 7).
- Solutions for a closed loop in polyamide/nylon 6 are also emerging. Madhura Pawar (BASF) and Daniela Antunes (Fulgar S.p.A.) will delve into this topic in a discussion moderated by Muchaneta ten Napel from Shape Innovate (Tuesday, 03:30 PM-04:00 PM, THE STAGE | KEYHOUSE – Hall 7).
- One of the program highlights is the circularity expert panel titled “From Waste to Resource – Building a Circular Future for Textiles.” Panelists include Hélène Smits (Looper Textile Co.), Daniela Antunes (Fulgar S.p.A.), Madhura Pawar (BASF), Franziska Ostermeier (CLIMATEX), and Bilal Bhatti (PaperTale), moderated by Muchaneta ten Napel (Wednesday, 01:30 PM-02:30 PM, THE STAGE | KEYHOUSE – Hall 7).
- Additionally, DTB and RWTH Aachen will provide an update on European requirements for circularity (Wednesday, 02:00 PM-02:30 PM, TREND LECTURES | MOC – Hall 2).

## AI, 3D & Supply Chain Transparency

Latest technologies as game changers – Only with the help of the latest technologies are innovative production methods, sustainable materials, and more efficient processes possible. One example of this is the technological developments by Style3D | Assyst. In his Technology Talk, Hans Peter Hiemer, Managing Director of Assyst GmbH, will present interactive showrooms and smart catalogs with 3D fabrics and AI-supported 3D data (Tuesday, 11:00 AM-12:30 PM, THE STAGE | KEYHOUSE – Hall 7).

There are several discussions about transparency in the value chain: the Innovation Talk by Bilal Bhatti, founder & CEO of PaperTale, with a seamlessly integrated tool that combines compliance with intelligent communication (Tuesday, 12:30 PM-1:00 PM, THE STAGE | KEYHOUSE – Hall 7), and the keynote by Marion Röttges, Co-CEO of Remei AG, about the All-Holder-Value and the innovative Fibre-to-Fashion system of the Swiss organic cotton pioneer (Tuesday, 3:00 PM-4:00 PM & Wednesday, 10:00 AM-11:00 AM, TREND LECTURES | MOC – Hall 2).

Niccy Kol (Raddis Cotton) and Simon Angel (MUNICH FABRIC START) will also discuss the challenges of the value chain in their talk: “Greenhouse gas emissions, biodiversity, social improvements – how can positive impacts be implemented in one’s own value chain?” (Wednesday, 4:00 PM-5:00 PM, THE STAGE | KEYHOUSE – Hall 7).

One of the highlights at BLUEZONE is also the panel discussion with BLUE Company, Candiani, EU Cotton, Jeanologia, and Rudolf on the topic “BLUE made in the EU.” This will cover the new EU requirements for the jeans supply chain (Tuesday, 1:00 PM-2:00 PM, THE STAGE | KEYHOUSE – Hall 7).

Angela Velasquez from Rivet will explore “Blue Milestones” in a deep dive panel talk, exploring the latest denim developments in dyeing, tech features, and innovations. The panel includes Sebla Önder from ORTA, Mehmet Serdar Ozcan from Calik Denim, Dr. Dilek Erik from Sharabati Denim, and Mirela Slowik from ISKO (Wednesday, 3:00 PM-4:00 PM, THE STAGE | KEYHOUSE – Hall 7).

# MUNICH FABRIC START

INTERNATIONAL FABRIC TRADE SHOW

## **Innovations: Resource-Conserving Materials and Processes**

The KEYHOUSE is fully focused on future-proof materials, production processes, and technologies. New developments in key areas such as recycling, circularity, traceability, technical textiles, technology, AI, process solutions, and new material resources include, among others:

- Assyst's "Create.Make.Sell," which is the first seamless fashion design End-to-End 3D/2D for brands, suppliers, retail, and textiles.
- CLIMATEX presents a rethinking of textiles, fully circular with biodegradable materials, a sustainable dyeing process, and the circular, dissolvable stitching thread STITCHLOCK.
- Datini Fibres introduces a new era of recycled wool.
- Felde Fibres focuses on fundamental textile fibers made from bast fiber plants such as hemp, linen, European nettle, and many others.
- Livinguard showcases a technology that transforms textiles into a disinfectant, effectively combating microbes while being gentle and safe for humans.
- Re Root Tex offers an innovation made from pineapple waste that reduces water and CO<sub>2</sub> consumption.
- Synovance uses biotechnology for a colorful and sustainable world.

In addition to its exhibition, MUNICH FABRIC START will also be focusing on the latest research, material developments, and product launches related to environmental and resource conservation through its lecture program. Dr. Cornelia Wittke from Forager by Ecovative will present the world's most advanced mushroom leather in a conversation with Muchaneta ten Napel (Tuesday, 4:30 PM-5:00 PM, THE STAGE | KEYHOUSE – Hall 7). Nicole Espey, Event and Stakeholder Management ITA & Project Management of BIOTEXFUTURE, will present new textile bio-innovations and give an outlook on 2025 (Tuesday, 11:30 AM-12:00 PM, THE STAGE | KEYHOUSE – Hall 7). Groundbreaking technologies will completely change the indigo dyeing process for denim and replace the traditional process by 2029, according to specialists from Sonovia & Synovance. In a roundtable with Denim Curator of BLUEZONE, Panos Sofianos, they will discuss how and why (Tuesday, 11:30 AM-12:00 PM & Wednesday, 2:00 PM-3:00 PM, ROUND TABLE | BLUEZONE – Hall 7).

In the Innovation Talk with Simon Angel, the long-time curator of the MUNICH FABRIC START for the new fiber area "SUSTAINABLE INNOVATIONS" will discuss with material experts the future viability of new sustainable and circular material solutions (Tuesday & Wednesday, 10:30 AM-11:00 AM, THE STAGE, KEYHOUSE – Hall 7). This time, the SUSTAINABLE INNOVATIONS FORUM will present the following projects: Kantamanto Social Club by Daan Sonnemans, PSYCHEDELIC TEXTILES: LUXURY REDEFINED by Shushanik Droshakiryan, Pollia, HIGHLIGHT, and Uncover by Studio Nicky Vollebregt, EXPLORATIONS IN 3D WEAVING by Milou Voorwinden, WOOL MATTERS by Beatriz Isca, and AFTERLIFE – "REWORK AND RETHINK YOUR OWN TRASH" by Oscar Wentz.

An important aspect for all of these projects is that, for future-relevant innovations, the impact should be considered right from the start, also in material science. This will be highlighted by Blathnaid Geoghegan from Pangaia in a conversation with Muchaneta ten Napel from Shape Innovate (Tuesday, 2:00 PM-3:00 PM, THE STAGE | KEYHOUSE – Hall 7).

**MUNIQUE NIGHT:** On the first evening of the trade show, **MUNICH FABRIC START** invites you to join for networking, snacks, and drinks.