

VIEW PREMIUM SELECTION

Successful season kick-off for VIEW Spring.Summer 25

Successful conclusion of the exclusive Preview Textile Show in Munich: around 250 international suppliers opened the season on 28 and 29 November and presented their latest trends and material developments for the Spring.Summer 25 season from the areas of Fabrics, Additional, Denim and Sportswear – the first ever time the summer season was rung in under the roof of the Dampfdom at Motorworld Munich. An all-round successful kick-off in the run-up to the MUNICH FABRIC START in January 2024.

Munich, 30 November 2023. – The VIEW Premium Selection Spring.Summer 2025 came to a successful close yesterday. The Preview Textile Show, organized by MUNICH FABRIC START Exhibitions GmbH, once again succeeded in setting new standards: around 250 selected and curated exhibitors and collections presented the first colour and material trends as well as the latest technological and sustainable innovations for the Spring.Summer 2025 season at this early stage. In an inspiring, professional working atmosphere, visitors were able to discover the four areas of **Fabrics** with textiles and the latest innovations in the materials sector, **Additional**s, showcasing highlights from the ingredients segment, as well as **Denim** and **Sportswear**.

“VIEW once again delivered in terms of quality: visitors from Adidas, Aigner, Alberto, Baldessarini, Betty Barclay, Bogner and Bugatti as well as Comma, Frauenschuh, Gabba, Gerry Weber, Holy Fashion Group, Hugo Boss and Joop! through to MAC, Marc Cain, Marc O'Polo, OUI, Riani, Schumacher, s.Oliver, Sportalm and The North Face prove that the early date and the concentrated exhibitor portfolio of the VIEW are the right choice. Even more, it shows how crucial central platforms and trade show formats that offer orientation and inspiration are for our industry. Especially in the context of the current debates about Germany as a fashion trade show location, I would go so far as to demand from us organisers to return to a more self-confident handling of scheduling, positioning and marketing of our events. It is up to us to coordinate with the entire industry and to offer the best possible setting based on this, to create an ideal atmosphere and valuable additional services. As organisers, we are doing our homework in this regard. The results should not be seen as compromises, but as relevant venues for all future-oriented players,”

says Sebastian Klinder, Managing Director of the MUNICH FABRIC START
as organiser of VIEW.

In terms of trends, suppliers and visitors painted a heterogeneous picture and forecasts for the coming season are varied: from masculine shapes that require translation from the heaviness of winter into summery materials without sacrificing elegance, to sheers and shine as well as quiet luxury. The quest for unusual fabrics, 3D prints and new fibres was crucial in order to set highlights in the collections. Innovative

MUNICH FABRIC START

INTERNATIONAL FABRIC TRADE SHOW

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woven materials citing tech and sports aesthetics were well received. New and unusual fibre blends of natural and synthetic fibres were also topics of discussion at the VIEW, as well as effects with silver and metallic yarns. Flat knits and jerseys also remain important themes in many collections. The quest for quality at attractive prices also continues. *"The fashion industry is in a state of upheaval. On the one hand, there is a great need for change; at the same time there is a lack of direction. The big questions are: what do we want, and where are we going? The industry needs optimism, which can only set in if we succeed in developing a new trust and understanding of our brands and brand identities. Trends will not help us with this, we need inspiration. If we manage to transform these impulses into personal and specific solutions with courage and openness, then we have plenty of opportunities to actively shape a positive future for our brands,"* Karin Schmitz, Business Development Director Peclers Paris, summarises.

The next major industry event is just around the corner: the MUNICH FABRIC START will take place at the MOC from 23 to 25 January 2024, while BLUEZONE and KEYHOUSE will open their doors on 23 and 24 January on the adjacent Zenith grounds parallel to MUNICH FABRIC START. Exhibitors from all over the world will showcase around 1,100 collections for the fashion and apparel industry, spanning an area of approximately 42,500 square metres across eight distinct areas. Elaborately staged trend forums and sample areas present a concentrated essence of the latest innovations, colour and material trends, providing inspiration and guidance. The Denim Trade Show BLUEZONE gathers approximately 100 collections from the areas of Denim, Street and Sportswear in the industrial chic setting of the Zenith Hall. A carefully curated programme of talks and a wide range of networking opportunities complement the shows' unique offerings.

VOICES ON VIEW:

VISITORS:

"We are always on the lookout for special qualities in terms of structure and finish. My personal highlight of this VIEW: a traditional manufacturer who has reissued fabrics from the family archives – the result are these gorgeous jacquard linen blends in subtle, understated colours that impress with their quiet qualities. Simply marvellous!"

– Katerina Grigoriadis, Head of Design DAYDREAM | MAC Flats and Denim

"We have been loyal visitors of VIEW for years – this time we were specifically keen on glitter, sparkle and shiny materials. We are convinced that this trend will continue in the coming season."

– Can Eyisabuncular, Product Development | BRAX Leineweber GmbH & Co. KG

"VIEW is always very important as it gives us an early start to the season. And we can already view around 30 to 40 percent of new materials here at a time that is crucial for orientation."

– Stefanie Schmitz, Owner | De Co Re

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VOICES ON VIEW:

EXHIBITORS:

"Our clients are mainly looking for rather sublime qualities. Natural dyes and especially natural fibres mixed with man-made ones – think wovens based on organic cotton and recycled nylon – are well bespoken. Technical yet sportive fabrics like meshes and army look inspired twills are also sought after."

– Toshihiko Kanatani, Senior Sales Representative | Stylem Osaka

"The question of trends is driving the industry, as there is currently a lack of signals from the market in many areas. There is great interest in blends – both in the high-price and lower-price segments."

– Thomas Püttmann, Owner | Püttmann Textilagentur

"We love attending the VIEW – the atmosphere and service are sublime. Interest in and demand for sustainable products and solutions continues to grow – be it fibres made from nettle or hemp, but also upcycled ones. Most clients are well-informed about different sustainability certifications by now, which is a very positive development we have observed."

– Charlotte Bøgegren, CEO | We Nordic Label Studio

ABOUT VIEW PREMIUM SELECTION:

Over two days, VIEW provides the industry with an optimally concentrated platform to explore the latest trends, material developments, and innovations at an early stage, facilitating essential discussions with key suppliers. The carefully curated portfolio includes around 250 high-quality collections across four segments from international suppliers.

THE NEXT TRADE SHOW DATES:

MUNICH FABRIC START & THE SOURCE

SPRING.SUMMER 25
23 – 25 JANUARY 2024
MOC Munich

BLUEZONE & KEYHOUSE

23 + 24 JANUARY 2024
Zenith Area Munich

VIEW – PREVIEW TEXTILE SHOW

AUTUMN.WINTER 25/26
18 + 19 JUNE 2024
Dampfdom Motorworld Munich

MUNICH FABRIC START, BLUEZONE, KEYHOUSE & THE SOURCE

AUTUMN.WINTER 25/26
3 + 4 SEPTEMBER 2024
MOC, Zenith Area & Dampfdom Motorworld München

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