

PRESS RELEASE

MUNICH FABRIC START moves forward

Die MUNICH FABRIC START GmbH is moving up the dates for its international fabric trade shows. From 2023, the summer editions of MUNICH FABRIC START, BLUEZONE, KEYHOUSE and THE SOURCE will take place in the second half of July. Next summer, VIEW will be held for the first time as a reVIEW concept on 5 and 6 September 2023 after MUNICH FABRIC START. The trade show dates for Spring.Summer 24 remain unchanged: VIEW (29 - 30 November 2022), MUNICH FABRIC START (24 - 26 January 2023), BLUEZONE and KEYHOUSE (24 - 25 January 2023).

Munich, 8 November 2022. Munich Fabric Start Exhibitions GmbH is securing a strategically important date in the second half of July from summer 2023 and is bringing its main events forward by six weeks. Specifically, MUNICH FABRIC START will take place for the first time on its new date from Tuesday 18 to Thursday 20 July 2023. The location will remain the MOC Munich. BLUEZONE, KEYHOUSE and THE SOURCE on the Zenith grounds will be staged as two-day events (18 and 19 July 2023).

"With the solution that has now been found, we are convinced that we can provide an answer to the most pressing questions of the industry," says Sebastian Klinder, Managing Director of MUNICH FABRIC START.

"The date modifications and diversifications offer all our exhibitors a wide variety of opportunities to react in a targeted manner to new needs and changes in the market," says

Sebastian Klinder, Managing Director MUNICH FABRIC START

"With our rescheduling, we are positioning MUNICH FABRIC START and BLUEZONE early in the trade show calendar. In terms of timing, the new date is thus perfectly set and integrates seamlessly into the existing events and rhythms. The new concept of VIEW flanks the events with a late and a very early date and thus offers even more targeted presentation opportunities," adds

Frank Junker, Creative Director MUNICH FABRIC START

From summer 2023, VIEW will continue to take place twice a year, but with a new concept: for the first time as reVIEW Autumn.Winter 24/25 on 5 and 6 September 2023 after MUNICH FABRIC START from 18 - 20 July 2023 and once as preVIEW Spring.Summer 25 on 28 and 29 November 2023 before MUNICH FABRIC START in January 2024.

Another adjustment concerns THE SOURCE: after a successful first event last summer, this will go into the second round on 18 and 19 July 2023. In future, the new one-stop solution for holistic fashion sourcing will be organised as a once-a-year event as part of the summer editions of MUNICH FABRIC START and BLUEZONE. New is the supplementary format "THE SOURCE-Studio" during the January fair at MOC.

MUNICH FABRIC START

INTERNATIONAL FABRIC TRADE SHOW

PRESS RELEASE

KEYHOUSE as Hub for Future Textile Innovations will take place every two days in future and is thus adapted to the rhythm of BLUEZONE. BLUEZONE and the international denim community see great potential in this step.

The latest edition of the trade fairs organised by Munich Fabric Start Exhibitions GmbH from 30 August to 1 September 2022 not only celebrated the comeback of MUNICH FABRIC START and the international denim trade show BLUEZONE after the covid-related adapted formats of the past seasons, but also marked the 50th anniversary of one of the most important European fabric fairs and leading business platform for the fashion and denim industry. The positive, motivated and ambitious mood of the trade fairs with inspiring novelties, innovative contents and future-oriented themes also transferred to the industry: a total of 900 exhibitors from 40 countries welcomed more than 14,000 visitors and showed around 1,500 collections on a total exhibition area of 45,000 square metres; around 2,500 square metres more compared to the last pre-covid edition in September 2019 and thus the largest event in its history.

NEXT SHOW: VIEW Premium Selection

Event-Times

Tuesday, 29 November 2022, 9.30am - 6.30pm

Wednesday, 30 November 2022, 9.30am - 5.00pm

Location

MVG Museum

Ständlerstraße 20, Munich

>> Tickets via www.viewmunich.com

SHOW DATES IN 2023:

MUNICH FABRIC START

24 - 26 January 2023

BLUEZONE

24 - 25 January 2023

KEYHOUSE

24 - 25 January 2023

THE SOURCE Studio

24 - 25 January 2023

www.viewmunich.com | www.munichfabricstart.com | www.bluezone.show | www.thesource.show