

MUNICH FABRIC START, BLUEZONE & VIEW: FULL FLEXIBILITY

A strong start to the season in July, order decisions at short notice in September - MUNICH FABRIC START Exhibitions GmbH offers one thing above all with the positioning of its trade show formats in terms of dates and content for sourcing for Autumn.Winter 24/25: full flexibility. In future, the July date will be used by the international fabric trade show MUNICH FABRIC START with KEYHOUSE, THE SOURCE and BLUEZONE as an impulse generator; the September date will remain an important time for follow-ups and for picking up on new and short-term market developments with reVIEW, the new concept of the VIEW PREMIUM SELECTION.

Munich, 4 April 2023. With a current booking level of almost 90% for the international fabric trade show MUNICH FABRIC START, KEYHOUSE, THE SOURCE and BLUEZONE, Munich Fabric Start Exhibitions GmbH is starting the new season for Autumn.Winter 24/25 on a strong footing. From the organisers' point of view, the main reason for the high level of acceptance from internationally important fabric and trim exhibitors, renowned agencies, top European weavers and textile designers is the rebalancing of the July dates.

Previously, the VIEW PREMIUM SELECTION had taken place at the end of June/beginning of July with a selective choice of high-quality fabric and accessories collections. From 18 to 20 July 2023, the Munich-based trade show organiser will now successfully occupy the early date for the first time with the full power as one of Europe's leading fabric trade shows: the international fabric trade show MUNICH FABRIC START (18 to 20 July), the innovation hub KEYHOUSE, the one-stop sourcing platform THE SOURCE and the international denim trade show BLUEZONE (18 and 19 July) will move ahead and at the same time increase their relevance in the international trade show scene.

For a large part of the visitors, the earlier date is closer to the collection rhythms and offers more time for further developments. Same goes for the BLUEZONE community and the denim business anyway - the approval for the July date could hardly be greater, which makes the organisers particularly happy on the occasion of the 20th anniversary of BLUEZONE as the first denim dedicated trade show.

Important exhibitors - including returnees - such as Ballesio, Cadica, Discovery Denim, East & Silk, Fauck, Lanificio Campore, Mapel, Naveena Denim, Pricoh's, Sintopel, Sourcetextile, Studio 9, Taiwan Textile Federation and YKK as well as **new entries like Esdigital, IBERIS Lda, Jeanius, Jersey Print Factory, Lucky Textile Group, Marjomotex, Neelams Itl, Splash by Lo, Victor Texteis or Wouters** have already confirmed their participation along with many others.

"The strongest and most professional trade show for our segment clearly accommodates our development traits with its date. This date is much closer to our rhythms and, with its strong exhibitor portfolio, MFS has considerably more influence on the creation of our collections. Especially for Bluezone - a unique, creative and inspiring space for us every time - the date is very convenient as it offers more time for washing developments and creative elaborations. With their ideas and implementations, the MFS & Bluezone team always has its finger on the pulse of time which enables us to incorporate additional inspirations into our work",

confirms Michael Seiter, Head of Product Division Denim & Chino, HOLY FASHION GROUP.

MUNICH FABRIC START

INTERNATIONAL FABRIC TRADE SHOW

PRESS RELEASE

What's new?

Due to the early date of MUNICH FABRIC START and BLUEZONE, the Munich trade show duo with KEYHOUSE and THE SOURCE formats will function even more strongly as an impulse generator and leading international event. The Munich location will also be strengthened by the relocation of the DMI Fashion Day from Düsseldorf to the Bavarian capital. In order to create maximum synergies in terms of travel times and travel costs, the first DMI FASHION DAY LIVE after the pandemic-related interruption will take place the day before the next MUNICH FABRIC START at the MOC.

The course will also be set anew in September: The date, which remains important for the industry, will in future be occupied by reVIEW - the new format of the VIEW PREMIUM SELECTION for follow-ups and highly topical, short-term trends as well as new market developments. On an area of around 2,500 square metres, the first reVIEW Autumn.Winter 24/25 will be held on 13 and 14 September 2023 on the Zenith grounds in Motorworld. With its gigantic dimensions and spectacular architecture, the listed location is one of the largest cantilevered historic steel halls in Europe.

"Trends are short-term and more fast-moving than ever. The presentation and ordering rhythms are constantly shifting. There is no one right time. With two highly relevant dates in July and September, we offer the market security and reliability on the one hand and full flexibility on the other",

says Sebastian Klinder, Managing Director MUNICH FABRIC START.

"The feedback from the textile industry as well as from international brands confirms that we have placed the right offer. Both events have great potential and complement each other perfectly. We support the market by offering the right platform at the right time to bring the relevant players together. And we do this without overlapping with other international trade show formats of the fashion business",

says Frank Junker, Partner & Creative Director der MUNICH FABRIC START.

Strong encouragement from the fashion industry

The response is extremely positive, not only from exhibitors but also from international designers, product managers and buyers. In a tense market situation, MUNICH FABRIC START shows strength, forward-lookingness and reliability. MUNICH FABRIC START is the start of the new season and the most important show for early trend information.

"The MUNICH FABRIC START is of great importance for our work - to be more precise, it is indispensable! The earlier the deadline, the first input for the new collection, the more precise and pointed the result. The reVIEW also remains relevant at the new, later date and supports our dynamic design process."

Katerina Grigoriadis, Head of Design DayDream, MAC Mode GmbH & Co KGaA

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"For our team, the new season starts with the MFS. We always take our inspiration from the colours, the forum and the exhibitors and work out our concepts for the collections accordingly. The exchange with producers and exhibitors is also indispensable and both, MFS and View are a great platform to do so. We discuss new themes but also previous orders. Meeting everyone at the same time and place in person is a great added value for our cooperation. In the past, we did this in Paris at PV, however this has been completely replaced by MFS."

Tülay Önder, Head of Product Design, HALLHUBER

"For us, Munich Fabric Start is the most important trade show for preliminary information, for aligning the collection and for matching materials. Next to Milano Unica, it is the most important sourcing show. We welcome the earlier date of Munich Fabric Start very much. Instead of View, it will now be the most important show for us to get information early. We are excited about the process and are looking forward to it."

Gerhard Kränzle, CEO, HILTL Hosen-Manufaktur GmbH

"The Munich Fabric Start is always an important milestone in our collection development. We are particularly interested in the trend themes and colours, which we compare with our developments to confirm or adapt them accordingly. We are very keen to attend lectures on relevant topics such as sustainability, CAD, fair labour standards and always look forward to meeting your stars like Li Edelkoort. The earlier date suits us very well. As knitters we already start with the new colours mid-May so the new date actually fits better into our schedule. A visit to the VIEW is a must in any development process. Since it will now take place in September, we will definitely visit this small and fine group of exhibitors for a bit of cherry picking and to find new highlights for the last winter delivery date."

Melanie Geyer, Senior Designer Knitwear, MAERZ München

"In my point of view, the early date is a meaningful step. I am pleased about the early overview & choice of collections. I also welcome the fact that flat weave and denim suppliers are brought together at this time. The September event has to prove itself and depends on the new & further developments of the collections. We appreciate both events to date and will continue to use them in the future."

Michael Willems, Produktmanager, ALBERTO GmbH & Co. KG

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