

# MUNICH FABRIC START

INTERNATIONAL FABRIC TRADE SHOW

PRESS RELEASE

## CLOSING REPORT MUNICH FABRIC START SPRING.SUMMER 2025: LOOKING TO THE FUTURE WITH CAUTIOUS OPTIMISM

***After three successful days, the international fabric show MUNICH FABRIC START ended its run for the Spring.Summer 2025 season yesterday. The denim trade show BLUEZONE and the innovation hub KEYHOUSE closed their doors on Wednesday evening. The essence of the meeting of the European fashion industry: we are experiencing a return to our roots to meet the growing need for orientation – supported by a variety of exciting sustainable and AI-supported solutions that can pave the way to the future for the industry.***

**Munich, 26 January 2024:** The Spring.Summer 2025 edition of MUNICH FABRIC START came to an end yesterday afternoon. Under the motto “CLARITY”, designers, buyers, product managers and decision-makers were able to view the latest products and services for the new season from around 1,000 international suppliers, spread over the eight areas ADDITIONALS, FABRICS, ReSOURCE, BLUEZONE, DESIGN STUDIOS, KEYHOUSE, SUSTAINABLE INNOVATIONS and THE SOURCE. Over the past three days, 11,700 visitors came to the Munich MOC and the Zenith Area. Many important brands, such as adidas, Akris, Alberto, Alpha Tauri, Anna van Toor, Armed Angels, Baldessarini, Bestseller, Betty Barclay, BMW, Bogner, Brax, C&A, Carhartt, Closed, Comma, Condé Nast, Digel, Diesel, Drykorn, Escada, Eterna, Ganni, Hessnatur, Holy Fashion Group, HSE, Hugo Boss, Inditex, Joop, Katag, Lagerfeld, Lanius, Lodenfrey, Mac, Maloja, Marc Cain, Marc O’Polo, März, Mey, More&More, Mustang, MyTheresa, Oui, Remei, Riani, Roxy, s. Oliver, Schumacher, Seidensticker, Sportalm, Talbot Runhof, Tchibo, Tom Tailor, Tory Burch, Windsor and Wolford were on site. The visitors came from 58 countries, mainly from Eastern Europe, Germany, Italy, Scandinavia, the UK, the Benelux countries, but also from South America, the USA, the UAE, Saudi Arabia and Oceania. Complimented by a comprehensive supplementary program with prominent and international speakers from various areas of the industry and numerous opportunities for networking, MUNICH FABRIC START once again impressed with its integrated concept.

*“We’re very pleased: MUNICH FABRIC START is and remains a central fixture for the fashion industry. Over the past few days, clarity and orientation have proven to be the current mega topics of our industry. Now is the time for everyone to reflect on their own strengths and focus on how to play to them. This applies to our visitors, exhibitors and ourselves as organizers. Our core competence is the creation of a space for business, inspiration and interaction. And we are told from all directions that this place will become even more important in the future. In this respect, we are proud that we have once again succeeded in creating it and are already looking forward to getting straight into planning the next season.”*

**Sebastian Klinder, Managing Director of MUNICH FABRIC START &  
Frank Junker, Creative Director & Partner of MUNICH FABRIC START**

Looking at trends for Spring.Summer 2025, various developments emerged: on the one hand, a return to the familiar, the tried and tested, with a focus on craftsmanship and clear shapes. The nostalgia is partially broken up by complementary statement pieces from the athleisure or, in women's fashion, lingerie sector. Denim is

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omnipresent in the coming season – not least because it is probably the most democratic fabric and can be translated into any quality and price category. In womenswear, there will be new interpretations of the men's shirt, which will be deconstructed in its classic masculine forms. The focus will be on natural materials such as linen and hemp, not least in the area of new casual work wear, especially in combination with warm neutrals and broken facets of white. We will also continue to see lots of pastels – albeit in new nuances, balanced by an earthy colour palette.

This time, the main focus of the supplementary program was on sustainability – be it natural innovative fibers and their disruptive potential for a more sustainable fashion industry, recycling issues and the associated EU regulations that will challenge the industry, or helpful instructions on how various players can prepare for this today. Platforms such as KEYHOUSE play a major part in this transition by building bridges between young, creative thinkers, research and industry players.

On January 23 and 24, BLUEZONE once again transformed the Zenith Area into the absolute denim hot spot. The entire blue-blooded community met here to explore the future of the denim industry. The transformation of the denim industry towards even greater sustainability remains a key topic: cradle-2-cradle concepts, innovative recycling processes and resource-efficient washing, dyeing and finishing technologies were often the focus of the collections presented, as well as stand and aisle discussions and trend lectures. The Denim Deal, which has now been signed by 53 market-leading denim companies, was initially presented in Germany at the BLUEZONE stage. It aims to make the use of recycled materials mandatory in new textile products. The Hall of Fame brought the BLUEZONE "Signature" leitmotif to life by showcasing personal pieces by fashion icons such as Jason Denham, Adriana Galijasevic, Adriano Goldschmied or Renzo Rosso and telling their respective stories. Personal encounters and exchange were also the motto of MUNICH FABRIC NIGHT, where all MUNICH FABRIC START exhibitors and visitors brought the dance floor to a boil in the Dampfdom at Motorworld on the evening of the first day of the show.

In just a few months' time, the next key event for the European fashion industry will be the VIEW Premium Selection on June 18 and 19 at Motorworld to kick off the Autumn.Winter 25/26 season. The June event offers an initial inspiring overview of upcoming trends and innovations in the areas of Fabrics, Denim & Sportswear, Additional and Design Studios for the coming season, and is therefore an essential time for quick ordering, innovations and developments in the fashion industry ahead of the important September event.

**VIEW Premium Selection**  
AUTUMN.WINTER 25/26  
**18 + 19 JUNE 2024**  
MOTORWORLD – MUNICH

**MUNICH FABRIC START & BLUEZONE**  
**KEYHOUSE & THE SOURCE**  
AUTUMN.WINTER 25/26  
**03 + 04 SEPTEMBER 2024**  
MOC & ZENITH AREA – MUNICH

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## VOICES ON MUNICH FABRIC START SPRING.SUMMER 2025:

*“For me, MUNICH FABRIC START is not just a trade show for inspiration, but for working. I get a good overview of the collections and suppliers here. The portfolio is very good. I make use of all fair days, have fixed appointments, order samples, make print developments. MUNICH FABRIC START is a well-organized platform. For me, the Munich location is also good and easy to reach.”*

**Catrin Schanz – Head of Design, Seductive**

*“MUNICH FABRIC START is a permanent fixture in our seasonal calendar and has absolutely established itself for us. Nowhere else do we have the opportunity to see so many collections in one go.”*

**Stefan Grupe – Design Specialist, Windsor**

*“In the textile industry, substantial technical innovation towards sustainability comes from research. The Keyhouse is the perfect platform for us to bridge the gap between research and practice. Sustainable Innovations as an interaction area for demonstrators and prototypes has proven effective again this January. Here, we meet the right industry partners, who transfer the great technological innovations from science into a scaled commercial implementation.”*

**Nicole Espey – Project Management Office BioTexFuture**

*“MUNICH FABRIC START is such a great trade show. This season I worked really, really well with the colors of the Trend Forecasts. It was great that they were ready so early this time. We are actually finished with our concept. Our color themes are confirmed. As well when I look into winter. We always enjoy listening to the presentations, especially on the subject of sustainability. Unfortunately, we won't be able to do that this time as we'll only be here for one day due to the strike of Deutsche Bahn.”*

**Andiné Jenauth – Head of Design Womenswear, Eterna**

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*“Platforms like Keyhouse are crucial for the industry – especially the next generation of creators, who want to work towards a more sustainable future. Discussing and making connections with other creatives and experts opens up new perspectives and helps to re-inspire me for my own project!”*

**Natasha Amisha – Founder Honestly Hemp**

*“This was our first time exhibiting at BLUEZONE and it was great – interested parties from pioneering eco labels to luxury brands approached us about cooperation opportunities. The message is clear: you will only be successful in 2024 if you can offer real and relevant product innovations.”*

**Sebastian Thies – nat-2.**

*“We look back on another rewarding MUNICH FABRIC START and were happy to receive all of our key customers over the course of the two days of the fabric show. There was a tendency of spiked interest in lighter, elegant and more high-end fabrics like linens with soft-touch qualities and alternatives to established traditional dyeing processes like our Dry Color-approach. We also noted a tentative optimism among many of our customers in terms of the industry as a whole – the welcoming and ‘feel-good atmosphere’ for exhibitors and visitors definitely added to that.”*

**César Royo Blanes – Managing Director Tejidos Royo S.L.**

*“BLUEZONE has proven to be the right platform for us to launch The Denim Deal in Germany. It has shown us the power of collaboration and the impact it can have on the circular economy. We believe that by bringing more players together and sharing the same values, we can make a real difference in the denim supply chain. The industry is recognizing the importance of being a part of this movement, and we are excited to continue working towards our goals. We’re looking forward to more exciting activities during the next show in September.”*

**Nicolas Prophte – Brand Representative of DENIM DEAL Steering Committee**

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*“Our linear supply chains need to change into circular supply chains. We need to link the people – the weavers and spinners, the collectors and the brands – to unify our language and to work towards the same goals. We need a spirit of collaboration. Let’s get ready Germany! Before EPR (Extended Producer Responsibility) is coming. We have to show it’s possible. Now. And together.”*

**Romain Narcy – Partner Strategy and Innovation, Ereks**

*“A lot has changed because most fabric suppliers now come to us directly. But I still think it’s important to go to trade shows: for first impressions, presentations and the atmosphere. We still add a day in the city center. MUNICH FABRIC START is a must-attend event and we always enjoy coming.”*

**Jörg Labatz – Division Head Cartoon/Vera Mont, Betty Barclay**

*“The demand for sustainable fabrics is ever-increasing. We developed a unique transfer print procedure which is considerably more resource-efficient and environmentally friendly than traditional dyeing techniques, which require a lot of water and energy. And: it has no effect on the material itself, no matter if Tencel or denim. BLUEZONE is the perfect occasion for us to present this solution to our European customers and build on the success we already have in other markets.”*

**Serhat Tosyalı – Sales Director Prosperity Textile**