SALES KIT

29 - 31 JANUARY 2019

SPRING.SUMMER 20
As first of the international trade fairs for fabrics and accessories, MUNICH FABRIC START opens the new season for fashion fabrics and accessories twice a year. International fabrics and trimmings supplier meet in Munich for the season’s start to present the latest developments and innovations to the textile and fashion industry. With a unique trade fair format that provides sound trade and trend information in a productive working atmosphere combined with a personal touch, MUNICH FABRIC START has established as an international sourcing platform for designers, product managers and buyers.

About 1000 exhibitors from 40 countries present some 1800 collections and a comprehensive range of fabrics, trimmings and additions, fabric finishing, full-packaging services and manufacturing thus ensuring the competence and professionalism required by more than 20,350 trade visitors for a perfect season opening.

A top-class event programme, elaborated trend seminars as well as trend and sample areas showcased in detail offer a substantial information pool together with the available trend publications.

The portfolio of basic to haute couture collections and inspiration at this point in time convince industry professionals from throughout Europe. “Quality meets internationality” is and will be the approach for those in charge at MUNICH FABRIC START.
Some 800 international suppliers present the entire range of fashion fabrics from basic to haute couture creations for all apparel segments. These include woven and knitted fabrics in wool, cotton, silk, silk-look and functional fabrics. 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 (see ReSOURCE on page 8).

Exhibitors in the fabrics section include: Cotonificio Albini, Jil Silk, Malhia Kent, Marzotto, Ipeker, RDD, and Schoeller Textil.
Trims and accessories form the second focus of the trade fair. Around 200 of the world’s leading specialists showcasing both functional and decorative ideas in this segment. This 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: Knopf-Schäfer, A-TEX, Reca Group, Officina 3, YKK, Shindo, Union Knopf, Riri, Cadica Group, Bodo Jagdberg, Nilorn, Varcotex and Freudenberg.
In 2003 the BLUEZONE was launched as the first denim-dedicated trade show and is seen as the key starting point for all denim fairs. 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 organic selection that features the complete bandwith of sustainable and certified fabrics and additions.

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 metres 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 cross-sector technologies.

Exhibitors in the KEYHOUSE include:
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 in the firstFLOOR 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.

ReSOURCE
MOC, K4

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 with the new area ReSOURCE. 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
- ORGANIC/NATURAL
- REGENERATED CELLULOSICS
- INNOVATIVE (HYBRIDS & BIOPLASTICS)
- LEATHER & ALTERNATIVES
- DENIM
- GOTS

The selection about 700 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.
In addition to the diverse portfolio of MUNICH FABRIC START and to complete the supply chain, integrated SOURCING showrooms are located in Atrium 3. Here, selected apparel manufacturers are presenting their product and service features for manufactured sourcing.

The service range of the internationally experienced manufacturing companies includes cut-make-trim (CMT) solutions but also high-end production services. Furthermore, services such as A-Z process solutions including the procurement processes will be offered.

Exhibitors in the SOURCING area include:
MUNICH FABRIC START is held at a modern trade fair 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 two halls at the Zenith area (Hall 6 + 7) only a few metres away from the MOC. The old factory building with the industrial charm of the 20s and the Kohlebunker as unique mix of traditional and modern architecture create an inspiring and product-oriented working environment for suppliers and visitors alike.

The KEYHOUSE is the innovation and creative centre of the fair located in hall 5, the Kesselhaus and is literally seen as more than just the spatial key element between MUNICH FABRIC START and BLUEZONE.

The exhibition venue of MUNICH FABRIC START consisting of these three locations can easily be reached by car and public transport and offers sufficient parking facilities.
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 twenty years now visitor numbers at MUNICH FABRIC START have been steadily increasing. In February 2018 the fair registered a constantly high visitor rate of around 20,350 international visitors for the first time.

Represented in Munich was 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 amounted to 38%. The quality of visitors was on a constantly high level including established brands covering the full bandwidth, such as Adidas, Acne Studios, Asos, Baldessarini, Brunello Cucinelli, Calvin Klein, Cinque, Debenhams, Diesel, Drykorn, Esprit, G-Star, Gerry Weber, Guess, Holy Fashion Group, Hugo Boss, Joop, Lagerfeld, Mads Norgaard, Marc Cain, Marc O’Polo, Marks & Spencer, s.Oliver, Talbot Runhof, Tommy Hilfiger and Zlabels just to name but a few.

A top-class business platform in combination with detailed market and trend information – that is the approach of MUNICH FABRIC START. For this reason, special attention is given to the appropriate visitor profile. Only professionals are authorised on presentation of their proof of affiliation to the industry.
EXHIBITOR AND VISITOR PROFILE OF THE LAST FAIR AT A GLANCE:

More than 1000 exhibitors from 41 different countries presented some 2000 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.

SPREAD OF EXHIBITORS BY CONTINENTS, MUNICH FABRIC START September 2018:

- Europe: 36.7%
- Asia: 14.4%
- Others: 0.9%

SPREAD OF EXHIBITORS BY COUNTRIES, MUNICH FABRIC START September 2018:

- **Germany**: 23%
- **Italy**: 19%
- **Turkey**: 19%
- **Others**: 12%

**Land** | **Anzahl Aussteller**
--- | ---
Germany | 206
Italy | 161
Turkey | 169
Others | 17
Portugal | 41
France | 41
South Korea | 33
Australia | 31
Netherlands | 22
Others | 19
India | 18
Bosnia and Herzegovina | 18
Others | 16

**EXHIBITOR GROWTH AT MUNICH FABRIC START 2002 - 2018**

- February 2002: 900
- September 2002: 1000
- February 2003: 800
- September 2003: 700
- February 2004: 600
- September 2004: 500
- February 2005: 400
- September 2005: 300
- February 2006: 200
- September 2006: 100

**VISITOR GROWTH AT MUNICH FABRIC START 2005 - 2018**

- February 2005: 2000
- September 2005: 2000
- February 2006: 1500
- September 2006: 1500
- February 2007: 1200
- September 2007: 1200
- February 2008: 1050
- September 2008: 1050
- February 2009: 900
- September 2009: 900
- February 2010: 750
- September 2010: 750
- February 2011: 650
- September 2011: 650
- February 2012: 700
- September 2012: 700
- February 2013: 750
- September 2013: 750
- February 2014: 800
- September 2014: 800
- February 2015: 900
- September 2015: 900
- February 2016: 1000
- September 2016: 1000
- February 2017: 1050
- September 2017: 1050
- February 2018: 1100
- September 2018: 1100
- February 2019: 1160
- September 2019: 1160

**VISITOR PROPORTION BY COUNTRY, MUNICH FABRIC START September 2018**

<table>
<thead>
<tr>
<th>Country</th>
<th>Visitor in %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Germany</td>
<td>62</td>
</tr>
<tr>
<td>Europe</td>
<td>22</td>
</tr>
<tr>
<td>Others</td>
<td>18</td>
</tr>
<tr>
<td>China</td>
<td>4%</td>
</tr>
<tr>
<td>Portugal</td>
<td>4%</td>
</tr>
<tr>
<td>South Korea</td>
<td>5%</td>
</tr>
<tr>
<td>Austria</td>
<td>5%</td>
</tr>
<tr>
<td>Great Britain</td>
<td>2%</td>
</tr>
<tr>
<td>Pakistan</td>
<td>2%</td>
</tr>
<tr>
<td>Spain</td>
<td>2%</td>
</tr>
<tr>
<td>Others</td>
<td>12%</td>
</tr>
<tr>
<td>Others</td>
<td>18%</td>
</tr>
</tbody>
</table>
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:

■ E-CATALOGUE:
The new E-Catalogue is available for download free of charge on our website, including your exhibition data, hall layout plans, an agent index, general information and further details regarding the fair. In addition, your online entry including address details, description of collections, product groups, certifications, agent’s and company information can be easily created and promoted.

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

In addition, the online profile offers a free possibility to best possibly promote the presence at the trade fair online – by a comprehensive company profile with a detailed product description, images of your collection, your company’s logo and a campaign design. Furthermore, a newsletter service is provided to send information in your corporate design.

■ 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 fair visit.
■ MUNIQUE MAGAZINE:
The relaunched trade fair magazine features new areas and innovations of the show and presents collections news and editorial articles in an appealing magazine. We analyze the trends and relevant news from the industry. We provide a deep insight into the fair and the future and present your portfolio. Just send us your news or contribution.

■ SHOW GUIDE
The SHOW GUIDE offers all information about the fair at a glance and features collection's news and editorial articles in a handy printed booklet to go: including exhibitor's list, hall maps, a product group search as well as an Alphabetical Overview. Your presence at MUNICH FABRIC START will be promoted here as well.

■ ADVERTISING SERVICES:
As exhibitor of MUNICH FABRIC START, you will be supported with a high-class advertising package. Use this opportunity and feature your company with an advertisement in the SHOW GUIDE or the E-Catalogue. The corresponding conditions can be found at a glance on page 18 or in the Marketing Guide on request.

■ 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 fair facts on different web portals. In addition, press representatives are invited to the fair and receive all relevant information about the fair and exhibitors.
TECHNICAL SERVICES

■ STAND MODULES:
In the event of booking a fair stand, exhibitors not only receive the stand space but a complete 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.
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 all three days of the trade fair.

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 fair. A dedicated internet access point at the booth can be ordered in addition.

SHUTTLE SERVICE:
On all three fair days, bus shuttles will run between Munich Airport and MUNICH FABRIC START. A bike 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 fair day with fine drinks in a pleasant atmosphere.

FREE VISITORS 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 into Hall 5. 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. Exhibitors receive an invitation to submit their 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 development, future fabrics and new technologies for the HIGH-TEX Award at KEYHOUSE
- Sustainable, certified or environmental-friendly produced fabrics and additions for the organic selection

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

**COLOUR FORUM:**
The elaborately staged Colour Forum is located in the lobby in front of Hall 1 to 4 and visualises the selected trend colours of the season. Find the general colour card for the season in the COLOUR CODE - exclusively presented as correspondingly dyed high-quality yarns.

**TREND CODE:**
The TREND CODE 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 direct.

**TREND SEMINARS:**
With a comprehensive range of presentations at TREND-SEMINARS, Keyhouse Hall 5, we provide extensive information to our audience. Visit trend lectures and seminars by renowned agencies and institutions as well as certifiers on relevant issues and developments.
PRICES

1. STAND RENTALS

**ADDITIONALS | HALL 1 AND HALL 2**
Price: 220,00 EUR per m² plus 19% VAT.

**FABRICS | HALL 3 AND HALL 4**
Price: 220,00 EUR per m² plus 19% VAT.

**FABRICS | ATRIUM 4, STUDIO 1 + STUDIO 2**
Price: 210,00 EUR per m² plus 19% VAT.

**DESIGN STUDIOS | S1**

- Design Modul 1, about 12m²: 1550 EUR plus 19% VAT.
- Design Modul 2, about 20m²: 2125 EUR plus 19% VAT.
- Design Modul 3, about 30m²: 2650 EUR plus 19% VAT.

**ASIA SALON | ATRIUM 3**
Price: 210,00 EUR per m² plus 19% VAT.

**BLUEZONE | HALL 6 AND HALL 7**
Price: 225,00 EUR per m² plus 19% VAT.

**SHOWROOMS | ATRIUM 3**
Price: 210,00 EUR per m² plus 19% VAT.

**KEYHOUSE | HALL 5**
Price: 195,00 EUR per m² plus 19% VAT.

**ENTRY AS CO-EXHIBITOR:**
Price: 295,00 EUR plus 19% VAT.

2. MARKETING ACTIVITIES

- Price up to 20m²: 200,00 EUR plus 19% VAT.
- Price up to 30m²: 250,00 EUR plus 19% VAT.
- Price from 31m²: 300,00 EUR plus 19% VAT.

3. FIRST-TIME PARTICIPATION FEE:
Price: 295,00 EUR plus 19% VAT.

4. EXHIBITOR’S LIABILITY INSURANCE
Price: 30,00 EUR plus 19% VAT.

5. AD RATES:

- **Show Guide**
  - 790,00 | 1190,00 EUR (1/1 | 2/1 Page)
- **MUNIQUE Magazine**
  - 950,00 | 1490,00 EUR (1/1 | 2/1 Page)
- **E-Catalogue (only available online)**
  - 200,00 | 350,00 | 590,00 EUR (1/2 | 1/1 | 2/1 Page)

For further advertising formats and conditions, please feel free to contact us. We will be delighted to provide you with our Marketing Guide.
OPENING HOURS

MUNICH FABRIC START | HALL 1 - 4
KEYHOUSE | HALL 5
29 JANUARY 2019  9:30 am - 6:30 pm
30 JANUARY 2019  9:30 am - 6:30 pm
31 JANUARY 2019  9:30 am - 4:00 pm

BLUEZONE | HALL 6 + 7
29 JANUARY 2019  9:30 am - 6:30 pm
30 JANUARY 2019  9:30 am - 6:30 pm
AREA MAP

HALL OVERVIEW

MOC

LEGENDE

ADDITIONALS

FABRICS

DESIGN STUDIOS

FABRICS + SOURCING

KEYHOUSE

BLUEZONE

Registerung
Check-in Counter

Information
Blickpunkt

Geldautomat
Cash Dispenser

Ente Halle
Medical Center

Toilettens
Restrooms

Trendshaus
Trendhuis

Garderobe
Cloakroom

FOOD & DRINK

WC

IL CAFFE

IL CHIOUSO | VICE BAR

Airport Shuttle Bus

INTERNATIONAL WIRTSCHAFT

SUPPORTED BY

WITH COMPLIMENTS
PIERRE-HENRY SERVAJEAN, BOLID’STER:
“The organisers have managed to create an inspiring setting at KEYHOUSE that links two mega trends. One driver is sportswear and the other technology. Both together sketch out the future path for the fashion and textile industry. The participative and interactive concept of this new unique hall gives these developments a further push.”

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.”

GORDON GIERS, CLOSED:
“We highly appreciate MUNICH FABRIC START because this event is simply unique especially in conjunction with BLUEZONE. We focus on trousers and the ranges on display here are perfect. We mainly source for the coming winter, we have already concluded the autumn programme.”

ALEJANDRO MIRALLES GIRO, HUGO BOSS:
“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.”

JULIEN EICKELMANN, VICUNHA:
“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.”

CHRISTOPHER HORATZ, PORDENONE:
“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.”

KARA NICHOLAS, CONE DENIM:
“The atmosphere here is wonderful and we are very happy to be here. CATALYZER offers the perfect surroundings to stage our Heritage products. The range is curated with a great deal of finesse. This is our first time here as exhibitors in the BLUEZONE and we are sure this is the right platform for us to present ourselves to the promising German market.”

CHRISTIAN TORRI, LANIFICIO LUIGI RICCERI:
“The decision to come back to MUNICH FABRIC START after many years away was in any case a very good one. The fair is very well organised, the quality of visitors is high and the date is perfect. High-quality producers, in particular, are keen to showcase special highlights towards the end of the season.”

GÜLFEM SANTO, ORTA ANADOLU:
“We have had two highly productive trade fair days with many good conversations. Altogether, the communicative aspect is very much in the foreground for us at this trade fair. This is where the European denim community meets and this is also always very informative and inspiring for us as producers, too.”

TESTIMONIALS

Some exhibitor’s and visitor’s references about MUNICH FABRIC START:
Some exhibitor’s and visitor’s references about MUNICH FABRIC START:

THOMAS GEIGER,
TEXTILAGENTUR GEIGER:

“MUNICH FABRIC START follows on seamlessly from the medium/high-end ranges already presented at VIEW. New developments pick up on the latest trends and translate these for the further delivery dates of the main collections or second lines of the new season. For our customers MUNICH FABRIC START has also gained importance from season to season. Progressively anticipatory season cycles increasingly underline the right timing of MUNICH FABRIC START. Compared with other international fairs this trade show offers our customers shorter distances and lower costs.”

FELICIA IRIMIA,
TOMMY HILFIGER:

“We love coming to Munich to look for new items for our current collection, especially for new trends in trims and for inspiration in general. For me speaking with current suppliers is also key. All in all MUNICH FABRIC START is the main fair for us to visit as it is the earliest of the bigger textile fairs and attracts many suppliers, both from (all over) Europe and the Far East. This quantity and diversity is really great.”

ROLAND OBERSTEIN,
N.I. TEIJIN SHOJI EUROPE:

“The discontinuation of Interstoff years ago made room for a new fair and new concept in Germany. Thanks to its early date each season MUNICH FABRIC START managed to make itself indispensable to the German market in a very short time. Anyone wanting to sell today in Germany has to be at the fair when it was still an event for Bavarian trade representatives. The fair particularly makes sense because of its early date. We use the fair not only to maintain customer contacts but also as a real “working fair” where new developments are suggested and discussed. Milan or Paris are not options for us (AMF does not exhibit there) as these fairs are too late and too dispersed – we want to work with our customers in a targeted manner.”

JOHNNY TALBOT,
TALBOT & RUNHOF:

“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.”

ANDREAS FAERBER,
CEO A.M.F. SPA:

“AMF is one of the pioneers at MUNICH FABRIC START and was already presented at the fair when it was still an event for Bavarian trade representatives. The fair particularly makes sense because of its early date. We use the fair not only to maintain customer contacts but also as a real “working fair” where new developments are suggested and discussed. Milan or Paris are not options for us (AMF does not exhibit there) as these fairs are too late and too dispersed – we want to work with our customers in a targeted manner.”

ARTUR UNGER,
KNOPF & KNOPP:

“The ranges at MUNICH FABRIC START are getting more and more attractive, which creates an ever higher international turn-out. The trade fair convinces visitors with a great portfolio of suppliers. Another asset is the integration of renowned manufacturers from Asia. Add to this the good strategic accessibility and the early dates. This attracts more and more visitors from Italy, Austria, Switzerland, Romania, Hungary, Bulgaria and Turkey to Munich along with virtually the entire line-up of German ready-to-wear manufacturers.”

ARIANNA MORIMANDO,
BERTO E.G.:

“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.”

TALBOT & RUNHOF:
JOHNNY TALBOT,
CEO:

“AMF is one of the pioneers at MUNICH FABRIC START and was already presented at the fair when it was still an event for Bavarian trade representatives. The fair particularly makes sense because of its early date. We use the fair not only to maintain customer contacts but also as a real “working fair” where new developments are suggested and discussed. Milan or Paris are not options for us (AMF does not exhibit there) as these fairs are too late and too dispersed – we want to work with our customers in a targeted manner.”

ELENA ROSSETTI,
CANDIANI:

“The BLUEZONE once again proved a resounding success for us. It went off with a bang on Tuesday morning – meaning the hall was nicely filled right at 10.00 am in the morning. The quality of visitors was consistently high. We met with good and interested customers over both trade fair days. For our key accounts the BLUEZONE is an absolute must. It is about fine-tuning, about new nuances but also about rounding off the collection with exciting novel items.”
CONTACT

PROJECT MANAGEMENT

Susanne Lübbert | FABRICS
Phone: +49 (0)89 45 22 47 70
Fax: +49 (0)89 45 22 47 22
E-mail: sl@munichfabricstart.com

Sylvia Emmer | ADDITIONALS
Phone: +49 (0)89 45 22 47 66
Fax: +49 (0)89 45 22 47 22
E-mail: se@munichfabricstart.com

Eddy Wong | ASIA SALON
Phone: +49 (0)89 45 22 47 60
Fax: +49 (0)89 45 22 47 22
E-mail: ew@munichfabricstart.com

Theresa Walter | BLUEZONE,
KEYHOUSE & DESIGN STUDIOS
Phone: +49 (0)89 45 22 47 10
Fax: +49 (0)89 45 22 47 22
E-mail: tw@munichfabricstart.com

Irina Tschigwinzew | ORGANIC SELECTION
Phone: +49 (0)89 45 22 47 60
Fax: +49 (0)89 45 22 47 22
E-mail: it@munichfabricstart.com

MARKETING & COMMUNICATIONS

Claudia Mynott (née Goßen)
Phone: +49 (0)89 45 22 47 45
Fax: +49 (0)89 45 22 47 22
E-mail: cm@munichfabricstart.com

PRESS

Isabel Rosenberger
Phone: +49 (0)89 45 22 47 40
Fax: +49 (0)89 45 22 47 22
E-mail: ir@munichfabricstart.com