

## PRESS RELEASE

### Design, Denim & Disruption

- ***Some 50 programme items with over 40 top-class experts on the podiums of MUNICH FABRIC START, BLUEZONE, KEYHOUSE and THE SOURCE***
- ***Circular economy, innovations and new sourcing markets in focus of the two-day edutainment programme***
- ***International voices from Tommy Hilfiger, Hugo Boss, Gozen, Peclers Paris, Future Fashion Assembly, ISKO, Orta, o/m collective, and many more***

**Munich, August 27<sup>th</sup>, 2025.** Powerful insights: On 2 and 3 September 2025, the international fabric trade show MUNICH FABRIC START will present an impressive event programme with its show-in-shows BLUEZONE, KEYHOUSE and THE SOURCE. In almost 50 talks and edutainment highlights, more than 40 leading voices in the industry will provide insights into the most important topics currently facing the textile and fashion industry. The topics range from practical strategies for the circular economy and disruptive material innovations to new global and local sourcing approaches. The extensive range of keynotes, panels, talks and forecasts is an important part of the two-day industry event. Over the two days of the trade show, some 600 international fabric and accessories manufacturers from the fields of textiles, trims, textile equipment and sourcing will showcase over 1,200 collections for AUTUMN.WINTER 26/27.

#### **Next Gen Textiles: Biomaterials, Denim & Tech**

Where is the textile and fashion industry headed? Muchaneta ten Napel from Shape Innovate looks ahead to the year 2035. In 'Mapping Fashion 2035 – A Practical Roadmap for the Fashion and Textile Industry' (Tuesday, 2:00–2:30 p.m., THE STAGE | MOC – Hall 2), the political consultant outlines a realistic, actionable timeline with clear milestones that affect luxury, fast fashion and ultra-fast fashion alike.

New material developments and processes play a crucial role in this. 'From Lab to Reality – How Design-Led Biomaterials Will Change Fashion And Beyond': Dr Sedef Uncu Akı (CEO, Gozen) and Angela Velasquez (Sourcing Journal) present LUNAFORM™, a biomaterial-based textile that combines creative design with groundbreaking materials research (Wednesday, 11:00–11:30 a.m., THE STAGE | MOC – Hall 2).

When it comes to innovation, the denim industry stands out for one particular feature: it almost always combines technology with tradition. This is illustrated by the discussion between Baytech HMS and Future Fashion Assembly: 'Denim after the Loom – From Stone to System' (Wednesday, 1:30–2:00 p.m., THE STAGE | MOC – Hall 2). Adriano Goldschmied (Genious Group), Thomas Leary (Baytech Sustainable Technologies) and Sofia Strazzanti (Future Fashion Assembly) will show how denim is being revolutionised after the loom through innovation, AI-supported production processes and new tools. Also on the BLUEZONE podium, Maria Cristina Pavarini from THE SPIN OFF will discuss blue milestones with Levent Bozgeyik (ISKUR DENIM), Marco Lucietti (ISKO/Sanko Tekstil), Ezgi Atıl (KIPAS DENIM), Ibrahim Ethem Buyukpepe (CALIK DENIM) and a representative from Sharabati Denim: The panel 'Blue Milestones: Exploring Denim's Cutting Edge' (Tuesday, 12:00–13:00 p.m., THE STAGE | MOC – Hall 2) will highlight groundbreaking technologies, environmentally friendly dyeing methods and functional innovations that are redefining the denim industry from fibre to finish.

#### **Textile Circularity: Strategies for the Future**

Innovative technologies, strategic partnerships and data-driven approaches will reshape the future of fashion and textiles. The circular economy plays a central role in this. In the panel discussion 'Circularity in Focus: Beyond the Hype – Practical Strategies for a Circular Fashion

System' (Tuesday, 1:00–2:00 p.m., THE STAGE | MOC – Hall 2), moderator Muchaneta ten Napel (Shape Innovate) will bring together Hana Fořtová (NIL Textile), Andrea Roxin (Quantis Germany) and Bas Sloodman (The Fabric Connector) to present perspectives from manufacturers, consultants and platforms and discuss practical strategies. The event continues on Wednesday with 'Closing the Loop: Scaling Circularity at Tommy Hilfiger' (Wednesday, 12:00–13:00 p.m., THE STAGE | MOC – Hall 2). In dialogue with Thijs Maartens (VP Sustainability, Tommy Hilfiger), ten Napel provides insights into how pilot projects can be scaled and global circular systems established.

### **Fashion Forecasts: Leading experts on the trends for AUTUMN.WINTER 26/27**

Which colour and material trends will define the new season? Trend researchers Peclers Paris, o/m collective and Monsieur-T. will provide input and inspiration. In 'Women's Fashion Trends AW 26/27' (Tuesday, 12:00–13:00 p.m., TREND LECTURES | MOC – Room K1) how urbanisation is shaping the new fashion trends: functional, versatile and sustainable outfits inspired by architecture and urban diversity merge streetwear with high fashion. This will be followed on Wednesday by the MUNICH FABRIC START trend presentation. Volker Orthmann and Katharina Majorek from o/m collective will provide an exclusive insight into the current theme 'RIGHT HERE RIGHT NOW – Colours, Fabrics, Styling' (Wednesday, 11:00 a.m.–12:00 p.m., TREND LECTURES | MOC – Room K1). Afterwards, Olivia Rudschewski from Olivia does Design will provide an exclusive insight into the additional trends for AUTUMN.WINTER 26/27. The experienced trend experts will cluster colours, fabrics and styles for women's and men's wear for the AUTUMN.WINTER 26/27 season into five specific themes. These will also be visually presented in the trend forums in the foyer of MUNICH FABRIC START and, as usual, in the detailed TREND FORECAST. 'NEXUS' is the guiding theme of BLUEZONE with denim trends. Tilmann Wröbel from Monsieur-T. Denim Lifestyle Studio will be giving a 'Deep Blue Dive' (Tuesday, 11:00–11:30 a.m., THE STAGE | MOC – Hall 2).

### **Homegrown Denim Legends – Meet Erwin O. Licher**

In the talk 'Homegrown Denim Legends', Erwin O. Licher talks to Tilmann Wröbel about the art, craftsmanship and establishment of iconic brands, about pioneers in building the German, Austrian and Swiss denim market, and about connecting manufacturers, brands and buyers to shape the future of denim (Wednesday, 11:30 a.m. – 12:00 p.m., THE STAGE | MOC – Hall 2).

### **Sourcing reimagined: From Africa to Europe**

Supply strategies in their many facets are another focus topic of the high-calibre fringe programme. On the BLUEZONE panel, Panos Sofianos (denim expert at BLUEZONE) will discuss 'From Soil to Style: Weaving the Future with Natural Fibres & Local Production' (Wednesday, 4:00–5:00 p.m., THE STAGE | MOC – Hall 2) with Joachim Schulz (VLNAP), Maciej Kowalski (Kombinat Konopny) and Dimitris Polychronos (Nafpaktos Textile Industry & European Cotton Alliance) about transparent supply chains with natural fibres and the establishment of crisis-proof local structures. Related: 'Fashion Grid – Made in Europe: Where Craftsmanship Meets Conscious Design' (Tuesday, 5:30–6:30 p.m., THE STAGE | MOC – Hall 2). In this high-profile panel discussion, George Kitras (Nafpaktos Textile Industry), Dimitris Polychronos (European Cotton Alliance), Thanos Papaioannou (DMiss Group) and Marina Apostolidou (Colora SA) will talk about traceability, local production and cooperation as the key to sustainable European fashion. Afterwards, the Fashion Grid Happy Hour invites you to network.

The expert panel 'Sourcing in Africa: Opportunities for Growth' (Wednesday, 3:00–4:00 p.m., THE STAGE | MOC – Hall 2), moderated by Salvador Braedt (Invest for Jobs), will focus on the opportunities, challenges and support mechanisms for Africa as a sustainable sourcing region. The importance of transparency in the textile supply chain in relation to innovation will be the focus of the Innovation Panel 'Integrating Innovation, Impact & Transparency in Textile Supply Chains' (Wednesday, 2:00–3:00 p.m., THE STAGE | MOC – Hall 2) with Camila Villas (International Trade

# MUNICH FABRIC START

INTERNATIONAL FABRIC TRADE SHOW

Centre), Nikita Raman (HUGO BOSS), Güneri Tuğcu (CNCT by r-pac) and Muchaneta ten Napel (Shape Innovate). New perspectives for transparent, resilient and responsible supply chains will be discussed here.

The programme will be completed by numerous other talks, workshops and discussion panels. The complete programme is available online and updated daily at:  
<https://www.munichfabricstart.com/en/the-show/>

## **Get Together: MUNIQUE APÉRO**

MUNICH FABRIC START will round off the first evening of the trade show with after-show drinks, snacks, music and time for networking. On 2 September from 6.30 p.m., exhibitors, visitors and representatives of the press are cordially invited to the MUNIQUE Apéro in Atrium 2 of the MOC.

MUNICH FABRIC START Exhibitions GmbH is one of Europe's leading trade show organisers for textiles, accessories, textile equipment and sourcing. Twice a year, international manufacturers and suppliers present a comprehensive range of high-quality fabrics, trims, denim, innovation projects and sourcing solutions in Munich. With MUNICH FABRIC START, BLUEZONE, KEYHOUSE and THE SOURCE, the trade show ensemble covers all relevant segments of the textile value chain and is considered one of the most important business platforms for the European fashion and textile industry.

## **THE NEXT TRADE 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

[www.munichfabricstart.com](http://www.munichfabricstart.com) | [www.bluezone.show](http://www.bluezone.show) | [www.viewmunich.com](http://www.viewmunich.com)