

MUNICH INTERNATIONAL FABRIC TRADE SHOW START

PRESS RELEASE

MUNICH FABRIC START: 30 years. One community.

- ***"30 Years. 30 Stories.": MUNICH FABRIC START is celebrating its 30th anniversary and launching an international content and storytelling project.***
- ***New brand strategy: A contemporary brand architecture with a streamlined visual identity.***
- ***July instead of September: From 14 to 16 July 2026, MUNICH FABRIC START will kick off the new Autumn.Winter 27/28 season.***
- ***"TASTE.": The Autumn.Winter 27/28 theme celebrates individual style.***

Munich, May 29, 2026. 30 years of MUNICH FABRIC START – at its upcoming edition (14 to 16 July 2026), the Munich textile trade show will celebrate three decades of international textile expertise across the entire textile value chain. From 1996 to the present day, MUNICH FABRIC START, with its integrated show-in-shows BLUEZONE, KEYHOUSE and THE SOURCE, has established itself as the central one-stop sourcing platform for the European fashion and textile industry. MUNICH FABRIC START Exhibitions GmbH is one of Europe's leading trade show organisers for textiles, trims, textile machinery and sourcing. Twice a year, international fabric and trim manufacturers showcase their latest colour and material trends at the MOC in Munich. As a central platform for knowledge and dialogue, MUNICH FABRIC START has been supporting an industry in constant flux for 30 years.

30 Years. 30 Stories.

To mark its 30th anniversary, MUNICH FABRIC START is launching "30 Years. 30 Stories.", an international content and storytelling project that reflects on the development of the textile and fashion industry over three decades whilst also looking ahead to future challenges. The project brings together personal perspectives, memories and insights from long-standing partners, exhibitors, visitors, creatives and industry insiders associated with MUNICH FABRIC START. The aim is to highlight the people, ideas and developments that have shaped the international textile and fashion community over the past 30 years. Instead of traditional anniversary communications, MUNICH FABRIC START is deliberately adopting an ongoing editorial approach: over several weeks, interviews, video statements, photo galleries, quotes and curated content will be published successively via digital channels, social media, newsletters and the trade show's platforms. This will foster a lively dialogue on topics such as sustainability, innovation, craftsmanship, digitalisation, materials of the future and the importance of personal networks within the industry. The first interviews will go live in June. With "30 Years. 30 Stories.", MUNICH FABRIC START underscores its ambition to be both an international business platform and a source of cultural, creative and substantive inspiration for the European fashion and textile community.

Concise. Minimalist. Flexible.

The anniversary year brings fresh impetus not only in terms of content but also visually. As part of its strategic development, MUNICH FABRIC START has established a new, contemporary brand architecture. The aim of the new brand strategy is to unite the multitude of existing formats, sub-brands and communication channels under a strong and consistent umbrella brand, thereby strengthening the international profile and communicative appeal of the entire platform. At its heart is a minimalist, striking yet flexible visual identity that deliberately creates space for content, innovation and creative presentations. The exhibition layout also follows the new visual identity. This is evident, among other things, in a more open and minimalist stand and hall design. Digital formats such as the website, newsletter and MFS app will be revamped in the coming months and will reflect the new, modern aesthetic.

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"Our new brand identity is deliberately conceived not merely as a showcase, but as an open platform for content, partnerships and innovation. It reflects MUNICH FABRIC START's self-image as an internationally connected business and inspiration platform, whilst laying the foundations for more efficient, modern and emotionally resonant brand communication in an increasingly dynamic market environment."

Florian Klinder, Managing Director MUNICH FABRIC START

MUNICH FABRIC START is collaborating with the Munich-based creative and design agency Mayolove on the concept, creation and implementation. Mayolove is a full-service agency specialising in brand development, user experience and user interface design, as well as animation and film.

Keeping an eye on the visitors

In addition to the CI, MUNICH FABRIC START is also investing in its visitor management and expanding its visitor acquisition activities. The team in this area has been enlarged. The focus is on internationalisation through targeted acquisition in other European countries, strengthening community building, and targeted visitor communication – for example, through a new newsletter concept.

By moving the event to an even earlier date – 14 to 16 July 2026 – MUNICH FABRIC START is sending a strong signal in the summer of 2026: the international textile trade show underlines Munich's position as a trade show venue in the European market and offers visitors and exhibitors an early and more efficient start to the Autumn.Winter 27/28 sourcing season.

Tasteful

The theme for the Autumn.Winter 27/28 trends is: "TASTE." In a world increasingly shaped by artificial intelligence, personal taste is taking on new significance. It becomes an expression of individuality, attitude and personality – something profoundly human that cannot be replicated. It is less about good or bad taste and more about the courage to develop one's own taste, to live it to the full, whilst respecting the diversity of other perspectives. "TASTE." thus stands for authenticity, empathy and cultural openness – and for the longing for more humanity in a technologised world.

THE NEXT TRADE SHOW DATES:

MUNICH FABRIC START | THE SOURCE | BLUEZONE & KEYHOUSE
AUTUMN.WINTER 27/28
14 – 16 July 2026

VIEW PREMIUM SELECTION
AUTUMN.WINTER 27/28
8 + 9 September 2026

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