



MUNICH FABRIC START
INTERNATIONAL FABRIC TRADE SHOW

INFO BROCHURE

INSPIRATION & INFORMATION FOR THE SEASON'S START



As one of the leading European textile shows, MUNICH FABRIC START twice a year showcases a qualitative portfolio of international fabric and trimmings suppliers who present their latest developments and innovations in Munich.

Some 625 manufacturers from 38 countries, around 1200 collections and a comprehensive range make MUNICH FABRIC START an international business platform in a unique trade show format.

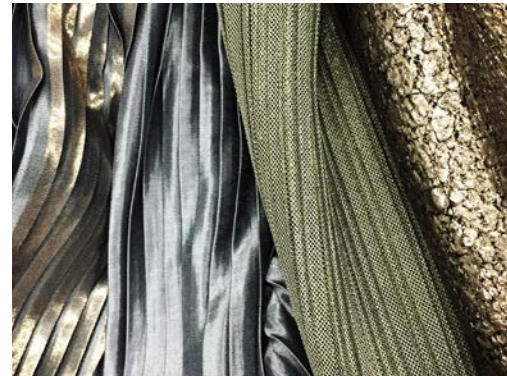
Designers, product managers and buyers value the expertise, the professional working atmosphere, the exclusive programme as well as the wide range of trend information and inspiration that attracts up to 15,000 trade visitors to Munich every season.

MUNICH FABRIC START comprises the areas Fabrics, Additional, Design Studios, THESOURCE and ReSOURCE. At the same time as the MUNICH FABRIC START, the international Denim Trade Show BLUEZONE and the Keyhouse innovation centre takes place on the Zenith site.

The team of MUNICH FABRIC START Exhibitions GmbH also organizes the VIEW Premium Selection twice a year as a preview textile show.



8 TRENDSETTING AREAS



FABRICS



ADDITIONALS



DESIGN STUDIOS



THE SOURCE



ReSOURCE

BLUEZONE

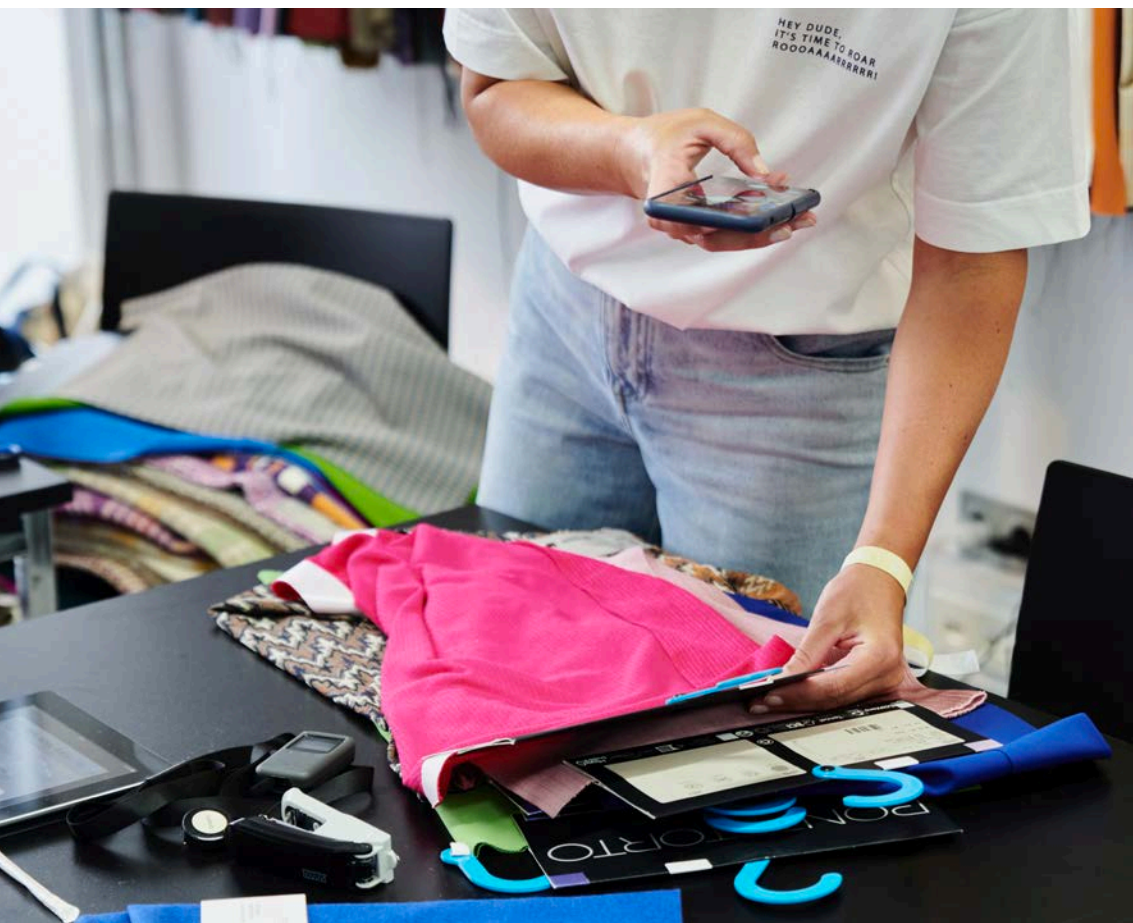
INTERNATIONAL DENIM TRADE SHOW



KEYHOUSE



SUSTAINABLE INNOVATIONS



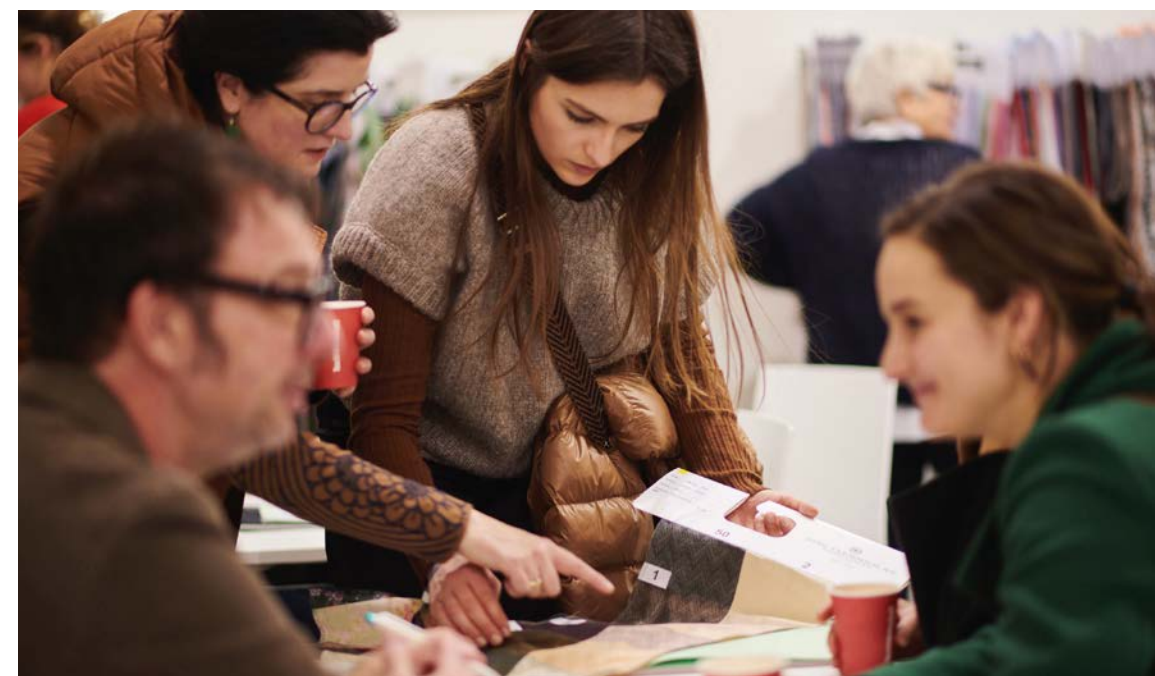
FABRICS

Every season, up to 500 international suppliers present the entire range of fashion fabrics from basic to haute couture creations for all apparel segments at MUNICH FABRIC START.

These include woven and knitted fabrics in wool, cotton, silk, silk-look and functional fabrics at the halls 2, 3, 4, Atrium 3 and 4 as well as Studio 1 in the MOC. Also to be found here are fibres such as bamboo and polylactic fibres, high-tech coatings and intelligent fabric systems for activewear.

Sustainable fabrics that are ecologically certified are offered an additional presentation platform within ReSOURCE in Hall 2 (Further information on ReSOURCE on page 7)

Exhibitors in the fabrics section include: ALBINI GROUP | ANTIK DANTEL | BELLANDI | BLOOMATI | GOTTSTEIN | ECOPEL PELTEX | EKOTEN | FABRIC HOUSE | GETZNER | LIBERTY FABRICS | LISA | MANTECO | PAULO DE OLIVEIRA | STYLEM TAKISADA-OSAKA | THERMORE | TROFICOLOR DENIM MAKERS | YÜNSA



ADDI TIO NALS

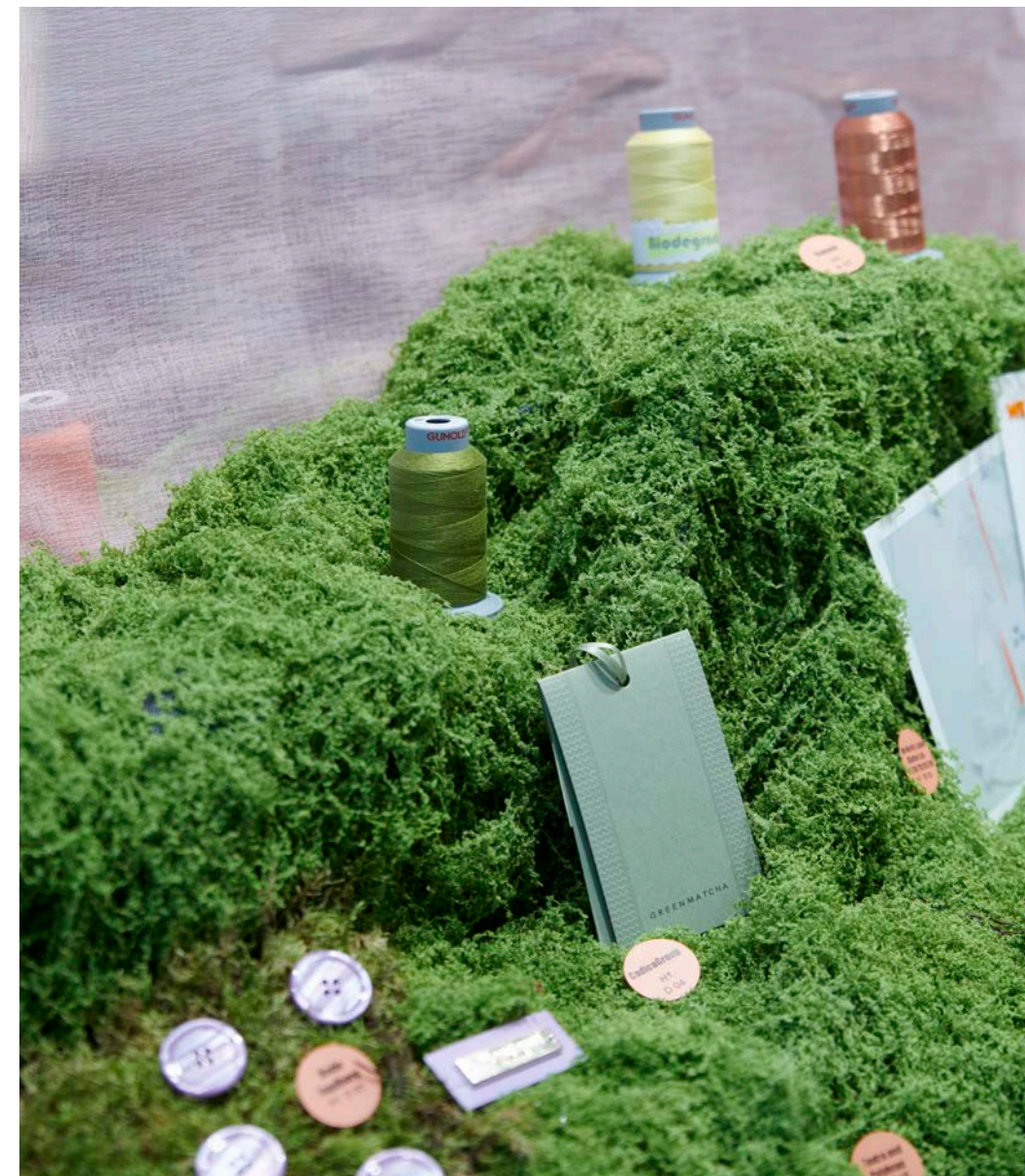
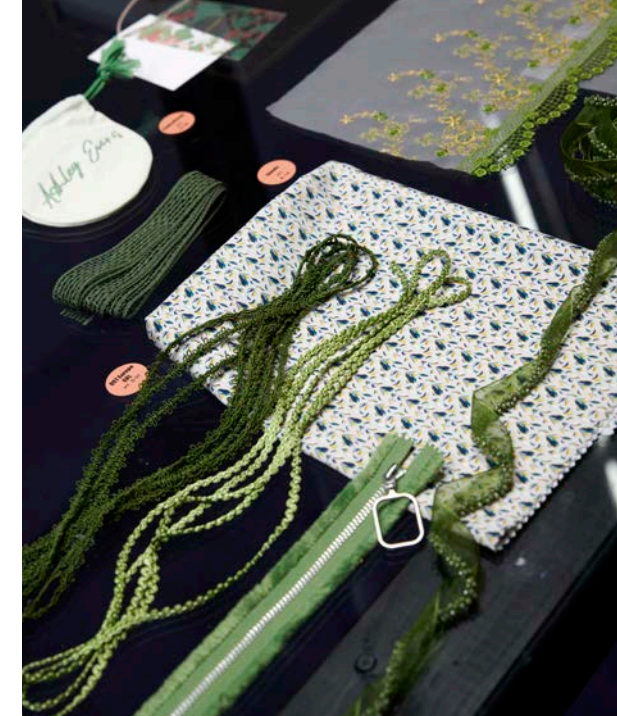


ADDITIONALS

Trims and accessories form the second focus of the trade show. Around 150 of the world's leading specialists showcase both functional and decorative ideas in this segment at MUNICH FABRIC START.

The ADDITIONALS area offers the latest trends in buttons, ribbons, ornamentations, rhinestones, fasteners and labels. The latest developments in linings, lace, embroidery and interlinings will be presented here as well as full-service solutions for labelling & branding.

Exhibitors in this section include: BODO JAGDBERG | CADICA GROUP | EU FENILI | FIDLOCK GMBH | FRAMELESS | KNOPF SCHÄFER | MAINETTI | MAXIM LABEL AND PACKAGING | NILÖRN | QST EUROPE | SATAB | SHINDO | STUDIO NINE | TRIMCO GROUP | TEXCART | UNIZIP | WE NORDIC | YKK GERMANY





DESIGN STUDIOS

Initiated in September 2012, **DESIGN STUDIOS** is the concrete response to a growing need for progressive and individual design solutions in the textile industry. The creative platform of MUNICH FABRIC START has established as independent exhibition format and opens a new creative dimension around prints, designs and patterns. Textile designers and trend offices from all over the world present their textile designs and latest developments thus offering the sourcing process to be arranged more flexibly.

Exhibitors in this section include: AMANDA KELLY | BERNINI STUDIO | BLUE STUDIO | BUREAUX BO | BOGGIA DISEGNI | BUNTASTIC | CIRCLELINE | FLUXUS | FUSION COPENHAGEN | IMAGO STUDIO | LICA DESIGN | LE STUDIO COPENHAGEN | LETI | MUSTICSTYLE | ZISSER



RESOURCE

As the next step of evolution and successor to the former organic-selection established in 2009, MUNICH FABRIC START increases sustainability to the next level.

ReSOURCE presents current material developments and textile innovations that are produced in an ecological and socially compatible way. ReSOURCE defines and supports the future of innovative material development.

According to the enormous sustainable movement of the past decade in the textile industry, future-oriented innovations today are natural, biological, recycled or regenerative cellulose fibres including new models of the recycling industry as well bioplastic technologies (bioplastics). In addition, a further important topic for a sustainable future is the transparency in procurement and production chains as well as the use of “clean” wet processing methods.

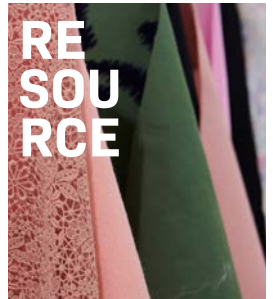
ReSOURCE PRESENTS SUSTAINABLE FABRICS AND ADDITIONALS IN FOLLOWING CATEGORIES:

- RECYCLED**
- BIODEGRADABLE**
- POLLUTION-FREE**
- NATURAL**
- REGENERATED CELLULOSICS**
- INNOVATIVE ALTERNATIVES**
- DENIM**
- GOTS**
- CIRCULAR**

The selection of some 600 eco fabrics and more than 100 accessories can be sourced the whole year at resource.munichfabricstart.com

Furthermore, the new ReSOURCE SUSTAINABILITY GUIDE shows the ecological and social impact of the most relevant seals at a glance. Meet experts from international Certification Bodies to exchange on the latest developments in the sustainability sector or to get advice on your questions. Informative presentations and panel discussions complete the ReSOURCE concept.

Let's ReSOURCE.



THE SOURCE

With THE SOURCE, Munich Fabric Start offers a one-stop sourcing platform and the stage for all-in-one suppliers from PLV to white label for brands, labels and retail.

Exhibitors in this section include: M360 – MIROGLIO GROUP | DMISS TEXTILE GROUP | UNION 3 FASHION | LAGOON LIMITED | EAST | TOP TRENDS | EKOLTEKS | JIAXING JUNE APPAREL | OTS | G. CHIRAS & SONS | KUTESMART | DISHANG GROUP | POINTAGE | DE TASARIM | DESIGNTEX BY SAPPHIRE MILLS | KREATEKS | AGELINA



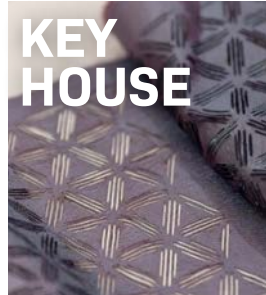
KEYHOUSE

Launched in August 2016, KEYHOUSE is the innovation and competence center for textiles and products with a highly innovative approach. This interactive trade fair format is a spotlight for pioneering smart textiles, future fabrics, new technologies and future-oriented showcases alongside sustainable developments, expert workshops and trend seminars – in terms of both sustainability and technology and of finishing and research.

Progressive suppliers and global players from a variety of sectors will stage an epicentre of creativity and innovation. The atmospheric and charming industrial setting extending over 1,000 square meters forms a backdrop for pioneering smart textiles, future fabrics and technologies with a high degree of integration in textile products and high fashion as well as in the context of cross-sector macro trends.

KEYHOUSE reflects new dynamism and progressiveness paving the way forward for a sector that is constantly reinventing itself. A think tank of technical textile expertise, individual product placement, strategic company cooperations, new production processes, resource use and the synergy of crosssector technologies.

Exhibitors in the KEYHOUSE include: DISIGNUM | EYAND | SORONA® | WASTEAL | LECTRA | ASSYST | VIZOO | STRATASYS | MICROSOFT | LENZING - TENCEL™ | MONTEGA CHEMICAL SOLUTIONS | PYRATEx | LUNATIVE LAB | OFFICINA+39 | TAILORLUX GMBH | REACTIVE REALITY AG | CLO VIRTUAL FASHION | WISER | ALGALIFE | KORNIT DIGITAL EUROPE | TRIPLE TREE SOLUTIONS | MATERIAL EXCHANGE VENTURE AB | IMPULS WKS | SOKO OR TORAY INTERNATIONAL EUROPE



BLUEZONE



In 2003 the BLUEZONE was launched as the first denim dedicated trade show and is seen as the key starting point for all denim shows. Focused in Hall 6 & 7 right next door to the MOC are the fabric and accessories innovations for the denim and sportswear segment. Meanwhile, some 100 of the world's leading denim weavers, finishers and washers present the latest developments for denim-, street and sportswear.

Ecologically and sustainably produced denim articles as well as environmental-friendly innovations for denim and sportswear fabrics are showcased in the ReSource area that features the complete bandwidth of sustainable and certified fabrics and additional.

Exhibitors in BLUEZONE include: ORTA ANADOLU | TEJIDOS ROYO | BOSSA DENIM | CALIK DENIM | SHARABATI DENIM | NAVEENA DENIM LTD | PANTHER DENIM / TAT FUNG TEXTILE | IMATEX | PROSPERITY | BERTO | VELCOREX | KT TRIMS | DENIM AUTHORITY | ISKO | STROM DENIM | ARTISTIC FABRIC MILLS | MONSTER | ISKO | ADVANCE DENIM | PROSPERITY TEXTILE | KIPAS



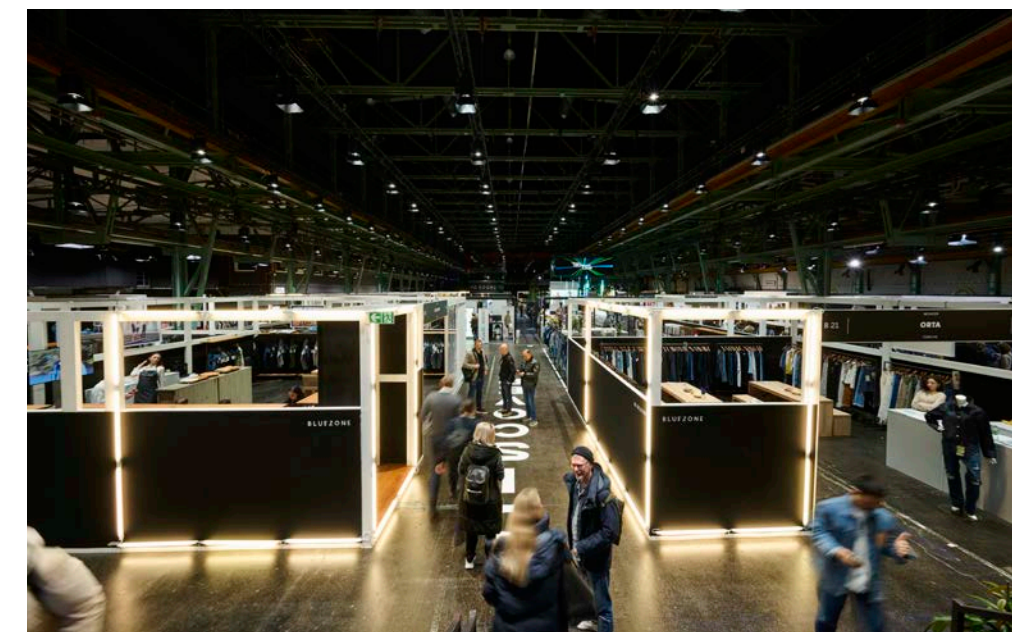
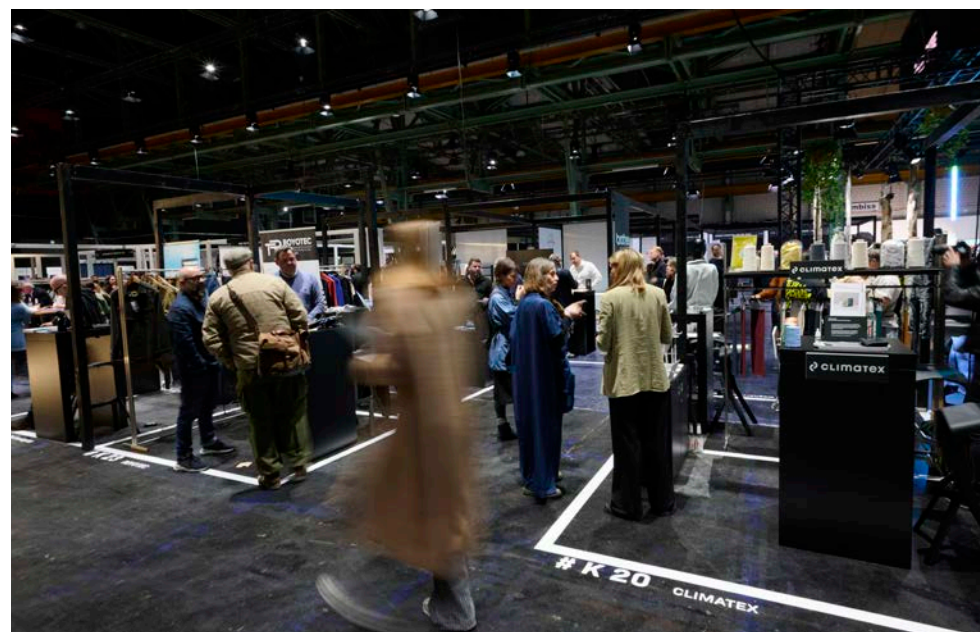
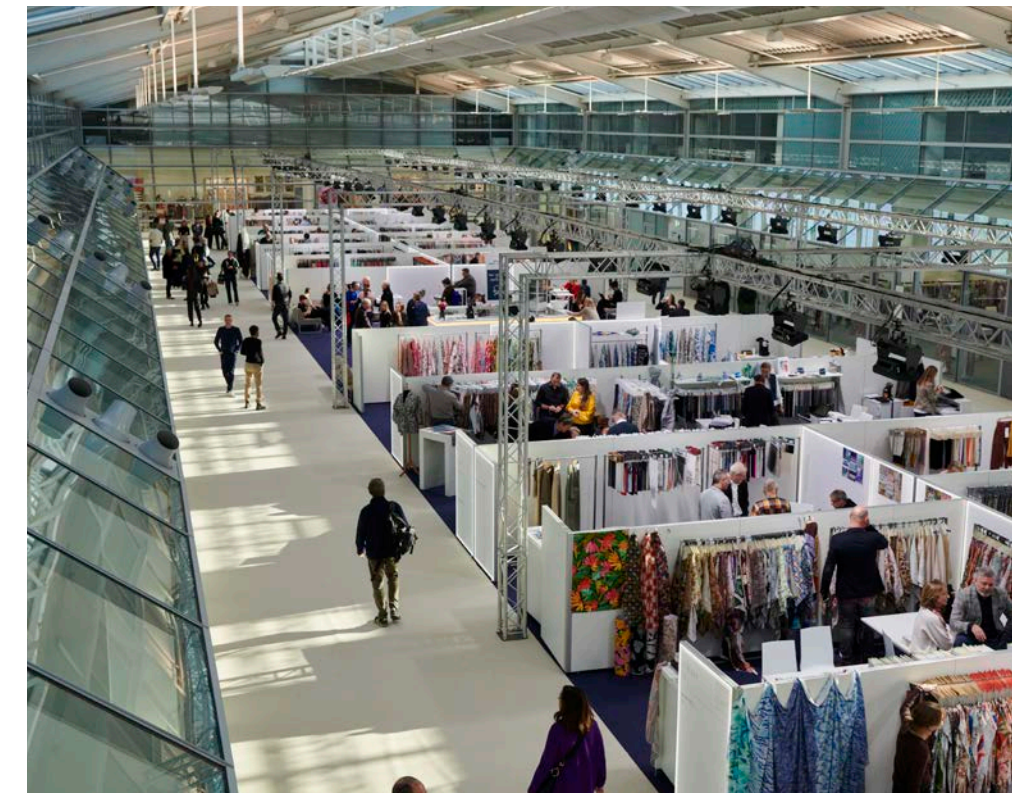
LOCATION

MUNICH FABRIC START is held at a modern trade show and exhibition centre, the Munich Order Centre (MOC) in the north of Munich. The unique architecture is bright and spacious providing different stand and presentation possibilities. The range of exhibition space spans from white stands and light-flooded atriums to individual studios. This creates a comfortable and productive working atmosphere that is exceptionally appreciated by both, exhibitors and visitors time and again.

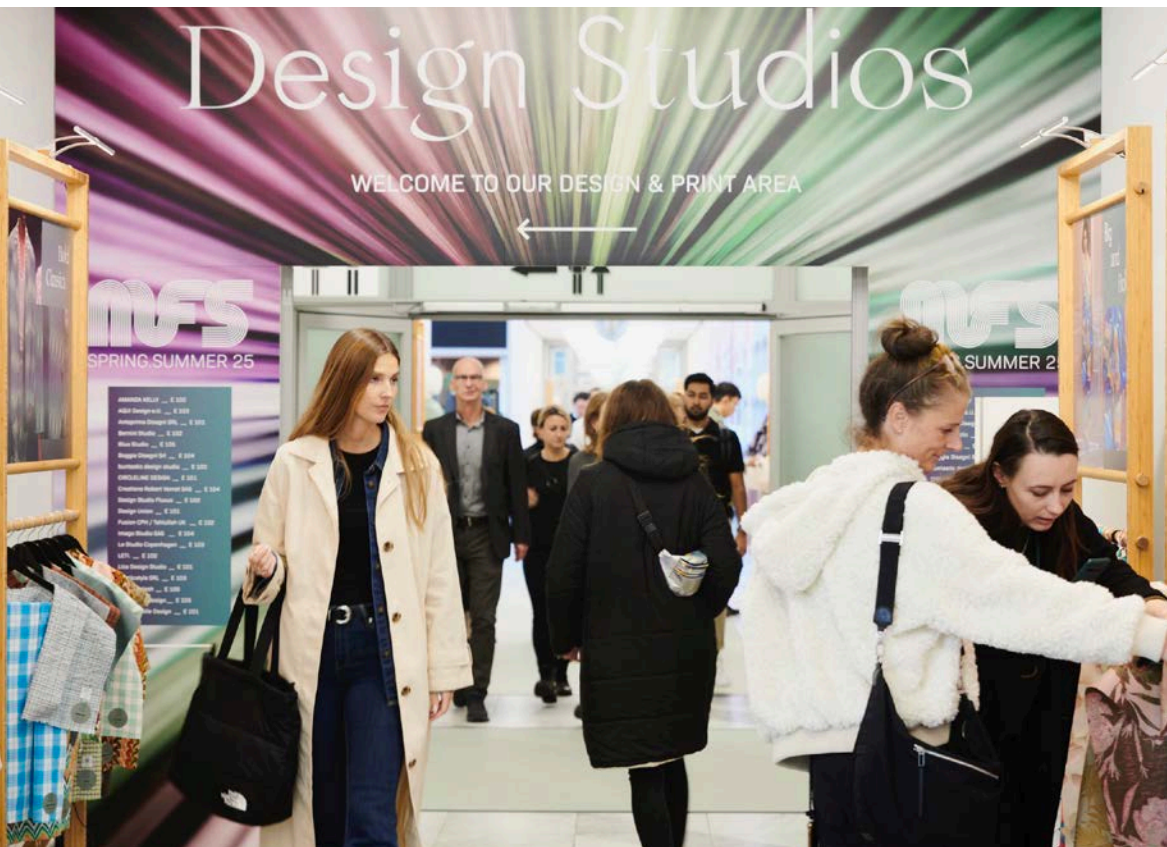
BLUEZONE is located in the Zenith Hall (Hall 7) only a few meters away from the MOC. The old factory building with the industrial charm of the 20s as unique mix of traditional and modern architecture created an inspiring and product-oriented working environment for suppliers and visitors alike.

The KEYHOUSE is the interactive think tank - included in the BLUZONE - where future-oriented show cases are put in the spotlight alongside sustainable developments, expert workshops and trend seminars. Be it in terms of sustainability, technology, finishing or research. SUSTAINABLE INNOVATIONS is the platform for exciting, emerging designers who create extraordinary material developments and rethink the textile world. Curated by Simon Angel, the forum has been an integral part of KEYHOUSE since 2016.

The exhibition venue of MUNICH FABRIC START consisting of these locations can easily be reached by car and public transport and offers sufficient parking facilities.



TRADE VISITORS



VISITOR GROUPS INCLUDE:

- Manufacturers of clothing and fashion accessories
- Agents of retail, wholesale or mail order and purchasing associations that list clothing and / or textile accessories in their product range
- Upstream suppliers to the fashion industry
- Distributors and commercial agents of clothing and fashion accessories
- Agents of related departments such as interior / lifestyle

For more than twenty years, visitor numbers at MUNICH FABRIC START have been at a steady high level.

Represented in Munich is the complete line-up of German ready-to-wear manufactures as well as top decision makers and designers from neighbouring countries. The proportion of foreign visitors amounts 38%. The quality of visitors is on a constantly high level including established brands covering the full bandwidth, such as adidas, Aigner, A Kind of Guise, Akris, Alberto, Alpha Jeans, Angels, Anna van Toor, Armedangels, Atelier Gardeur, Baldessarini, BASF, Best Secret, Betty Barclay, Black Palms The Label, Brax, BMW, Bogner, Bugatti, Burda, C&A, Calida, Calzedonia, Carhartt, Cecil, Ceres, Cinque, Comma, Coop, Digel, Drykorn, Escada, Gerry Weber, HEAD Sport, Herrlicher, Hessnatur, Holy Fashion Group, HSE, Hugo Boss, IB Company, Joop!, Lagerfeld, Lanius, Lodenfrey, Luisa Cerano, MAC, Marc Aurel, Marc Cain, Marc O'Polo, Mey, More & More, Olymp, Oui, Pangaia, Peek & Cloppenburg, Prada, Riani, s.Oliver, Schoeller, Schumacher, Seidensticker, Sportalm, Strellson, Summum, Talbot Runhof, Tchibo, Toni Dress, Trigema, TUI, Vanilia and Windsor.



A top-class business platform in combination with detailed market and trend information – that is the approach of MUNICH FABRIC START. In every season, special attention is given to the appropriate visitor profile. Only professionals are authorised on presentation of their proof of affiliation to the industry.

FACTS

EXHIBITOR AND VISITOR PROFILE OF THE LAST SHOW AT A GLANCE:

Some 625 exhibitors from 31 different countries presented some 1200 collections in the wool, cotton, silk & silk-like fabrics, prints, functional materials, denim & sportswear segments in addition to buttons, zippers, labels, ribbons, buckles, rivers, etc.

| Country | Number of collections / exhibitors |
|----------------|------------------------------------|
| Italy | 282 |
| Türkiye | 198 |
| Germany | 124 |
| China | 27 |
| France | 26 |
| Netherlands | 26 |
| Spain | 23 |
| Portugal | 22 |
| Greece | 20 |
| Japan | 15 |
| Austria | 13 |
| Denmark | 12 |
| India | 11 |
| Bulgaria | 9 |
| South Korea | 8 |
| Hong Kong | 7 |
| United Kingdom | 6 |
| Great Britain | 5 |
| Pakistan | 5 |
| Slovenia | 3 |
| Sweden | 3 |
| Switzerland | 3 |
| Vietnam | 3 |
| Poland | 2 |
| Bangladesh | 1 |
| Egypt | 1 |
| Ireland | 1 |
| Mauritius | 1 |
| Panama | 1 |
| Romania | 1 |
| Swasiland | 1 |
| Taiwan | 1 |
| Tunesia | 1 |
| United States | 1 |

VISITOR PROPORTION BY COUNTRY MUNICH FABRIC START January 2025:

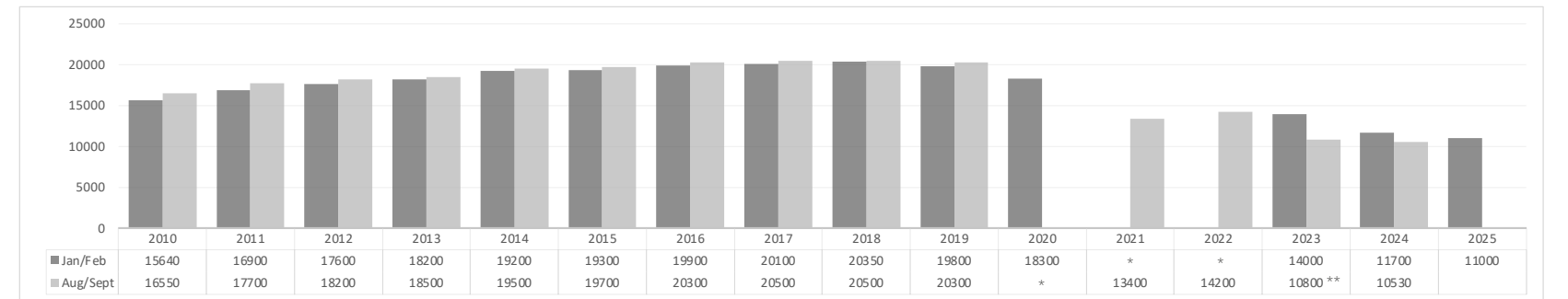
| Country | Visitors in % |
|---------|---------------|
| Germany | 78 |
| Europe | 17 |
| Other | 6 |

EXHIBITORS COUNT

MUNICH FABRIC START January 2025:

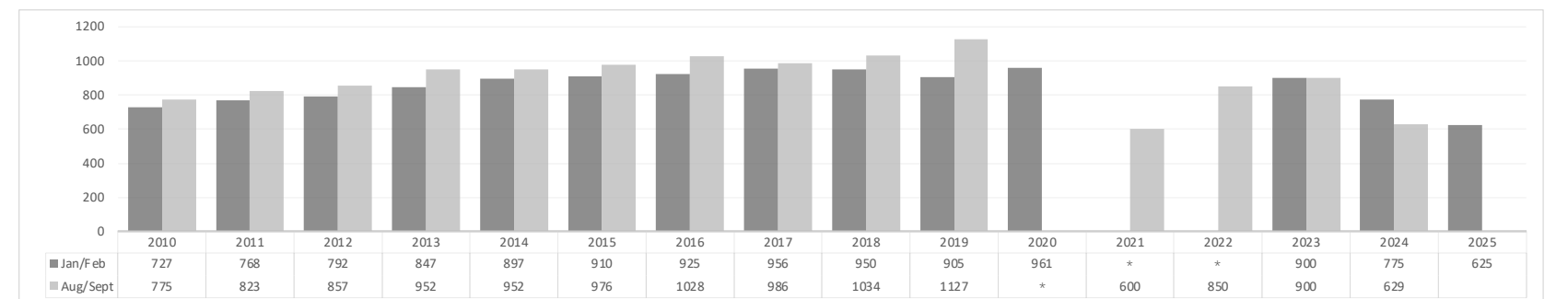
| | |
|---------------------|-----|
| Exhibitors in total | 625 |
| Countries in total | 31 |

DEVELOPMENT OF VISITORS AT MUNICH FABRIC START 2010 - 2025:



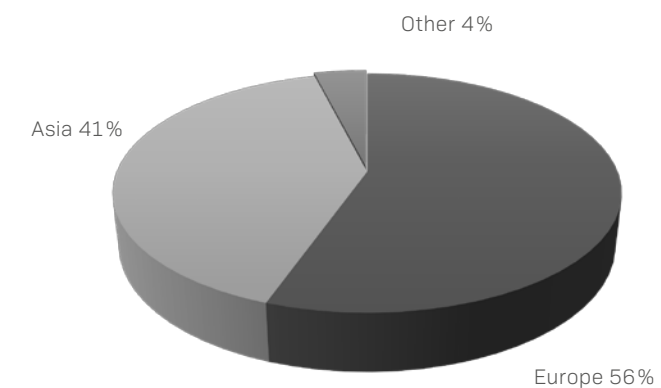
*No show due to Covid-19 regulations
** July

DEVELOPMENT OF EXHIBITORS AT MUNICH FABRIC START 2010 - 2025:

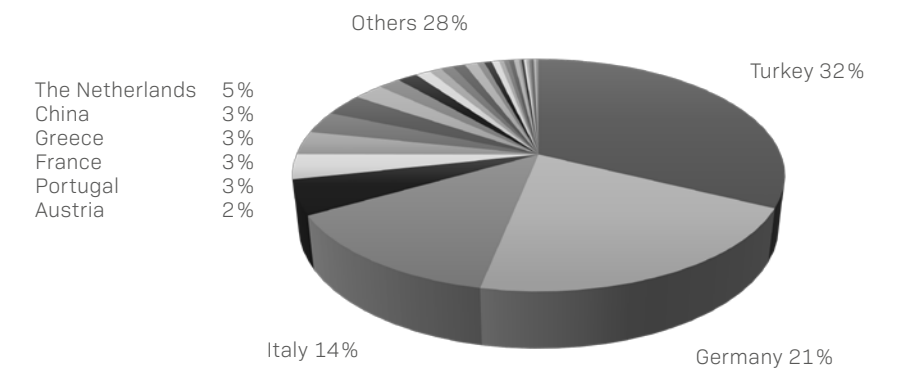


*No show due to Covid-19 regulations

SPREAD OF EXHIBITORS BY CONTINENTS MUNICH FABRIC START January 2025:



SPREAD OF EXHIBITORS BY COUNTRIES MUNICH FABRIC START January 2025:



The Netherlands 5%
China 3%
Greece 3%
France 3%
Portugal 3%
Austria 2%

COMMUNICATION & ADVERTISING

In order to make your presence and stay at MUNICH FABRIC START as efficient and convenient as possible, several marketing activities and comprehensive communication services are offered. These can vary slightly depending on the season.

■ TREND FORUM:

The Trend Forum and the Sample Areas are spread over the entire exhibition area. There, we present and stage your submitted samples according to trends, themes and segments for a trend-oriented presentation of the highlights. Visitors are looking for inspiration for their collection design in these Trend Forums. Take advantage of this opportunity of an additional presence in the trade fair forums and send us your samples.

■ ONLINE-EXHIBITOR LIST:

Visitors can also find all your company and collection's data on our comprehensive homepage before and after the show. The detailed exhibitor search contains different selection options helping visitors to prepare and follow up their trade show visit.

■ ONLINE PROFILE:

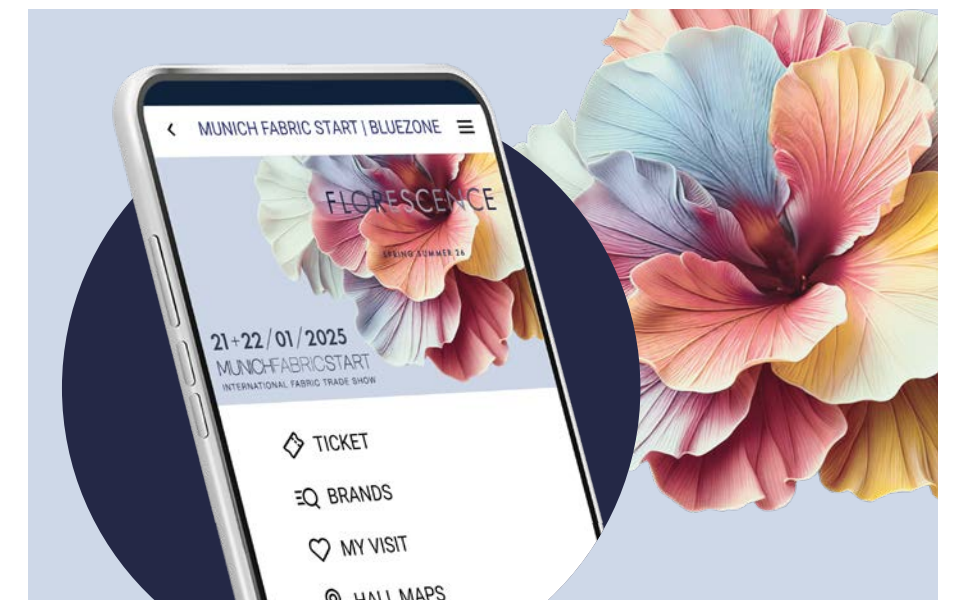
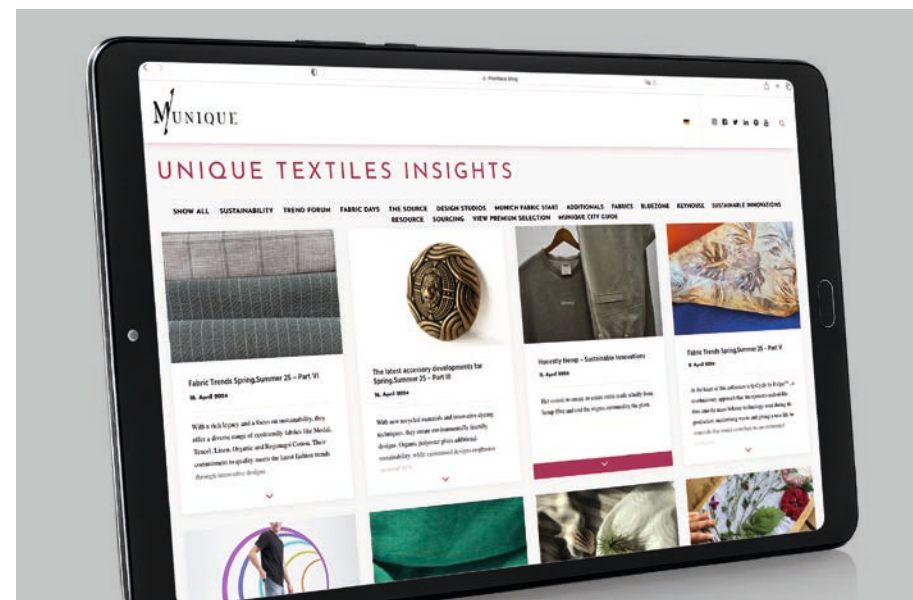
MUNICH FABRIC START exhibitors are provided a personalized access to the Exhibitor Cloud in order to maintain master data and company information online. These will be used appropriately for the company's entry in the trade show catalogue.

In addition, the online profile offers a free possibility to best possibly promote the presence at the trade show online – by a comprehensive company profile with a detailed product description, images of your collection, your company's logo and a campaign design.

■ APP:

With the MUNICH FABRIC START App, visitors can easily and quickly start preparing for the trade show and designing their personal visit. It has never been easier to plan and document your visit to the show thanks to exhibitor details, hall plans and digital visitor tickets. On site, visitors can scan a QR code at each exhibitor's stand, which connects them directly to the supplier profile via the app.

Photos and notes can be saved here and the appointment can be documented. During the days of the show, visitors and exhibitors benefit from the latest show news and an overview of the exclusive supporting programme. The collected contact and product details and notes also make it easier to follow up on your visit to the show.









COMMUNICATION & ADVERTISING

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■ MUNIQUE Blog:

The MUNIQUE Blog presents new areas and innovations of the show and presents your new collections and editorial contributions in an appealing digital environment. Here, we summarise the latest trends and novelties from the industry and offer a comprehensive view of the trade show and your portfolio. Just send us your editorial article.

■ SOCIAL MEDIA:

We are happy to post and share your collection's news and material developments on our MUNICH FABRIC START and BLUEZONE social media channels. Please send us your texts and high-quality aesthetic images or tag our accounts in your post. Let's get social on      

■ ADVERTISING SERVICES:

As exhibitor of MUNICH FABRIC START, you will be supported with a highclass advertising package. Use this opportunity and promote your company at the show. The corresponding conditions can be found in the Marketing Guide in the Exhibitor Cloud.

■ PUBLIC RELATIONS:

We attach high value on a good and professional press relation. MUNICH FABRIC START is communicated in diverse media, however primary in the trade press – with advertisements, editorial articles about every phase of the show, banner placement and the publication of show facts on different web portals. In addition, press representatives are invited to the show and receive all relevant information about the show and exhibitors.



TECHNICAL SERVICES

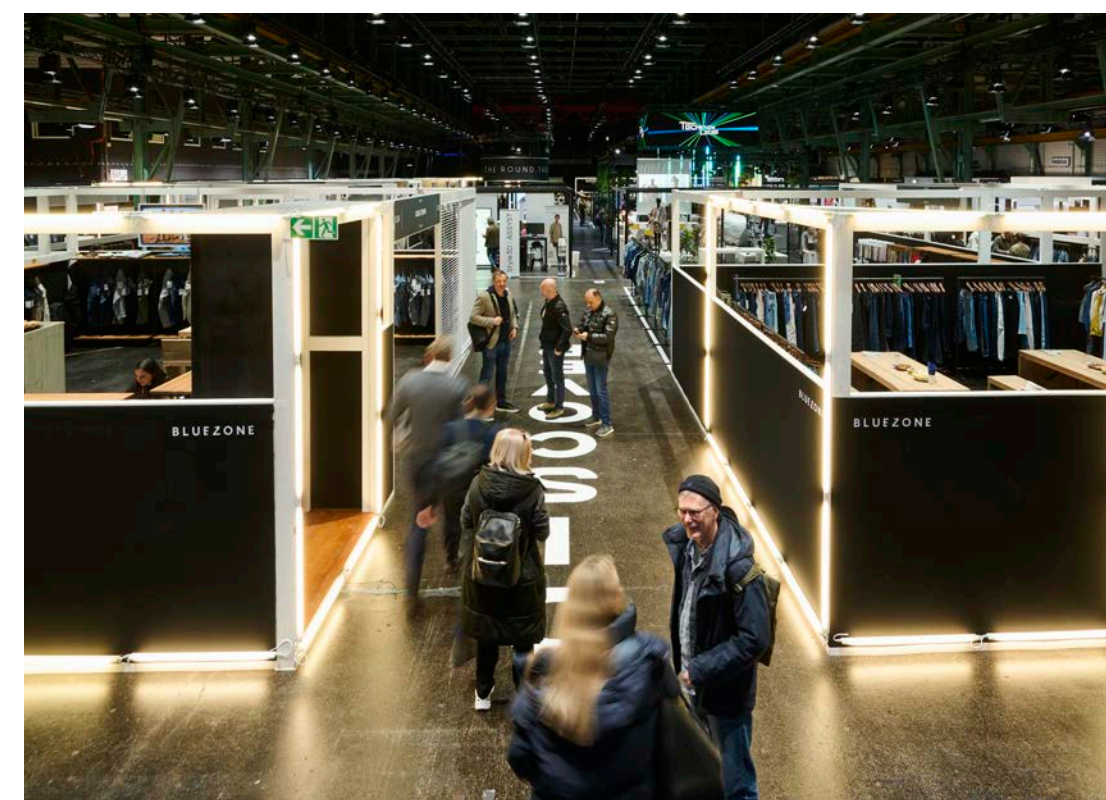


■ STAND MODULES:

In the event of booking a fair stand, exhibitors not only receive the stand space but a complete equipment package. Dependent on the size of the booked stand, basic equipment include walls, carpet, daylight illumination, stand sign, tables, chairs, clothes racks / shelf components, a lockable cabinet, power connection and a rubbish bin.

■ TECHNICAL SERVICE:

Of course, further elements can be ordered in addition to the basic equipment. Our technical order form contains the most important elements, furnishings and additional services though individual requests can also be met. We build your stand in line with your wishes and requirements so you merely need to arrange your collections.



SERVICES

■ FREE COFFEE BARS:

In every hall, free coffee specialties are served at diverse coffee bars.

■ FREE LUNCH:

A free and tasty lunch is offered on the two days of the trade show.

■ CATERING:

Besides free coffee bars and free lunch, MUNICH FABRIC START features a variety of different culinary restaurants.

■ INTERNET:

Free WiFi is offered for all exhibitors and visitors on the show. A dedicated internet access point at the booth can be ordered in addition.

■ SHUTTLE SERVICE:

On the two show days, bus shuttles will run between Munich Airport and MUNICH FABRIC START. A rickshaw shuttle will run between MOC and BLUEZONE (Zenith Hall).

■ MUNICH FABRIC NIGHT:

The legendary MUNICH FABRIC START after show party is meanwhile a set date - MUNICH FABRIC NIGHT takes place on the evening of the first day. Both exhibitors and visitors are invited to wind down from the first trade show day with fine food, drinks & dancing in a casual and relaxed atmosphere.

■ FREE VISITOR MANAGEMENT:

All visitors enjoy free admission once they have registered and presented their trade proofs. Admission tickets can be easily ordered beforehand and will be sent out to visitors by post or email free of charge. On-site registration is also quick and easy.



TREND SERVICES

■ TREND AREAS:

Every season is summarized in trend themes for womenswear and menswear, one theme is dedicated to denim and sportswear. The Trend Areas showcase the theme related highlights of the season.

■ SAMPLE AREAS:

The Sample Areas provide information in the respective halls about the suppliers' ranges and are spread across the entire exhibition area. Out of about 10,000 samples submitted by the suppliers, a selection of some 2,500 fabrics and latest developments is presented accordingly to the trends. As an exhibitor you will receive an invitation to submit your samples together with a comprehensive trend information prior to the fair.

■ YOUR SAMPLES IN OUR TREND FORUMS:

As exhibitor, we offer you the possibility to submit your samples for the presentation in our different areas:

- Collections news and novelties for our Trend and Sample Areas spread over the foyer and the entire fair premises.
- Innovative developments, Future Fabrics and new technologies at KEYHOUSE.
- Sustainable, certified or environmental-friendly produced fabrics and additional for the ReSOURCE Area.

We will provide you with all information on submissions via our newsletters in time.

■ TREND BOOK:

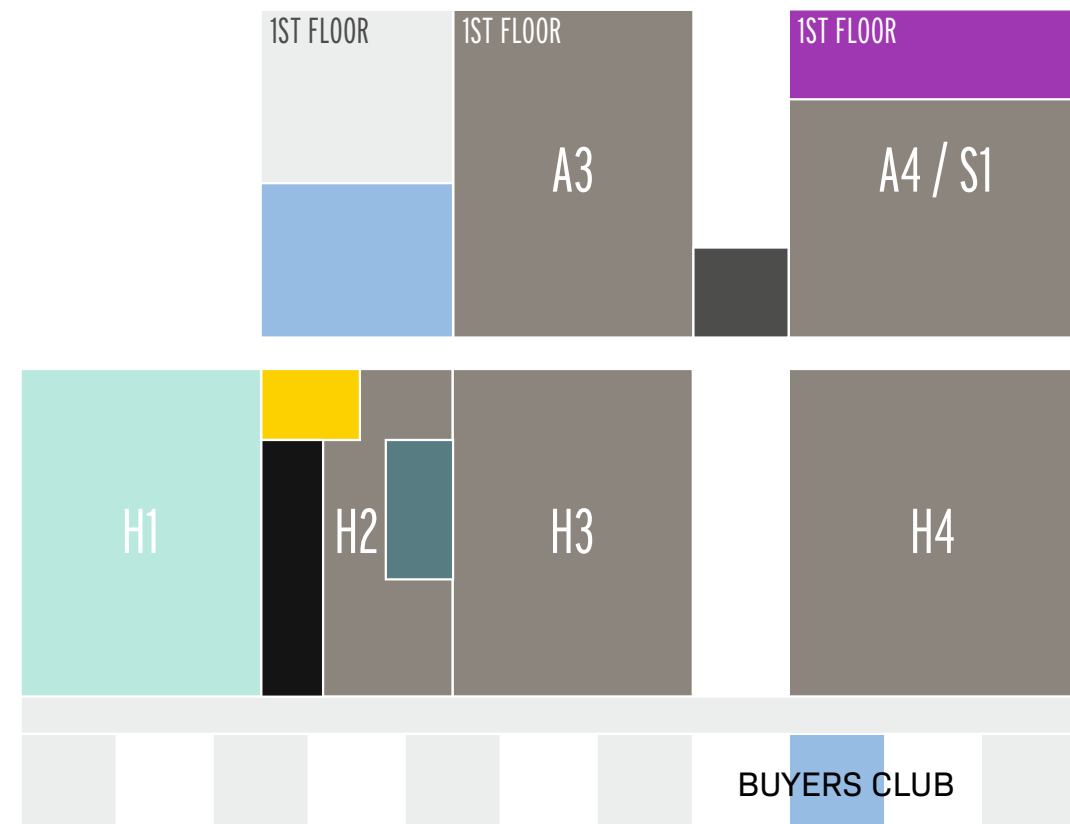
The TREND BOOK documents the season with atmospherically designed impressions from art, culture, architecture and design, the world of theatre and movies. The key fabrics and colours of the season as well as the latest technical developments are incorporated. We analyse the trendsetting catwalk highlights into high-selling collection tableaux. This is complemented by revealing colour compositions that pinpoint the principal colours with their associated accent tones (and PANTONE codes) at an early point in time. A service that offers valuable additional information which can be introduced into your workflow directly.

■ TREND SEMINARS:

With an impressive range of presentations at the TRENDSEMINARS area at the KEYHOUSE and the SEMINAR ZONE at the BLUEZONE we offer a varied supporting program on current topics. International experts, trend researchers and trend institutes will hold lectures, workshops and keynotes on relevant issues and developments concerning the fashion industry.



PRICES



- ADDITIONALS H1
- PER4MANCE H2
- RESOURCE H2
- THE SOURCE H2
- FABRICS H2, H3, H4, A3, A4, S1
- DESIGN STUDIOS S1 DS, E 119 & F 111
- KEYHOUSE/SUSTAINABLE INNOVATIONS H7
- BLUEZONE H7



1. STAND RENTALS

ADDITIONALS | HALL 1 AND HALL 2
Price: 275,00 EUR pro m² plus 19% VAT.

FABRICS | HALL 3, HALL 4 & ATRIUM 3 + 4
Price: 275,00 EUR pro m² plus 19% VAT.

FABRICS | STUDIO 1
Price: 245,00 EUR pro m² plus 19% VAT.

DESIGN STUDIOS | STUDIO 1 DS
Price:
Design Modul 1, ca 12m² 1.860 EUR plus 19% VAT.
Design Modul 2, ca 24m² 3.720 EUR plus 19% VAT.

BLUEZONE | HALL 7
Price: 295,00 EUR pro m² plus 19% VAT.

THE SOURCE | HALL 2
Price: 275,00 EUR pro m² plus 19% VAT.

KEYHOUSE | HALL 7
Price: 255,00 EUR pro m² plus 19% VAT.

RESOURCE | HALL 2
Price: 220,00 EUR pro m² plus 19% VAT.

ENTRY AS CO-EXHIBITOR:
Price: 335,00 EUR plus 19% VAT.

2. MARKETING ACTIVITIES

Price up to 30m²: 295,00 EUR plus 19% VAT.

Price from 31m²: 335,00 EUR plus 19% VAT.

3. FIRST-TIME PARTICIPATION FEE:

Price: 295,00 EUR plus 19% VAT.

4. EXHIBITOR'S LIABILITY INSURANCE:

Price: 40,00 EUR plus 19% VAT.

These prices are indicative and examples from the previous season and may be adjusted before the upcoming season.

For further advertising formats and conditions, please feel free to contact us.

TESTIMONIALS

Some visitor references about MUNICH FABRIC START:

TALBOT & RUNHOF

JOHNNY TALBOT

“To my mind this trade fair is simply wonderful. The visual appearance alone is a sheer delight. The ranges are superb and coherent. We use MUNICH FABRIC START for intense working and can take a look at many collections here several weeks before Paris already. Here we are mainly looking for interesting innovations for daywear, especially in wool and cotton.”

DRYKORN

RALF SCHWIRTLICH

“MUNICH FABRIC START is clearly the most important textile trade fair for us in Europe. Especially for womenswear. We are able to source up to 70% of the collections here. We order fabric swatches and entire fabric bolts and collect information on the trends and themes for the coming season in general. But we deem the excellent contacts with the industry and the communicative exchange to be just as important. This is where we meet all important contact persons – from suppliers to producers. And this gives us a great deal of additional input for producing the collection.”

LVMH GROUP DIGITAL

THERESA AUSTIN

“I really enjoyed my time at the MUNICH FABRIC START. Especially the BLUEZONE and the KEYHOUSE surprised me positively. I was very impressed by the number of suppliers working with innovative new technologies and methods to produce in a more sustainable way. Overall, the fair is a great showcase for sustainable innovations. It is very inspiring to talk to so many experts about such an important topic. It motivates and shows solutions. I was able to take a lot of input with me, which I will use in future projects.”

LANIUS

CLAUDIA LANIUS

„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 was also amazing. And not to forget, the innovations in KEYHOUSE. You can achieve a lot in two days.”

ALBERTO

MICHAEL WILLEMS

“The new Areas at the Zenith premises are very inspiring, above all the new Denim Hall with its very pleasant daylight setting. We very much welcome this extension and are happy about this new highlight as an addition to MOC. But the ranges in the main building also fulfil our expectations to the full each time. We work here flat out over the full three days. Full of impressions we will now discuss the finalisation of our collection.”

HUGO BOSS

ALEJANDRO MIRALLES GIRO

“We start producing the collection in June and finalise it now in September. This is why the offer of an early event in the form of VIEW and a principal trade fair in early September is simply ideal. At VIEW we select the basic materials, which are then tested as prototypes over the following weeks. Once the fabrics live up to our quality requirements we talk about the specific colours, references and patterns with the suppliers at MUNICH FABRIC START. An additional asset of this trade fair is the perfect organisation as well as the unique atmosphere.”

ATELIER GARDEUR

ANDREA SEFL

“For our collection, we are specifically looking for new denims at BLUEZONE and have found some great innovations. At MUNICH FABRIC START, we were inspired by prints for new basic items and jacquards to elevate our standards.”

CHLOÉ

ANGELA FUSCO

“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.”

HOLY FASHION GROUP

MICHAEL SEITER

„We’re looking for things that are innovative and will move us forward fashion-wise. The trade show here in Munich is one of the most important denim platforms for us. Here, we get a great cross-section of exhibitors we work with. MUNICH FABRIC START and BLUEZONE are important trade shows and a strong local institution.“

SHAPE INNOVATE

MUCHANETA TEN NAPEL

“As the advanced platform of MUNICH FABRIC START, KEYHOUSE has been paving the way for some time now, connecting innovators with the industry. The Innovation Space, which brings together game changers and pioneers, successfully gives traditionalists in the textile industry a glimpse of the future. KEYHOUSE provides the space for superstars of fashion technology to present new technologies, sustainable developments, expert workshops and trend seminars. I would easily describe KEYHOUSE as the “Department of Innovation” for fashion companies.”

TESTIMONIALS

Some exhibitor references about MUNICH FABRIC START:

WE NORDIC

MORITZ MICHEL WILKE

“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, gettogethers are a basis for networking – especially for young people and career entrants who are rather reserved at the tradeshow.”

PONTOGLIO

CHRISTIAN TORRI

“The 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.”

BERTO E.G.

ARIANNA MORIMANDO

“The increasing number of fairs dedicated to the denim sector is clear testimony to the particular attention that the fashion business, and not only, is paying towards this sector. As for our German business, BLUEZONE is definitely the most important exhibition. It is the second event in our trade fair schedule, where we go with the new collection. First our customers come to Denim by, but they start placing orders in Munich. This show allows us to have the first real and tangible feedback on our work.”

VICUNHA

JULIEN EICKELMANN

“The trade fair once again went very well for us – we are very satisfied with the footfall and customer interest. The two new halls complement the ranges well, and this addition to the trade fair also attracts a wider audience. Communication and exchange is great here; in the BLUEZONE we especially welcome the new, more open-plan stand design as it supports this relaxed business atmosphere.”

STUDIO 9

REMON KOSTER

“We exhibited at MUNICH FABRIC START for the first time and experienced it as a great environment for customers of both established brands and emerging start-ups. We had the opportunity to talk to many industry players about their upcoming projects and how we can support them in creating a complete brand identity concept - with branding down to the detail. Our focus at the fair was on our tailored trims and packaging.”

ISKO

MARCO LUCIETTI

“BLUEZONE is a super organized trade fair where everything ran smoothly, as it always does. We really appreciate that everyone feels welcome here - whether exhibitors or guests. What is special and at the same time valuable is the combination of denim with other segments, which results in a mix that appeals to many customers. Since we have many appointments, we come here to actually work and be productive.”

SHARABATI

DILEK ERIK

“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.”

PORDENONE

CHRISTOPHER HORATZ

“BLUEZONE is the perfect place and point in time for us to provide our customers with a well-staged overview of the complete collection. Especially for us as sportswear suppliers the dates are great. Spread over the two days we had over 60 appointments. The in-depth meetings with our customers allow us to draw important conclusions as to which collection elements still have to be expanded and how we are doing on prices.”

ARCHROMA

JULIO PERALES

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

ARTISTIC MILLINERS

RAHEEL WALANI

“All the good European denim brands are here. And not just for inspiration. The creative people and buyers come here with concrete purchase intentions. In this respect BLUEZONE is a particularly efficient trade fair. I also appreciate the special communication here, which runs in both directions. You don't just communicate in the direction of customers, but you also get a lot of special input and concrete suggestions for the further orientation of the collection back.”

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