

## VIEW PREMIUM SELECTION

### International Fabric Trends Premiering at Stachus

***VIEW Premium Selection with Tradeshow Pop-Up in Munich's City Center: The VIEW Premium Selection, the exclusive preview concept of MUNICH FABRIC START, is moving to Stachus for one season. With the former department store building of Kaufhof at Karlsplatz Stachus, the textile trade show revitalizes a unique location in the heart of Munich's city center and simultaneously presents an elegant solution to the scheduling challenges of this summer.***

**Munich, May 15, 2024.** The UEFA European Football Championship brought the organizer of VIEW Premium Selection, Munich Fabric Start Exhibitions GmbH, face to face with a challenging situation at short notice: Since some of the football matches of the European Championships were scheduled in Munich and elsewhere for the week of VIEW Premium Selection in the meantime, the smooth running of the trade show would have been significantly impaired for visitors and exhibitors alike. To ensure that the event can be organised with the accustomed quality, both a new date and an interim location have been found. After thorough consideration of the football EURO match dates announced, concurrent events in Munich, and international holidays, the Preview Textile Show with its selective range of high-quality fabric and accessory collections will be postponed by one week and now take place this early summer on Wednesday, June 26, and Thursday, June 27, 2024.

*“The earliest possible preview of upcoming international fabric and colour trends with more than 260 confirmed collections in the former department store of Kaufhof at Stachus – now that's something! VIEW is the most exclusive format in our portfolio of fabric shows. With the MVG Museum and the Dampfdom within the Motorworld – since one season and in the future the actual show location – we have always found an unusual and inspiring venue for it. The interim use of a former department store in a prime location and a creative environment could not be more inspiring for VIEW. We are super excited to be able to show the usual high-quality portfolio of new collections from international suppliers for Autumn.Winter 25/26 in this interim location here in Munich's city centre.”*

**Sebastian Klinder, Managing Director MUNICH FABRIC START**

More than 260 collections for Autumn.Winter 25/26 for the FABRICS, ADDITIONALS, DENIM and SPORTSWEAR segments will be on show at VIEW to kick off the season. Achille Pinto, Balli Rafanelli, Barth & Könenkamp Seiden, Davaris Textiles, Dutel Creation, Eton Textile, Fitecom, Lisa, Malhia Kent, Mario Bellucci, Nova Fides, Texapel or We Nordic Label Studios will be presenting their new products at VIEW alongside numerous other manufacturers.

# MUNICH FABRIC START

INTERNATIONAL FABRIC TRADE SHOW

## PRESS RELEASE

VIEW's new interim location in Munich's city centre offers the ideal conditions for the Preview Textile Show with its long-standing retail history right in the heart of Munich on Karlsplatz Stachus: fashion, art and culture come together in one place – in the immediate vicinity of numerous hotels, restaurants and car parks. The venue is now an established location for pop-up concepts under the name B-TWEEN (formerly Lovecraft / Kaufhof Stachus): the sequel to the successful exhibition 'The Mystery of Banksy – A Genius Mind', which has attracted over 2.2 million visitors in 23 cities and six countries with reproductions of the street artist's works since March 2021, will celebrate its world premiere at the same location in mid-June under the title 'House of Banksy – An Unauthorised Exhibition'. For the organisers, these are the ideal conditions to present the first colour and material trends to the fashion industry at an early date in an inspiring environment.

### **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. In addition to the Preview Textile Show VIEW Premium Selection, Munich Fabric Start Exhibitions GmbH organizes twice a year the International Fabric Trade Show MUNICH FABRIC START as well as the International Denim Trade Show BLUEZONE.

### **VIEW PREMIUM SELECTION**

Preview Textile Show  
AUTUMN.WINTER 25/26

### **OPENING HOURS**

Wednesday, June 26, 2024: 9.30am – 6.30pm  
Thursday, June 27, 2024: 9.30am – 5.00pm

### **LOCATION**

Munich City – Karlsplatz Stachus  
Karlsplatz 21 - 24  
80335 Munich

### **THE NEXT SHOW DATES:**

MUNICH FABRIC START, BLUEZONE, KEYHOUSE & THE SOURCE  
AUTUMN.WINTER 25/26  
3 + 4 SEPTEMBER 2024  
MOC & Zenith Area München

### **VIEW PREMIUM SELECTION**

SPRING.SUMMER 26  
3 + 4 DECEMBER 2024  
Dampfdom Motorworld München

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