

PRESS RELEASE

Textile Expertise in Munich: MUNICH FABRIC START with a strong portfolio

- **MUNICH FABRIC START for the first time with Show-in-Shows BLUEZONE, KEYHOUSE and THE SOURCE all under one roof at the MOC**
- **Preview of around 1,200 collections from 600 international exhibitors, focusing on the main topics of internationality, collaboration, and sustainability**
- **“Right Here Right Now” & “Nexus”: pioneering colour and material trends for Autumn/Winter 2026/27**

Munich, August 12, 2025. The countdown is on: in just three weeks, Munich will once again become the epicentre of the European fashion and textile industry. During the first week of September, MUNICH FABRIC START Exhibitions GmbH will unite all key fashion segments under one roof, reaffirming its position as one of Europe's leading textile trade shows.

On 2 and 3 September 2025, the international denim trade show BLUEZONE and the innovation hub KEYHOUSE will, for the first time, be staged alongside MUNICH FABRIC START and THE SOURCE at the MOC Munich. This powerful combination consolidates the event's role as a central platform for the industry, offering a comprehensive one-stop sourcing solution for designers, product managers, and fashion professionals.

With around 1,200 collections from approximately 600 international fabric and accessories manufacturers, MUNICH FABRIC START promises a highly inspiring and business-focused edition – setting the tone for the trends and innovations shaping the seasons ahead.

“MUNICH FABRIC START stands for diversity and quality at the highest level, thanks to a strong line-up of international manufacturers from every fashion segment. Together, global networking, fresh ideas from innovative collaborations, and creative technologies are driving the industry forward. The deeper integration of our formats ensures that inspiration and progress become the standard. Creating real momentum for the sector. We invite everyone to experience and help shape this new dynamic.”

Florian Klinder, Managing Director, MUNICH FABRIC START

For the coming event, Europe's leading textile trade show is set to unveil exciting new developments: from pioneering colour and material trends for Autumn/Winter 26/27, through to new and returning international exhibitors from the textile, accessories, equipment, and sourcing segments, all the way to a [highly informative edutainment programme](#), featuring leading industry experts discussing today's key market topics.

Internationality: From Local Production to Global Collaboration

Internationality is one of the central focus topics of the upcoming MUNICH FABRIC START. **The German Agency for International Cooperation (GIZ)** will embark on its Textile & Apparel Roadshow and, under the banner “**Sourcing in Africa**”, present the diversity of African textile expertise at a joint stand. Represented will be ten companies from Egypt, Ethiopia, Ghana, Morocco and Senegal as well as three institutions and industry associations, including **AMITH**, **AMDIE** from Morocco and the **Chamber of Apparel and Home Textile** from Egypt. On the same topic, **the Centre for the Promotion of Imports from Developing Countries (CBI)** – an initiative of the Dutch government – will also be on site. CBI will showcase three innovative companies presenting their fabric and apparel collections developed as part of the project “*Egypt Textiles in Transition*”.

MUNICH FABRIC START

INTERNATIONAL FABRIC TRADE SHOW

Aiming to highlight top-tier craftsmanship “Made in Italy”, the **Manifattura Italia** initiative connects fashion brands directly with Italian apparel manufacturers — with the ambition of ushering in a new era of local production along the entire value chain. “Where else could this be achieved at the highest level, if not in Italy?” the initiative proclaims.

Team Spirit: Collaborations Driving Innovation, Sustainability and Networking

Numerous collaborations between industry, research institutes and universities at MUNICH FABRIC START once again highlight the importance of forward-thinking together in order to advance the fashion industry in a sustainable way. Upcycling meets high-tech embroidery: The **Sigmaringen Fashion School**, in cooperation with **Mountek**, **Gunold** and **Reiner Knochel**, is hosting an interactive upcycling project. From design and the selection of fabrics and yarns through to production on a high-tech embroidery machine, visitors can create their own individual patches from fabric scraps and vintage denim – live on site.

MFS X The Fabric Connector Pilot: This season marks the first collaboration between MUNICH FABRIC START and The Fabric Connector. In a joint pilot project in the RESOURCE Area, visitors will be supported in making more sustainable sourcing decisions through expert advice, information, and a new impact measurement tool. Pioneering biotextiles for the future: **BIOTEXFUTURE** will present three selected research projects at the upcoming MUNICH FABRIC START – **BioCushion**, **bioPEtex** and **CircWool**. These projects focus on recyclable instead of oil-based spacer fabrics, bio-based polyethylene as a new raw material for the apparel industry, and a novel solvent-based recycling technology for wool waste, enabling its reintegration into the textile cycle. Industry partners involved include adidas AG, Falke KGaA, ORTOVOX Sportartikel GmbH and zwissTEX Germany.

Innovation Factor: Textile – Material and Product Novelties

The Autumn/Winter 26/27 season is defined by the theme “**RIGHT HERE RIGHT NOW**” – reflecting the search for orientation, credibility, and identity in times of uncertainty. As familiar certainties begin to waver and trust in established structures is shaken, “**RIGHT HERE RIGHT NOW**” calls on the industry to actively embrace the moment, understand the current zeitgeist, and sharpen awareness for profound transformation across the sector. The guiding theme encourages a focused perception of the present, inviting professionals to engage with the sweeping changes and opportunities that are shaping the world of textiles and fashion right now.

Highlights at MUNICH FABRIC START: New Product Developments

Among the innovations showcased at MUNICH FABRIC START are **Smartcel**, an antibacterial, breathable material with UV protection, and **Seacell**, a biodegradable fibre containing seaweed, known for its exceptional softness and skin-friendly properties presented by **Händel + Diller**. **Bloomati by Carvema Têxtil** focuses on essential comfort, reinterpreted with smart textures and refined classics such as jersey, fleece, rib and piqué. **Elissa Stampa** makes a strong statement with bold floral prints and vibrant colour worlds, while **6Dias** presents fabrics made from innovative, sustainable fibres like orange, mint or pineapple. In the ADDITIONALS section, **Studio 9's** “Quarter” collection combines tactile appeal, technology and design in trims and introduces a digital product passport featuring NFC and QR code technology – offering greater transparency along the supply chain.

New Location: BLUEZONE & KEYHOUSE in Hall 2

For the upcoming edition, BLUEZONE and KEYHOUSE will be located in the high-traffic area of MUNICH FABRIC START at the MOC in Hall 2. This means that the Denim Trade Show and the Innovation Hub will now be situated at the very heart of the MOC, directly connected to the ADDITIONALS and FABRICS areas. Completing the comprehensive trade show offering are the DESIGN STUDIOS, RESOURCE, THE SOURCE and SUSTAINABLE INNOVATIONS sections.

Highlights at BLUEZONE

With “**NEXUS**”, **BLUEZONE** also sets a powerful trend statement and focus on cooperation. **NEXUS** is all about connection, exchange, and inspiration. It's the moment when people, ideas, technologies, and industries come together – when creativity sparks, innovation takes shape, and new ideas are born. It's the point where everything flows into one, and something fresh begins. One example this season is the **HOME GROWN DENIM LEGENDS** collaboration, where **BLUEZONE** shines the spotlight on influential denim creators and brands from Germany, Austria, and Switzerland – celebrating their heritage, creativity, and impact on the denim world.

The project strengthens regional roots, team spirit, and networking within the industry. Kicking off this coming September, the following personalities will be presented: **Loeb Strauss** (founder of Levi's, born in Buttenheim), **Erwin O. Licher** (creator of three German denim brands), and **Ruedi Karrer** with rare vintage pieces from German and former East German denim brands.

Future Fashion Assembly, in collaboration with **Baytech Sustainable Technologies**, will host a special innovation project at **BLUEZONE**. This pilot will present four to six market-ready innovators through curated product showcases, live workshops, buyer roundtables, and targeted networking – bridging the gap between groundbreaking concepts and scalable, commercially viable solutions.

Tejidos Royo is presenting its first fabric made from 100% pre-consumer recycled cotton, dyed using the resource-saving **DRY Indigo®** technology. **Calik Denim** impresses with versatile concepts ranging from hyper-stretch to workwear heritage, while **ISKO** introduces **RECODE DENIM** – an advanced circular technology that transforms old textiles into premium fabrics.

Innovation Hub KEYHOUSE:

Guided by the theme “TECHKNOWLEDGE”, **KEYHOUSE** once again brings together high-tech, circularity, and sustainable material innovations this season. **Biostone BD OM** is launching a biodegradable, compostable, yet highly abrasion-resistant alternative for denim and other textiles. **Brightfiber Textiles** is closing the loop by transforming post-consumer textile waste in Amsterdam into new yarns, fabrics, and products – all without water and using minimal chemicals. **Felde Fibres** develops high-quality bast fibres from hemp, flax, and European nettle for soft, even yarns, while **NIL Textile** enables 100% recyclable textiles through molecular recycling, allowing new production with no loss in quality.

Technology pioneers such as **Emtec Electronic**, with its Tactile Sensation Analyzer, and **Coloro**, with digital colour tools, are setting new standards in process optimisation. **Kornit Digital** offers on-demand printing solutions for maximum flexibility and resource efficiency. **Livinguard Technologies** applies innovative surface-charge technology for odour control, hygiene, and sustainable dyeing, while **WKS** – an experienced service provider – delivers repair, finishing, and quality services for the textile industry.

Curated by Simon Angel the **SUSTAINABLE INNOVATIONS** forum presents visionary approaches shaping the material worlds of the future. Alongside projects such as **MYC_couture by Atelier Dasha Tsapenko**, **Wetlands Matters by Marc Wijkmans**, and **BIOTEXFUTURE**, designer **Pauline van Dongen** introduces **Suntex**, in which she integrates organic photovoltaics into lightweight, flexible textiles for energy-generating sunshades in public spaces. **Plantfur** by **Iris Veentjer** transforms cattail seeds into extraordinary fur-like surfaces with potential applications in both fashion and interior design. Together, these innovations illustrate how textile design, functionality, and sustainability can be reimaged – and combined – in practice.

Exhibitor News: Returning & New Participants

Exciting new additions and familiar names returning after a break are expanding the exhibitor portfolio this season:

MUNICH FABRIC START

INTERNATIONAL FABRIC TRADE SHOW

FABRICS: Cotton Flower | Desta Garment PLC | Invest for Jobs – Opportunities for Growth in Africa | KAD Manufacturing Ltd | L'Atelier Green | MAA Garment and Textiles | PITEX | Sokolata | Sweet Girl Apparel | Uni-Jay Limited | Winneby Weavers x Noh Nee Productions

ADDITIONALS: CHIC Textile & Metal Foreign Trade Co. Ltd. (CHIC-Jointak) | Erol Etiket | FEC*Serilabel di Facchinetti | Hanrui Textile | Landmark Fabrics

BLUEZONE: Sas Texexport (PVT) LTD | Arvind | Can Kumascilik

THE SOURCE: SZZX Fashion Zhejiang Springair | Reliance Tex & Tech Ltd. | Xtend Your Brand | Zhejiang Sigma Garment | Fabrisa by SK Exports | Goutex | Hangzhou Best Shunhe | Dyon | OTS CBI / Government of the Netherlands sowie Tunisian Textiles – A Green Transition | Kara Moda Tekstil | A Circular Collection by FTTH | Nurteks

Full details of the lecture programme will be continuously updated [ONLINE](#) and announced in a further press release shortly before the event.

In the meantime, discover even more: we'll be sharing daily updates on our [MUNIQUE.BLOG](#), featuring the latest material innovations and colour trends from our suppliers — straight from the source, fresh and inspiring.

NEXT SHOW DATES:

MUNICH FABRIC START | THE SOURCE | BLUEZONE & KEYHOUSE
AUTUMN.WINTER 26/27
2 – 3 September 2025
MOC Munich

VIEW PREMIUM SELECTION
SPRING.SUMMER 27
3 – 4 December 2025
Dampfdom Motorworld Munich

MUNICH FABRIC START | THE SOURCE | BLUEZONE & KEYHOUSE
SPRING.SUMMER 27
27 – 29 January 2026
MOC Munich

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