

MUNICH INTERNATIONAL FABRIC TRADE SHOW START

PRESS RELEASE

MUNICH FABRIC START: Between Attitude and Sensuality

- **PLEASURE: With its leitmotif for Spring.Summer 27, MUNICH FABRIC START focuses on attitude, sensuality, and emotional materiality.**
- **Three trade show days, concentrated expertise: MUNICH FABRIC START, BLUEZONE, KEYHOUSE, and THE SOURCE will jointly showcase around 1,000 collections from leading international fabric and accessory manufacturers at the MOC Munich.**
- **Focus on innovation and the circular economy: KEYHOUSE and SUSTAINABLE INNOVATIONS showcase new technological solutions.**

Munich, 13 January 2026. The future begins where we reimagine it. After seasons of restraint, Spring.Summer 27 marks a conscious counter-trend: optimism, sensuality, and creative freedom are replacing pragmatism and neutrality. Physical presence and individuality are regaining importance – as a response to uncertainty, exhaustion, and algorithmic predictability. The overarching theme of PLEASURE stands for fashion as an emotional space, as an expression of attitude and cultural reflection. Colours, surfaces, and materials become vehicles for self-confidence and joie de vivre.

“Efficiency and pragmatism are shaping current market developments. And times are not easy for us as trade show organizers either. We are responding to this with a clearly structured trade show and a strong positioning as an important source of inspiration, an interactive business forum, and a platform for concentrated textile expertise. When it comes to fashion and trends, we are heralding a change of perspective: optimism instead of restraint. Self-confidence instead of uncertainty.”

Florian Klinder, Managing Director MUNICH FABRIC START

In two weeks, MUNICH FABRIC START will open its doors for an extended run. From January 27 to 29, 2026, the Munich fabric trade show will once again position itself as the central one-stop sourcing platform for the European fashion and textile industry. Around 1,000 collections from international fabric and accessory manufacturers will provide a solid preview of Spring.Summer 27 at the MOC Munich – from material and colour innovations to new design and sustainability approaches.

With the integrated show-in-shows BLUEZONE, KEYHOUSE, and THE SOURCE, the trade show brings together all relevant fashion segments: high-quality fabrics and accessories, international denim expertise, and forward-looking innovations along the entire textile value chain. Internationality, cooperation, and sustainability remain central themes.

Clearly structured trade show, strong names

Clarity and structure combined with creativity and optimism are also reflected in the spatial layout of MUNICH FABRIC START. The consolidation of the trade show segments into the MOC has proven successful. The trade show ensemble with its eight areas will once again take place under one roof. BLUEZONE and KEYHOUSE with SUSTAINABLE INNOVATIONS will be anchored in the highly frequented area of MUNICH FABRIC START in Hall 2 for the upcoming event – directly connected to the FABRICS and ADDITIONALS areas.

The DESIGN STUDIOS in Hall 4 are now even more centrally located. And sustainable sourcing with RESOURCE is also gaining a stronger presence in Hall 1, right next to THE SOURCE.

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Focused, inspiring, comprehensive: to offer buyers and designers a holistic overview, the BLUEZONE denim trends are now integrated directly into the trend worlds surrounding the main theme of PLEASURE in the foyer of the MOC. This new form of presentation reflects market developments, in which denim and classic fashion segments are increasingly merging in collections.

With names such as **ALBINI GROUP, Beste spa, Bonotto, Bornemann Etiketten, BUREAUX BO, CAN Tekstil, Eurojersey, Fabric House.com, KIKI FASHION, Kivanc Tekstil, Lanificio di Tollegno, Manteco, Pontetorto, Pontoglio, Rioplele, and Thermore**, MUNICH FABRIC START offers a strong portfolio of leading international fabric and accessory manufacturers. Exhibitor highlights in the BLUEZONE include **Berto, Bossa, Calik, ISKO, Orta, Sharabati, Tejidos Royo, and Troficolor Denim Makers**.

BLUEZONE: Denim between heritage, innovation and emotion

Denim is becoming more versatile – luxurious, functional, and authentic at the same time. The denim industry is clearly moving toward circularity: recycled fibers, resource-saving processes, lighter fabrics, and softer textures characterize the collections for Spring/Summer 27. **ISKO's** SS27 collection features lightweight, high-performance fabric developments such as City Glam, D-Lite, and Future Face 2.0. The portfolio is complemented by Moonskin Denim (in collaboration with Adriano Goldschmied), RECODE Denim, and RE&UP fibers. With its premium line **ISKO™ Luxury by PG**, the company reinterprets classic denim heritage and combines traditional craftsmanship with modern technology and emotional design. Circular innovations enable luxurious surfaces, depth, and authenticity without losing the characteristic indigo expression. **Tejidos Royo** is expanding its recycled 2LIFE and REBOOT collections with bestsellers made from 100% recycled cotton and adding the new Soft Fabrics line with particularly soft denim and piece-dyed qualities.

Origin and attitude: With the **“HOMEGROWN DENIM LEGENDS”** showcase, BLUEZONE puts influential denim makers and brands from Germany, Austria, and Switzerland in the spotlight. Rare vintage pieces from Ruedi Karrer's denim collection will be on display, as well as – new this season – the German denim brand Angels.

Anniversary: An integral part of the industry for decades, the iconic trade publication **Sportswear International** is paying an homage to its 50th anniversary at MUNICH FABRIC START in Munich.

KEYHOUSE: Innovation between technology and human being

The KEYHOUSE innovation hub will continue to bring together pioneering material, technology, and system solutions in January 2026. The focus is on transparency in the supply chain, trust, and the path to a circular economy. The key factor here is the interaction between digital technologies and the ability of people to implement this change. **Original-ID**, for example, shows how product authenticity can be made visible via the unique microstructure of materials as a digital “fingerprint” – a combination of physical product protection and digital transparency.

The **RETRAKT** research project is investigating how the transition from linear to circular processes can be made resilient by focusing on employees as key success factors. With the help of resilience engineering, they are empowered to implement new requirements in a practical and solution-oriented manner. **Brightfiber Textiles and Cradle to Cradle** are returning as KEYHOUSE exhibitors. In addition to Original-ID, new exhibitors include **SABF Chemicals and Trove Recommerce**.

SUSTAINABLE INNOVATIONS: cultural, sensual, systemic

The curated forum SUSTAINABLE INNOVATIONS showcases visionary, research-oriented projects at the intersection of design, technology, and sustainability. This season, sustainability is not

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considered in isolation, but rather in cultural, sensory, and systemic terms. Among the new features at the upcoming event is **Marie Vilay** with her projects “**To Read a Pattern**” and “**A Bindle**” – a methodical approach to conveying textile knowledge across cultural and geographical boundaries. **Materia Futura**, the design research project by **Alessia Pasquini and Beatriz Sandini**, questions the visual reduction of bio-based materials and deliberately focuses on shimmer, depth, and aesthetic movement to appeal to the senses. **Threaded Protocols** by **Floor Berkhout** is an investigation of the structural connection between weaving and computing – as a conscious counterpoint to the efficiency logic of digital systems.

THE STAGE: Interaction, inspiration and information

Exclusive keynotes, panel discussions, trend presentations, and Q&A sessions – MUNICH FABRIC START has once again put together a comprehensive lecture program for its visitors. Current industry topics will be discussed and analysed on THE STAGE: the new colour, fabric, and fashion trends for Spring/Summer 27 will be presented by **Peclers Paris, David Shah, O/M Collective, OLIVIA DOES DESIGN, Monsieur-T**, and others. **Simon Angel**, curator of Sustainable Innovations, will give deep dives into future-oriented, sustainable material solutions. **Muchaneta ten Napel** will discuss new policies, traceability, and recyclability with leading experts from the textile and fashion industry. From megatrends and AI to sustainability, the **VDMD**, as a program partner, will present a wide range of topics in preparation for the upcoming season. Detailed information on the lecture program will be continuously updated **ONLINE** and announced in a further press release shortly before the event.

Drinks, Snacks, Networking and Musik: Following the second day of the trade show, MUNICH FABRIC START is inviting to AFTER SHOW DRINKS starting at 6:30 p.m.

www.munichfabricstart.com | www.bluezone.show | www.viewmunich.com