

FABRICDAYS

AUTUMN.WINTER 21/22

Munich, 7 September 2020

FINAL REPORT

WELL FREQUENTED FABRIC DAYS SET A POSITIVE SIGN FOR THE INDUSTRY

Noticeable enthusiasm, the ideal starting point for the collection design for Autumn.Winter 21/22 and a good visitor frequency – a result with which FABRIC DAYS exceed all expectations after three successful fair days from 1 – 3 September 2020.

The condensed and business-focused trade fair format in Munich was the first fabric fair after the lockdown and confirms that a physical event is accepted and needed by the industry in these times.

Thanks to the great support from suppliers, the trust of the industry and the close cooperation with Messe München, the organizers have succeeded in creating a parade example for the following trade fairs under the new conditions with FABRIC DAYS.

"With the organization of the first fabric trade fair for the textile industry, we took on a great responsibility. After the cancellation of numerous trade fair events, we are particularly proud to have been able to realize FABRIC DAYS. The positive response and gratitude is overwhelming. We are very pleased about the cohesion and also the discipline with which everyone here on site worked together and we are happy to conclude the trade fair as an important source of inspiration with this result."

Sebastian Klinder, Managing Director Munich Fabric Start



UNEXPECTED HIGH VISITOR FREQUENCY AND A QUALITATIVE PORTFOLIO

"Due to the pandemic, no one could tell what the visitor frequency would be like at the fair. So we are all the happier that an unexpectedly large number of designers, product managers and buyers travelled to Munich to explore the over 700 collections from 300 international suppliers. Many visitors and exhibitors alike thanked us for making a physical event possible after all. Our guests felt secure at all times and were pleased with the personal exchange and the new input."

Frank Junker, Creative Director Munich Fabric Start

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Among the 1,300 visiting companies on site were well-known brands such as Adidas, Aigner, Alberto, Bogner, Drykorn, Gerry Weber, Hugo Boss, Irene Luft, Lanjus, Malaikaraiss, MAC, Marc O'Polo, Mey, Oui, Puma, Riani, Rich&Royal, s.Oliver, Seidensticker, SET, VETEMENTS and Wolford.

At FABRIC DAYS, around 3,600 national and international visitors from 30 countries gathered new impulses and inspiration for the Autumn.Winter 21/22 collection. Long-term partners as well as exciting newcomers presented their developments in the 6 areas Fabrics, Additional, Denim & Sportswear, Innovations, Design Studios and Sourcing – whereby the condensed hall layout offered optimal conditions for cross-segment communication and networking.

HOPETIMISM was the seasonal theme of the visionary Trend Forum at FABRIC DAYS – and was literally experienced at FABRIC DAYS:

"I am really happy to meet our most important partners in person thanks to FABRIC DAYS. I can finally feel the spirit that defines our industry again – experience tactile collections as well as gather information and inspirations."

Michael Seiter, Strellson

"Munich Fabric Start has always been an important date in the year for our team, so it was no question for us to also travel to Munich for FABRIC DAYS. The high quality of the exhibitors really surprised us – and we really like the pleasant atmosphere here."

Dorothee Schumacher



FABRIC DAYS AS A PRIME EXAMPLE FOR A SAFE TRADE FAIR

Of course, safety and hygiene had the highest priority during the implementation of FABRIC DAYS. All visitors, exhibitors and contributors showed full understanding and took the extensive hygiene and safety measures into account with a high degree of naturalness and a positive spirit:

"Especially in these times, we are looking for approaches for positive thinking and new impulses. Therefore, for us as exhibitors for many years, participation in FABRIC DAYS was out of the question. And it has been confirmed: The team has managed to organize a trade fair even under these conditions, which has made personal meetings and business possible again. The hygiene measures, such as maintaining a safe distance and wearing a mouth and nose cover, were implemented perfectly and were also very well accepted by the visitors."

Piovese Fashion

FABRICDAYS

AUTUMN.WINTER 21/22

"It was a very good feeling to participate in a trade fair again and to see our customers in person. Fabrics are tactile products that cannot be completely replaced by digital meetings – therefore we are very grateful for the organization of the fair. We always felt super safe with all the clear hygiene measures. In general, the organizers have really done an excellent job, so that FABRIC DAYS can be seen as an example for other fairs."

Fusion CPH



INNOVATIVE APPROACHES: SUSTAINABLE INNOVATIONS FORUM & RESOURCE AREA

The foyer of Hall 4 of the MOC was dedicated to innovative approaches. The proven ReSource Area informed interested visitors about the wide range of sustainable fabrics and additional. Right next to ReSource, SUSTAINABLE INNOVATIONS curator Simon Angel presented futuristic projects: "From Trash to Treasure" by Youyang Song, "Living Materials" by Iris Bekkers, "Solar Self" by Pauline van Dongen and "Perfect Imperfection" by Studio Mend.



PROVEN HYGIENE CONCEPT AS STANDARD FOR THE FOLLOWING TRADE FAIRS

With the hygiene and safety measures implemented at FABRIC DAYS, the organizers have created a good basis for planning the upcoming trade fairs. Building on this, the FABRIC DAYS team is now looking ahead and starting with the planning for the next fairs:

VIEW PREMIUM SELECTION

Spring.Summer 22

8 & 9 December 2020

MUNICH FABRIC START

Spring.Summer 22

26 – 28 January 2021