

PRESS RELEASE

Munich, 24 March 2021

Trade Show Dates & Locations for Summer 2021 are set

While recent projects like the newly developed BLUEZONE Living Page as well as the DIGITAL TREND SPACE offer urgently needed information and inspiration for the development of Spring/Summer 22 collections, the MUNICH FABRIC START team is highly motivated and planning is now underway for the Autumn/Winter 22/23 season.

Especially in the fashion industry, personal exchange and the tactile experience of materials is essential – which is why the organisers are looking forward to realise physical events for the industry soon and to answer the wish and market need for physical events again.

Scheduling for the Autumn/Winter 22/23 season has been fixed as follows:

VIEW Premium Selection: 13 – 14 July 2021, MOC Munich & Coal Bunker

MUNICH FABRIC START: 31 August – 2 September 2021, MOC Munich

BLUEZONE: 31 August – 1 September 2021, Zenith Area

Using the prime example set by the FABRIC DAYS event, successfully realised in September 2020, the upcoming trade fairs will of course be implemented in a Covid-19 compliant manner – because the priority remains to ensure the safety of all those involved.

"With a healthy mix of confidence and realism, we would like to give the industry with these show dates the best possible planning security as well as the hope of a personal reunion soon. To realise VIEW Premium Selection from 13 - 14 July 2021 in a Covid-19 compliant manner, we are changing the location to organise the Preview Textile Show as a satellite concept in MOC and in the Coal bunker on the Zenith area. For MUNICH FABRIC START from 31 August - 2 September 2021, our ambitious goal is to present our established premium portfolio again: Fabrics, Additionals, Bluezone, Keyhouse, Design Studios, Sourcing, ReSource and Sustainable Innovations."

Sebastian Klinder, Managing Director Munich Fabric Start

Change of location of VIEW Premium Selection in MOC Munich & Coal Bunker

After carefully examining the needs, options and applicable Covid-19 measures, the team decided to organise VIEW Premium Selection from 13 – 14 July 2021 in the MOC Munich and coal bunker on the Zenith site. With this one-time change of location, a trade fair in compliance with the necessary requirements for Covid-19 is possible: Besides a spacious venue and outside area, generous stand and catering areas, wide walking paths to maintain the minimum distances, good infrastructure, sufficient parking spaces, nearby accommodation as well as efficient ventilation systems with fresh air supply are provided here. Therefore, the complete trade fair event is located in one place.

To implement these plans, the organisers are in close contact with the specialist departments of Messe Munich and the local authorities to ensure that all requirements for the applicable hygiene and safety measures are met.