

### AD-HOC NEWS

#### THE SOURCE: NEW FORMAT OF MUNICH FABRIC START IS FULLY BOOKED

Munich, 1 August 2022: THE SOURCE, the new one-stop solution for integrated fashion sourcing by Munich Fabric Start Exhibitions GmbH, is fully booked. In the listed Lokhalle, which with its gigantic dimensions is one of the largest cantilevered historic steel halls in Europe, THE SOURCE offers flexible sourcing services and solutions for newly conceived value chains on around 2,500 m<sup>2</sup> in direct connection to MUNICH FABRIC START and BLUEZONE.

***"To expand as a trade fair during the Corona crisis and in challenging times for the fashion industry is anything but a matter of course and was definitely a gamble. We are all the more pleased that we know even before the fair: It was right and important"***, says Sebastian Klinder, Managing Director of Munich Fabric Start Exhibitions GmbH.

**65 selected international manufacturing companies** will present their offerings from cut-make-trim (CMT) to high-end production at the new fair from 30 August to 1 September 2022. A **cluster of key sourcing countries such as Portugal, Turkey, Morocco, Tunisia, Bosnia and Vietnam** will create a business-relevant mix for risk diversification, the right product mix and for every genre.

*"End-to-end solutions from PLV to white label for brands, labels and retailers are strongly growing segment, which we offer with THE SOURCE an extremely high-quality environment in the long term and in close partnership with our exhibitors. We value a segment that is treated rather uncharitably in many places. We deliberately do it differently - in an architecturally outstanding location, with an extremely high-quality exhibition stand system and a selective choice of international exhibitors."*

**Sebastian Klinder, Managing Director MUNICH FABRIC START**

THE SOURCE will take place parallel to the MUNICH FABRIC START (30/08 – 01/09/2022) and BLUEZONE (30/08 – 31/08/2022) fairs, which will continue the pre-pandemic success story with a total of almost 900 exhibitors.

#### Details THE SOURCE

##### Show Times THE SOURCE

Tuesday, 30 August 2022, 9:30am - 6:30pm

Wednesday, 31 August 2022, 9:30am - 6:30pm

Thursday, 01 September 2022, 9:30am - 4.00pm

##### Location

The Source - Hall 8 | Zenith Area

Am Ausbesserungswerk 8

80939 Munich

**>> Tickets via [www.munichfabricstart.com](http://www.munichfabricstart.com)**

# MUNICH FABRIC START

INTERNATIONAL FABRIC TRADE SHOW

## FURTHER SHOW DATES

### **MUNICH FABRIC START**

30 August - 1 September 2022

### **KEYHOUSE**

30 August - 1 September 2022

### **BLUEZONE**

30 - 31 August 2022

### **VIEW Premium Selection**

29 & 30 November 2022

[www.thesource.show](http://www.thesource.show) | [www.munichfabricstart.com](http://www.munichfabricstart.com) | [www.bluezone.show](http://www.bluezone.show) | [www.viewmunich.com](http://www.viewmunich.com)