

MUNICH INTERNATIONAL FABRIC TRADE SHOW START

PRESS RELEASE

MUNICH FABRIC START: “We are more than just a trade show.”

- ***The past: 30 years MUNICH FABRIC START – A look back at three decades of business, trends and innovation***
- ***The present: Focus as a response to a challenging market environment***
- ***The future: Continuous development, with family and the community as key constants***

Munich, July 21st 2026. Following three successful days at the trade show, the anniversary edition of MUNICH FABRIC START drew to a close last Thursday. From July 14th to 16th, July 2026, around 650 international collections showcased their latest fabric developments, innovations and colour trends for the Autumn/Winter 27/28 season at the MOC in Munich. Together with the integrated show-in-shows BLUEZONE, KEYHOUSE and THE SOURCE, MUNICH FABRIC START brings together the entire spectrum of the textile value chain – from high-quality fabrics and trims to international denim expertise, right through to forward-looking innovations and sourcing solutions.

For 30 years, MUNICH FABRIC START has been supporting the international textile and fashion industry as a platform for business, inspiration and knowledge-sharing. The anniversary edition once again highlighted what sets the trade show apart: the combination of business, innovation and continuous development – underpinned by a strong community. The Klinder family has shaped this development since 1996 and has consistently adapted the trade show to meet the demands of the market.

“The MUNICH FABRIC START is more than just a trade show. It is a home for the textile industry. I’m happy to quote my father here, who founded MUNICH FABRIC START 30 years ago. For me, too, MUNICH FABRIC START is like a family. And alongside business, trends and innovation, it is above all the sense of community that sustains the trade show – even in challenging times.”

Florian Klinder, Managing Director MUNICH FABRIC START

Consistent focus

The trade show concept was further refined for this year’s event. The show’s activities were concentrated in three halls and the atrium. This compact layout ensured short distances and productive business discussions. Although visitor numbers were slightly below the level of the previous event at around 8 per cent, the quality of the discussions and business contacts remained high. Visitors included designers, product managers, buyers and corporate decision-makers from European and international brands such as Akris, Alberto, Alpha Industrie, Angels, Baldessarini, Betty Barclay, Bogner, Bonita, Brax Leineweber, Bugatti, C&A Buying, Cecil, Closed, Comma, Dior, Drykorn, Gerry Weber, Hiltl, Holy Fashion Group, Strellson, Hugo Boss, Juvia, Lodenfrey, Luisa Cerano, Maerz Muenchen, Marc Chain, Marc O’Polo, Mey & Edlich, Milestone, Ospig, Peter Hahn, Pioneer Jeans, Porsche Lifestyle Group, Riani, Rich & Royal, Rosner, s.Oliver, Sportalm, Strellson, Talbot Runhof, Toni Dress, Tuzzi, Willy Bogner and Wilvorst. As well as Germany, companies came from Australia, Belgium, Bulgaria, Bosnia, China, Cyprus, the Czech Republic, Denmark, Switzerland, Slovakia, Spain, Turkey, the UK, Canada and the USA.

Despite lower numbers of exhibitors and visitors, it became clear that Munich’s importance as a trade show venue for the industry remains undiminished. *“What’s the alternative, then? No more trade shows in Germany? No! We have to make the best of it. We’re growing every season. It’s still well worth being here,”* emphasises **Jennifer Geilke, Managing Director of Bureaux Bo. Tanja Müller, Head of Design at**

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Knopf & Knopf, also underlines the event's relevance: *"Munich remains an important location for Germany. This trade show must not be allowed to disappear. That's an absolute no-go."* Numerous visitors expressed similar views.

Whilst opinions on the trade show's increased focus varied, it was in many cases explicitly seen as an advantage. *"We really appreciate the trade show's compact nature and, at the same time, its high calibre. I find the trade show to be vibrant. It is relevant and makes a vastly different impression,"* says **Michael Betz, Head of Product Management at Hiltl**, summarising his impressions.

Trends Autumn.Winter 27/28: TASTE.

With TASTE., MUNICH FABRIC START placed the central theme for the Autumn.Winter 27/28 season at the forefront. In response to digital sensory overload, constant availability and increasing interchangeability, the new season focuses on a design ethos, expertise in materials and a conscious approach to aesthetics.

"We have reached the point of total availability, because AI can now generate any aesthetic in a matter of seconds. The result of this constant sensory overload is a paralysing indifference, in which everything is accessible but nothing holds any value anymore. Brands are falling back on safe products, creativity is being minimised and the range on offer is becoming increasingly uniform. In this reality, taste becomes the ultimate distinguishing feature and an expression of creative intelligence," explain trend experts **Katharina Majorek and Volker Orthmann from o/m collective** during their talk at THE STAGE.

Karin Schmitz from Peclers Paris describes the new season as a tension between digital acceleration and the desire for stability: *"The trends for Autumn.Winter 27/28 oscillate between digital acceleration and the desire for reliable points of reference. Authenticity, ethical luxury and soothing materials are held up as a counterbalance to the restless spirit of the times."* Familiar style worlds such as British heritage, outdoor folklore and functional tailoring are reinterpreted and combined with vibrant accent colours, retro influences and expressive prints. *"The new season is not just about efficiency, but about a deeper understanding of craftsmanship, proportions and materials,"* add Orthmann and Majorek. Deep, atmospheric shades, tactile materials and a wide range of finishes characterise the season. The talks at THE STAGE attracted a great deal of interest and were very well attended throughout.

Stephanie Schmidt, Specialist in Creative Product Development for Shirts & Ties at Strellson, also confirms that differentiation is becoming increasingly important in a challenging market environment: *"Price is a key topic in our discussions with our suppliers. People have less money; they're cutting back on fashion. We need to strike the right balance. As a brand, it's now important to stand out and develop standout pieces."*

BLUEZONE: Denim between comfort, performance and authenticity

In the BLUEZONE, too, the focus was on further development and transformation. For Autumn.Winter 27/28, denim is increasingly combining authentic indigo looks and natural finishes with comfort, performance and innovative material concepts. Stretch, softness and functional properties characterise the latest developments. *"There is a clear trend towards stretch, softness and comfort,"* says **Fatma Korkmaz, Product Development Manager at ISKO**, summarising the feedback on the new collection.

The response to the BLUEZONE was mixed. Whilst numerous exhibitors reported fruitful discussions with their key customers, there were also calls for the denim segment to have a stronger presence again in future. *"We had a steady stream of visitors throughout. Even today, on the third day of the trade show, the morning was still very busy – including in the BLUEZONE. We're very satisfied,"* sums up **Franz Gerstl, owner of SGS Textilhandels GmbH**, which represents the **Sharabati** and **Tessuti Pordenone** brands.

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"So far, it's been a successful trade show – not quite like previous editions, but it's been fine. Angels, Alberto, Hugo Boss, Toni Dress and s.Oliver – to name just a few of our key clients whom we've seen over the first two days," says **Abdurrahman Akkoc, Product Development Executive at Bossa.**

New technologies, new solutions

With a top-class programme featuring keynotes, panels, trend presentations and discussion sessions, THE STAGE once again became the central hub for knowledge, inspiration and interdisciplinary exchange within the European textile and fashion industry. Together with KEYHOUSE and the SUSTAINABLE INNOVATIONS Forum, MUNICH FABRIC START highlighted future-oriented topics such as artificial intelligence, the circular economy and new regulatory requirements. One thing in particular became clear: the pressure for change on the textile value chain will continue to increase in the coming years.

A highlight of the programme was the presentation of the 'System Design Report on Extended Producer Responsibility (EPR) for Textiles in Germany'. The report, developed by Circular Republic – UnternehmerTUM's circular economy initiative – in collaboration with more than 20 stakeholders across the textile value chain, contains specific recommendations for the design of the future German EPR system. With the EU requirement to introduce extended producer responsibility for textiles – to be implemented by April 2028 – the issue is gaining further significance. *"We have momentum. Now we must make EPR a success for everyone in the industry. It's about fair competition and good regulation,"* said **Jan-Hendrik Kempkes, Head of Legal and Regulatory Affairs at Interzero.** **Georg Kühne, EPR Manager at Decathlon,** added: *"For EPR to succeed in Germany, all stakeholders must come together. Every perspective can be helpful in this regard."* The report is available for download at: <https://www.circular-republic.org/epr-textiles>

The use of artificial intelligence was also the subject of intense discussion. *"AI is a fantastic tool for material development. It reduces development time and costs and helps us work more efficiently and intelligently. But it must always be combined with human judgement,"* emphasised **Phoebe Yu, Founder & CEO of PLNTmatter.** The discussions made it clear that digitalisation, regulation and sustainability are no longer simply issues for the future, but are already having a significant impact on product development today. *"Sustainability began at MUNICH FABRIC START as a crazy idea. Today, it is the heartbeat of the trade show – at the centre of the event and at the heart of the entire industry,"* says **Simon Angel, curator of SUSTAINABLE INNOVATIONS at MUNICH FABRIC START.**

With its anniversary edition, MUNICH FABRIC START once again underlined its status as a business platform, trend barometer and source of inspiration for the European textile and fashion industry.

The next MUNICH FABRIC START will take place from **Wednesday 20th, to Friday 22nd, January 2027.**

FURTHER QUOTES:

"Am I a Skywalker? Yes, I am! Everything can happen – you just have to believe in it. But don't overdo it. That's what I've learned over the years. And that's what I see in Munich Fabric Start. It's a trade show. It's a family business. We can reach for the sky, but we also have to keep our feet on the ground."

Panos Sofianos, Denim Curator, BLUEZONE

"We've had our best trade show ever in a long time. The market is crying out for Asian products; we can tell that from the customers who come to us because of Camin. Elyaf is also doing very well. We were a bit nervous before the show because of all the new developments, but it went brilliantly. The July date helped too."

Stefanie Klinder-Leible, Owner, Textilagentur Klinder

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“This is our first time on the ground floor and we’re very happy with this decision. It’s gone really well, although the last day was a bit quiet. We’ve got Fralpi as a new addition; our most successful collections are Almodo and SMI. There was more going on than usual at Textus, our clearance stock supplier. That was noticeable.”

Ilaria Pretto, Sales & Marketing, Agency Loomseven

“The first day wasn’t bad. But there are fewer visitors overall. This morning was quite good as well. So far, we’ve welcomed around 30 customers, including Cinque, Ethics, Sommermann, Rabe and Toni Dress. That’s well below the numbers we used to see. The July timing works well for us. New viscose-nylon qualities are in demand. One of our best-performing articles is a black fabric with interesting effects. New Lyocell qualities are also being very well received.”

Oreste Brignolo, Direttore Commerciale, Emiroglio

“We have not been attending for five years. Now it’s a new trial. We are still in the scouting process. Yesterday was a good day, the second day is a bit slower. We have the chance to meet new customers. Next to our main collection we are presenting our stock service book. Our best quality is B-Dynamic – a stretch quality without synthetic fibre, for example with 100% wool. Maraviglioso – our cashmere and silk blends go really well as well.”

Marco Dal Martello, Area Manager, Tessuti Marzotto Fabrics

“In comparison to last year we are happier. We had new customers not only from Germany, but from Poland and the Czech Republic. The sustainability trend goes on with a high demand for buttons made of natural products and recycled polyester.”

Ahmet Oktay, General Manager, Form Button

“The first day was a bit of a mixed bag. We’ve been one of MUNICH FABRIC START’s long-standing partners. Different halls, different stands, constant change – we’ve always been there. We wish MUNICH FABRIC START all the best on its 30th anniversary.”

Tobias Bauer, Sales, Frankenberger

“This is our third time taking part. As a Greek exhibitor at THE SOURCE, we found the trade show to be better than in previous years. However, it is clear that visitor numbers at the show were lower overall. Both major brands and small companies come to us to produce knitwear. Around 80 per cent of them are from Germany, with the rest coming from Italy, Portugal, Estonia and Poland.”

Stefanie Karali, Legal Counsel, New Look

“Brushed fabrics in shirts, still in shades of brown, olive and navy, with blurred prints – we’ve already seen plenty of lovely pieces. When it comes to styles and shapes, too, we have plenty of opportunities to create standout pieces.”

Selina Schönmetzler, Creative Product Development Shirt & Tie, Joop! Men

“Grey, black and blue form the basis. A muted orange-yellow is added as an accent. For men’s Autumn/Winter 27/28, I’ve noticed a trend towards down-to-earth style, coupled with a desire to try new things and evolve. We’re drawing on old classics and trying to give them a fresh twist with new combinations and new looks.”

Nadja Buch, Designer, Hiltl