

# Munich Fabric Start International Fabric Trade Fair



**M**unich Fabric Start is the first of the internationally leading trade fairs for fabrics and accessories. Showcasing a select portfolio of more than 1,000 suppliers the Who's Who of the fashion industry meets in Munich to explore and source the latest fabric and accessory developments and highlights

for the season's start. Internationally established top-notch weavers and manufacturers from currently 37 countries present an elaborately select range of some 1,700 basic to haute couture collections. The complete spectrum of textile innovations for all market relevant segments serve as comprehensive information and inspiration pool needed by the textile industry at this point in time.

With the new *Keyhouse* a think tank of technical textile expertise, individual product placement, strategic company cooperations, resource use and detailed cross-sector technologies is opened to approach new dynamism and progressiveness for a sector that is continuously reinventing itself.

Find sound information and inspiration in the scope of contemporary concepts as continuous process to meet the specific requirements of a constantly changing market. Passion, innovation and a highly service-oriented approach form an ideal business platform that designers, product managers and buyers from internationally established manufactures have known to use for their focused work in a unique productive ambience.

*"We start producing the collection in June and finalise it now in September. 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."*  
**Alejandro Miralles Giro, Hugo Boss**

*"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."*  
**Pierre-Henry Servajean, Boldster**

## KEY FACTS

### LOCATION

MOC Munich Order Centre,  
Lilienthalallee 40,  
Munich, Germany

### OPENING DAYS / HOURS

21 January – 1 February, 9:30am – 6:30pm  
2 February, 9:30am – 4:00pm

### KEY SEGMENTS

fabrics, accessories & trimmings,  
future fabrics & technologies,  
sustainable fabrics, prints and patterns

### HALLS / AREAS

fabrics, additional, bluezone, keyhouse,  
showrooms, Asia salon, design studios,  
organicselection

### ORGANIZER / CONTACT

Munich Fabric Start Exhibitions GmbH  
info@munichfabricstart.com

munichfabricstart.com

**MUNICH  
FABRIC  
START**

MUNICH 2016 FEBRUARY 2016

# Bluezone International Denim Trade Fair by Munich Fabric Start



for resources concerning finishing processes round off the portfolio and offers everything the denim and sportswear community is likely to need.

Moreover, buyers benefit from the opportunity to source from an international portfolio of 1,700 presented fabric and accessories collections that are presented in parallel with *Munich Fabric Start*. With a strong commitment to a select range and a highly innovative approach, *Bluezone* is used as a key event by the industry to present the latest innovations of the continuously fast-moving developmental process in the denim and sportswear sector.

*"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 50 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."*  
**Christopher Horatz, Pordenone**

*"The atmosphere here is wonderful and we are very happy to be here. Catalunya 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."*  
**Kara Nicholas, Cone Denim**

Launched as the first unique denim-dedicated show, *Bluezone* nowadays is the show-in-show concept of *Munich Fabric Start* for the international denim, street- and sportswear market. Some 100 well-established denim weavers, finishers and washers present their latest developments in the unique setting of two halls – a former railway construction hall and coal shelter. Leading denim pioneers such as Candiani SpA, Prosperity, Tejidos Royo, Cone Denim, Orta Anadolu, TTY Denim, US Group, Galik Denim, Europa SNC or Bossa Denim to name but a few are on site to showcase what's next in denim. Related products such as flats, cord, washed qualities and accessories as well as the latest innovations

## KEY FACTS

### LOCATION

Zenith Hall,  
Lilienthalallee 27,  
Munich, Germany

### OPENING DAYS / HOURS

31 January - 1 February  
9:30am - 6:30pm

### KEY SEGMENTS

denim power house & leisure excellence,  
denim heritage & blueprints,  
smart textiles & future fabrics,  
sustainable and eco-friendly  
produced products

### HALLS / AREAS

AllStar Mills #hall 7  
Catalyzer #hall 6  
Kerhouse #hall 5

### ORGANIZER / CONTACT

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[munichfabricstart.com/bluezone](http://munichfabricstart.com/bluezone)



