

SusTec-ification

The international fabric trade show MUNICH FABRIC START is initiating a combined area for sustainability and digitalisation in the centre of the show. This will bring the two megatrends even more centrally into the trade fair. The ReSource Area, which has been established for many years, will be combined with the new Assyst Experience on a total area of 600m². The KEYHOUSE as the interactive innovation hub of MUNICH FABRIC START is fully occupied with many new exhibitors.

Munich, 19 December 2022. News on the subject of sustainability and digitalisation at MUNICH FABRIC START: at the Spring/Summer 24 Edition from 24 to 26 January 2023, the Munich fabric fair will focus even more on sourcing sustainable material developments and solutions for digitalisation from product to production. To this end, the Munich-based event will relocate the ReSource area, which is becoming increasingly important for the industry, with around 600 innovative fabrics and add-ons that are bio-certified, bio-based, recycled, recyclable or from regenerative sources, to one of the most frequented trade fair areas - Hall 2 at the MOC. Among others, some seal providers and industry initiatives will be represented at ReSource with expertise, consulting competence and market information. In the immediate vicinity, also in Hall 2, the new Assyst Experience will be located in January: in cooperation with MUNICH FABRIC START, the fashion tech market leader will demonstrate the possibilities of digitalisation for the fashion industry on an area of around 300 square metres. Together with technology partners, the entire development process for clothing, from colour, fabric and product to production, can be experienced digitally. Presentations on burning issues in the industry such as sustainability and crisis-proof returns round off the programme. In addition to Assyst, Caddon, Stoll KM.ON, Triple Tree, Verce and Vizoo will also be exhibiting at the Assyst Experience.

"As Germany's leading platform for future-relevant textile innovations in the fashion sector, we create corresponding formats and offers at MUNICH FABRIC START every season. Our benchmark: to be surprising, innovative and at the same time always market- and solution-oriented. We are delighted to once again, being able to offer the industry a degree of reliability and a broad portfolio in Munich in January with around 900 selected international producers - in the familiar surroundings and with the well-known service standards offered at our trade shows,"

says Sebastian Klinder, Managing Director MUNICH FABRIC START

"As omnipresent as the topics of sustainability and digitalisation are, the need for information, discussion and advice remains high. That's why we will once again be focusing on these two topics at the coming MUNICH FABRIC START, we will once again place great emphasis on these two topics - both visually and in terms of content. Starting with the leading theme "Dare & Care", new exhibitors and areas and a top-class exhibitors and areas to a top-class lecture programme,"

says Frank Junker, Creative Director MUNICH FABRIC START

MUNICH FABRIC START

INTERNATIONAL FABRIC TRADE SHOW

PRESS RELEASE

KEYHOUSE remains „key“

Smart Textiles, Future Fabrics, new technologies and digital production processes for the textile chain - KEYHOUSE will also be dedicated to these topics from 24 to 25 January 2023. Among the exhibiting newcomers and innovation leaders are Circular Fashion, Dystar, CLO Virtual Fashion, Biotextfuture and Toray, which will be presented and staged in the interactive innovation hub of MUNICH FABRIC START on more than 1,000 square metres. For Spring.Summer 24, the Sustainable Innovations area curated by Simon Angel will feature Verena Brom, Chamille Champion, Zena Holloway, Robin Hoske and Felix Rasehorn, Mehdi Mashayekhi, Savine Schoorl, Birke Weber and Friederike Hoberg as particularly up-and-coming talents. The main lecture forum of MUNICH FABRIC START with exclusive keynotes, panel discussions, trend presentations, Q&A sessions & expert talks by international industry insiders is also located in the Keyhouse. The seminar programme will be announced shortly at www.munichfabricstart.com.

BLUEZONE fully booked

Discover, experience and focus: BLUEZONE is also completely booked with some 90 brands. Under the leitmotif DISCOVERY, the internationally strong denim tradeshow in January invites all fashion people and denim experts to share moments together and discover and drive the latest highlights, innovations and changes in the industry. Strong cooperations are in the foreground: among them the presence of the Transformers Foundation with 2 expert panels as well as THE ITALIAN LUSTER with manufacturers of Italian premium brands along the entire value chain.

The organisers are currently expecting around 900 exhibitors to show their latest trends and innovations on a total exhibition area of around 42,500 square metres. Over two and three days respectively, MUNICH FABRIC START Spring.Summer 24 from 24 - 26 January 2023 at MOC Munich and BLUEZONE and KEYHOUSE from 24 - 25 January 2023 at the Zenith Areal will once again bring the industry together under one roof and offer it a selected portfolio of the most important international exhibitors, exclusive information on the upcoming trends, top-class panels and the opportunity to network.

Show Dates:

MUNICH FABRIC START

24 - 26 January 2023

BLUEZONE & KEYHOUSE

24 - 25 January 2023

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