

MUNICH FABRIC START: Full on

In just a few days, the international fabric trade show **MUNICH FABRIC START** and the international denim trade show **BLUEZONE** will start. From 24 to 26 January 2023, visitors can expect a wide range of the latest trends, fabric, accessories and denim highlights from around 900 international exhibitors, an exciting event programme with top-class expert panels, keynotes and trend lectures, as well as numerous networking opportunities.

Munich, 13 January 2023. The Munich Fabric Start Exhibitions GmbH announces the programme for the upcoming editions of **MUNICH FABRIC START** (24 to 26 January 2023) and **BLUEZONE & KEYHOUSE** (24 and 25 January 2023). The week after next, the MOC Munich and the Zenith Areal will be dedicated to the latest colour and material highlights for Spring/Summer 2024, current fabric, print and accessory trends as well as new technologies and innovations in the textile and fashion industry, embedded in a comprehensive programme of panel discussions, keynotes, inspirational talks and trend lectures.

With 900 international exhibitors on a total area of around 42,500 square metres, the international fabric trade show **MUNICH FABRIC START** is strongly booked. The **BLUEZONE** features around 100 international brands. The conference and lecture programme of **MUNICH FABRIC START**, **BLUEZONE & KEYHOUSE** is more comprehensive than ever. On 24 and 25 January, more than 50 speakers will pool their expertise and discuss current developments, changes and challenges in the industry.

*„We are looking forward to a trade show with concentrated expertise: around 900 international exhibitors at **MUNICH FABRIC START**, **BLUEZONE & KEYHOUSE**, including numerous new exhibitors. An expansion of the presentation areas for highly innovative solutions in the field of digitalisation and sustainability. Plus our most comprehensive lecture programme to date with over 50 speakers on current developments and changes in the market. Even if times are uncertain - we are setting a framework that shows reliability, gives security, inspires and makes you want to explore Spring/Summer 2024“,*

says Sebastian Klinder, Managing Director **MUNICH FABRIC START**, regarding the upcoming events at the MOC, **KEYHOUSE** and Zenith Hall.

Economy, Trends, Sustainability and Digitalisation – the lecture programme presents four main topics on four different stages:

Economic Environment

Conflicts, inflation, recession, energy crisis, massive inequality, climate change - how companies can position themselves securely in a volatile market environment - this is deciphered by trend analyst David Shah in his key note "Self-Empowerment" and numerous industry experts, futurologists and leading fashion editors in the lecture series "The Status Quo of Fashion" by strategy and communication consultants Alex Vogt and Jana Kern.

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Next to David Shah (View-Publications), the panel will include Siems Luckwaldt (CAPITAL and BUSINESS PUNK, RTL Germany), Shamin Vogel (WeAr Global Magazine), Ben Hanson (The Interline), Maria Cristina Pavarini (The SPIN OFF) and Carl Tillessen (DMI).

Digital Era

From digital colour apps, digital twins and virtual models to 3D simulation and virtual dressing rooms - the world of digital fashion will not only be discussed in numerous lectures in Munich, but also brought to life in the new Assyst Experience in Hall 2 at MOC. Whether it's Carola Seybold, Head of Global Key Accounts at Pantone, Jan Hilger from Roland Berger, Arndt Johannes from Verce, Dr. Stefan Hauswiesner, CEO of Reactive Reality or the experts of the panel "Textilfabrik X.0 - New Marketing Buzz Words or One Step Ahead": everyone will be looking at virtual fashion from a different angle and providing insights into the latest state of the art. In her trend presentation "The weird & wonderful world of fashion cores" at BLUEZONE, Angela Velasquez (Rivet) sheds light on how viral TikTok trends are reshaping denim merchandising.

Sustainable Future

Digitisation and sustainability - the third major theme of the event programme - could not be more closely intertwined. Lisa Lang, Director of Policy & EU Affairs Orchestrator of EIT Climate KIC in an interview with Muchaneta ten Napel (Shape Innovate) kicks things off about the importance of a green transformation for the industry. Other topics in focus: Liv Simpliciano from Fashion Revolution gives an overview of where the world's biggest fashion brands and retailers stand in terms of transparency. Tricia Carey from Renewcell, David Shah (View-Publications), Lien van der Schueren and Guy Buyle (CISUTAC & HEREWEAR), Mateusz Wielopolski (Circulix) and Mario Malzacher (Circular.Fashion) critically discuss whether the circular economy is really the solution for everything or just a placebo. Circular ecosystems are also presented by Franziska von Becker from Hachmeister & Partner.

The race of the new sustainable materials of the future will be opened by Kirsi Terho from Infinited Fiber, Kuben Edwards from Onezero8, Marianne Uddman from Trustrace and Simon Angel, Sustainable Innovations Curator of MUNICH FABRIC START in a panel discussion with Muchaneta ten Napel (Shape Innovate). New products for a sustainable future in the denim industry will be discussed at BLUEZONE. Another highlight: In cooperation with the Transformers Foundation, an expert panel will also be held at BLUEZONE on both days of the trade show.

Trends Spring/Summer 2024

Gerd Müller-Thomkins, Carl Tillessen and Niels Holger Wien from the Deutsches Mode Institut (DMI) see a "vibe shift" - a turning point, a fundamental break, a completely new mood. They will analyse what this means for fashion in their trend presentation on Wednesday at 4 p.m. in room K1 at the MOC. The Women's Fashion Trends SS 24 with the must haves of the season will be analysed by Karin Schmitz from the Trend Forecast Institute Peclers Paris - from the glamorous appearance in everyday life, to the play with gender identity, to simplicity combined with functionality and mobility.

The programme of MUNICH FABRIC START, BLUEZONE and KEYHOUSE conveys competence and professionalism combined with inspiration and innovation and will once again attract up to 20,000 trade visitors from management, product management, design and purchasing to Munich from 24 to 26 January.

MUNICH FABRIC START

INTERNATIONAL FABRIC TRADE SHOW

PRESS RELEASE

AT A GLANCE:

MUNICH FABRIC START & THE SOURCE studio

24 - 26 January 2023

BLUEZONE & KEYHOUSE

24 - 25 January 2023

OPENING HOURS

MUNICH FABRIC START & THE SOURCE studio

TUE, 24 January 2023: 9:30 am – 6:30 pm

WED, 25 January 2023: 9:30 am – 6:30 pm

THU, 26 January 2023: 9:30 am – 4:00 pm

BLUEZONE | KEYHOUSE

TUE, 24 January 2023: 9:30 am – 6:30 pm

WED, 25 January 2023: 9:30 am – 6:30 pm

Use our AIRPORT SHUTTLE service from Munich Airport to MOC Munich. We do offer a BUS SHUTTLE between the Munich airport (Bus Stop 25) and the venue (MOC, Hall 3).

With compliments from IPEKER!



MUNICH FABRIC START
MOC Munich Order Center
Lilienthalallee 40
80939 Munich



KEYHOUSE
Kesselhaus
Lilienthalallee 33
80939 Munich



BLUEZONE
Zenith Areal
Lilienthalallee 29
80939 Munich

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