

MUNICH FABRIC START

INTERNATIONAL FABRIC TRADE SHOW

PRESS RELEASE

TRIAD OF CLARITY, TRADITION, AND TECHNOLOGY: MUNICH FABRIC START EMBARKS ON THE SPRING.SUMMER 2025 SEASON

From January 23 to 25, 2024, MUNICH FABRIC START once again takes center stage as the pivotal meeting point for the European fashion scene. The event unites the entire industry, including designers, product managers, and fashion innovators. Spanning approximately 42,500 square meters across eight distinct areas, the showcase unveils around 1,000 international collections for the Spring.Summer 2025 season, captivating the global fashion and apparel sector. In 2024, MUNICH FABRIC START, along with THE SOURCE, BLUEZONE, and KEYHOUSE, sets the stage for the upcoming round of exhibitions. Elaborate trend forums and sample zones encapsulate a concentrated essence of emerging colour and material trends. Innovations and inspirations are presented amidst a diverse supporting program and special presentation areas, emphasizing the importance of networking and exchange in an atmosphere of heightened professionalism. This provides the industry with much-needed clarity amid a period of historical uncertainty.

Munich, January 12, 2024: The demand for information and inspiration providing guidance to help us understand the world around us continues to grow. In 2024, MUNICH FABRIC START intensifies its focus on creating conditions that allow the fashion industry to find this orientation in Munich. From January 23 to 25, 2024, as the industry gathers for MUNICH FABRIC START, BLUEZONE, KEYHOUSE, and THE SOURCE to outline their individual materials, themes, and trends for the Spring.Summer 2025 collections, the spotlight will be on edutainment formats, trend forecasts, and production tools.

Approximately 1,000 collections from international premium manufacturers, neatly categorized into the eight areas – ADDITIONALS, FABRICS, ReSOURCE, BLUEZONE, DESIGN STUDIOS, KEYHOUSE, SUSTAINABLE INNOVATIONS, and THE SOURCE – provide a comprehensive and structured overview of all fabrics, materials, ingredients, and raw materials available for the upcoming season. Elaborately designed trend forums and lectures offer an additional condensed overview of the latest aesthetic and technological developments as well as sought after insights. The eight areas thus represent the entire fashion ecosystem in one location, reaffirming MUNICH FABRIC START as a unique one-stop-sourcing solution: with short distances, a highly professional working atmosphere, many familiar faces, and centrally located and easily accessible in the heart of Europe.

"Clarity means information, innovation, and inspiration. The past years have been characterized by uncertainties. The fashion industry faces numerous challenges, including cost pressures, rising energy prices, inflation, and recession. The demand for transparency continues to grow – driven by consumer purchasing patterns and legal and political pressure. In the face of uncertainty, regulation, and unpredictability, the industry needs one thing, especially, to chart a confident path forward: clarity."

Sebastian Klinder, Managing Director of MUNICH FABRIC START

The Spring.Summer 25 trends of MUNICH FABRIC START, encapsulated under the name giving theme CLARITY, embody the longing for clear structures amid a complex present. Clarity, characterized by reduction, realism, fantasy, and creativity, shapes an awareness of quality, sustainability, and design competence. The present is reflected in the coexistence of rediscovered craftsmanship and new technologies, urban and rural spaces, self-discovery and social cohesion, decoration, and functionality.

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These contrasts mutually inspire and sharpen the awareness of quality and responsible consumption. A common desire among them is to face challenges with confidence and creativity – especially in the borderland between new technologies and tradition, where the past and future intersect, blending the familiar with the new.

The five seasonal themes – Sublime Craft, Sensual Mind, Provincinity, Uncharted, and Joy Inside – along with BLUEZONE's very own denim, street, and sportswear trends summarized under the theme SIGNATURE, represent a broad spectrum from reinterpreted craftsmanship to the rediscovery of one's own identity and the harmonious interplay of urban and rural areas. As comprehensive trend analyses featuring detailed color charts, inspiring materials, moods, prints, and styles, they can be discovered in the seasonal print publication of MUNICH FABRIC START, the TREND FORECAST.

"Fashion doesn't come to life only when collections are sewn; it originates much earlier: in the minds of designers, through global trend research, and in the collaboration between fashion brands, houses, fabric producers, weavers, and trend experts. Fabric trade shows represent the most concentrated essence of this creative exchange. It is only there that fashion designers and creatives can gain a comprehensive overview of upcoming trends and identify the possibilities of transforming them into individual collections within a short time and limited space. We bring these trends together at MUNICH FABRIC START in a uniquely concentrated and meticulously researched manner."

Frank Junker, Creative Director & Partner of MUNICH FABRIC START

Transparency is a crucial element of clarity, whether it's in the supply chain, sustainable practices, ethical sourcing, or marketing statements. Transparency is becoming an increasingly decisive enabler in various key areas of the industry. Recognising the indispensable role of technology in achieving this necessary transparency, the upcoming MUNICH FABRIC START will prominently feature technological innovations, ranging from blockchain and RFID (Radio-Frequency Identification) to Digital Product Passes (DPP), as well as software, material, and process innovations.

Commercially viable and scalable materials, along with alternative natural dyes boasting competitive authenticity values, will be showcased by CO₂Tex, BIOBASE, EYAND, and, notably, the TransitionLab from RWTH Aachen in collaboration with project partner adidas. YOONA.AI seamlessly integrates data analysis with generative AI, revolutionizing design as a collaborative interplay between human creativity and technological expertise. EEDEN and LEMAR are two exhibitors presenting upcycling and recycling solutions. This includes a holistic production of fibres such as Lyocell, viscose, or polyester from textile waste, based on the extraction of cellulose and polyester from discarded fabrics, and Q-Cycle by Fulgar™, a groundbreaking approach incorporating discarded car tires into mass balance technology.

The Denim Trade Show BLUEZONE, housed in the industrial-chic Zenith Hall, will feature approximately 100 collections in denim, streetwear, and sportswear. Exhibitors include Prosperity x Stella Blu with NTX Cooltrans, a revolutionary waterless dyeing technology without indigo, Ansi pgt, Bossa, Calik Denim, Denim Authority, DNM, Evlox, ISKO, MTV Belts, Naveena Denim ND, Orta, SASHIKODENIM by Pey, Sharabati Denim, and Tejidos Royo.

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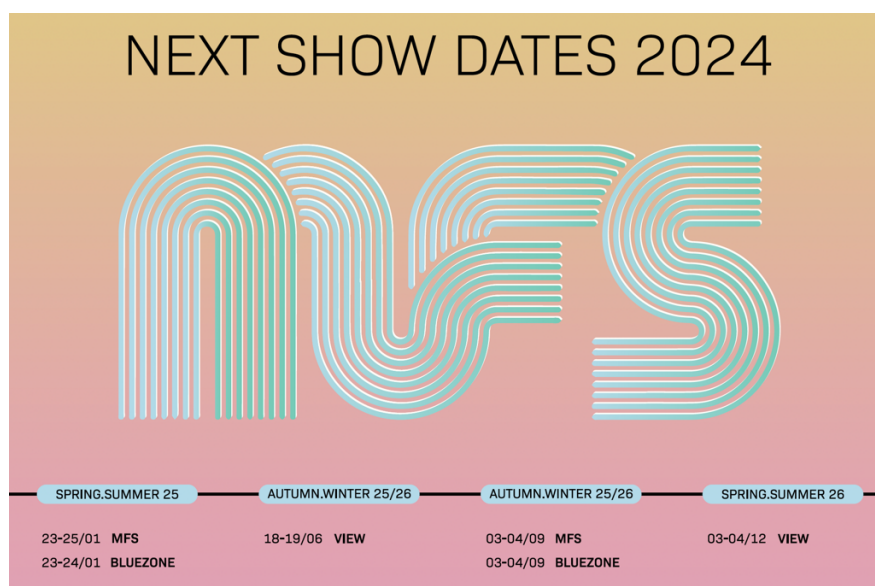
Innovation and technological advancements also take center stage at BLUEZONE. A key partner for this year's BLUEZONE is the Denim Deal, a pivotal Green Deal for Circular Denim. Formulated as part of the Dutch Circular Textiles Policy Programme 2020-2025, the Denim Deal outlines goals for recycling post-consumer textile waste and the use of recycled materials in new textile products by 2025 and 2030. Commencing in October 2020 with 28 globally influential signatories committed to closing the Denim Loop, the Denim Deal will present 'Denim Deal 2.0 – The Next Chapter' at BLUEZONE.

THE SOURCE focuses on production and sourcing, showcasing the latest developments in sustainable and innovative processes from manufacturers of finishings and sourcing solutions, including DMISS Textile Group, EAST, Lagoon Ltd, M360 Miroglio Group, OTS, and UNION 3. The KEYHOUSE hosts progressive suppliers and global players from various industries presenting their latest developments, innovations, and technologies. Participants include BIOTEXFUTURE with the TransitionLab of RWTH Aachen, Brightfibers, EEDEN, EYAND, ITA, SOKO, Shape Innovate, Stratasys, and YOONA.AI. A highlight in the KEYHOUSE are the Sustainable Innovations, a special presentation area where curator Simon Angel blends sustainable ideas and success stories, inviting all MUNICH FABRIC START visitors to think anew and ahead of the curve.

With approximately 1,000 international exhibitors, the MUNICH FABRIC START international fabric show is heavily booked. Among the exhibitors are many of the most relevant suppliers, ranging from Assyst, Cadica Group, and CNC Tessuti to Liberty, Lisa, Studio 9, Takisada Nagoya, WeNordic, and Yünsa. The conference and lecture program of MUNICH FABRIC START, BLUEZONE & KEYHOUSE is comprehensive as ever, featuring over 50 speakers pooling their expertise to discuss current developments, changes, and challenges in the industry. From January 23 to 25, 2024, the event program will bring fashion and product management, design, and procurement professionals to Munich, offering a blend of competence, professionalism, inspiration, and innovation.

MUNICH FABRIC START & THE SOURCE
SPRING.SUMMER 25
23 – 25 JANUARY 2024
MOC – MUNICH

BLUEZONE & KEYHOUSE
23 – 24 JANUARY 2024
ZENITH AREA – MUNICH



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