

PRESS RELEASE



10-11 JULY 13

autumn.winter 14/15

10th VIEW Premium Selection invites to exclusive fabric preview Autumn.Winter 2014/15



MUNICH FABRIC START is optimistic on the kick-off into the new season with VIEW in July as well as the main exhibition in September 2013 showing another increase in exhibitor numbers for a season all about quality, creativity and comprehensive information.

Just before kicking-off the new season with the opening of the 10th VIEW Premium Selection, the organizer confidently looks at a promising fair round for Autumn.Winter 2014/15. International top weavers as well as textile and accessories manufacturers present a qualitative assortment of exclusive pre-collections and the latest trends and developments on 10th and



11th July 2013. The portfolio of more than 100 exposed collections addresses to the complete range of premium fabrics. Focusing on a high level of quality, the exclusive meeting place is about to continue this approach that is confirmed not least by the presence of high-quality collections such as Agnona, Bonotto, Cottonificio Veneto, Etro and Zegna.

Dedicated to the spirit of inspiration and innovation, the 10th edition of VIEW gives an exclusive preview of the latest trends and developments for Autumn.Winter 2014/15 in a few days, with an expanded group of selected exhibitors in the classy ambiance of Prisco Haus.

Extremes find common ground in a montage.

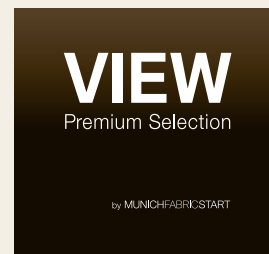
“The new season stands for a variety of extremes that find common ground more and more again – to be understood as montage of various materials, cuts, technologies, themes, layers, eras, moods and emotions. High-end-finishings and embellishments create

their own very awestruck beauty”, states Trendscout Joachim Baumgarnter the tendencies for the upcoming season.

This is confirmed even by the manufacturers. “The new season shows a tendency to bonded articles and woolen qualities on a jersey basis – with a lot of knitted, felted fabrics or fabric appearances. These often come along with diffuse optics, large checks or an associative implemented camouflage look, for example, in a floral pattern. Generally, it is about the combination of wool and high-tech” describes Christof Hornung from Agentur Hornung GmbH the first collections developments.

From a preview fair to a fix date in the agenda.

Within the last five years, VIEW has established from a preview fair with a small, selected exhibitor group and clientele to a fix date in the agenda of the up-market clothing industry in Germany and neighboring countries. The early date is unique in the industry and is used by designers and buyers of the leading medium to high priced clothing companies to secure a decisive information advantage. At the earliest possible stage, the who's who of the industry meets for a business exchange at VIEW in Munich in order to explore the first pioneering developments and trends as well as to discuss first approaches and ideas for the collections with the manufacturers. The output of these two concentrated fair days is the important basis for manufacturers and designers to further



develop and fine-tune their fabric collections that are finally introduced at MUNICH FABRIC START and the following European fabric fairs.

Please visit our homepage viewmunich.com for more current information about VIEW.

The MUNICHFABRICSTART will be held from 3 to 5 September 2013. The BLUEZONE takes place parallel to the first two days on 3 and 4 September 2013. All information can be found on munichfabricstart.com



10-11 JULY 13



autumn.winter 14/15

THE EARLY KICK OFF IN THE NEW SEASON WITH PREMIUM
FABRIC COLLECTIONS AT AN EXCLUSIVE LOCATION.

INTERNATIONAL FABRIC TRADE FAIR

MUNICH
FABRIC
START

AUTUMN.WINTER 14/15

AWESOME
ASSEMBLAGE

AW14/15

3-5 SEPTEMBER 13

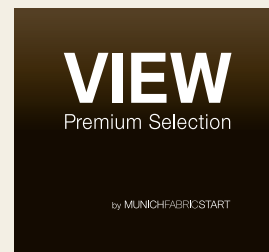
COLLECTIONS ADDITIONALS BLUEZONE ASIA SALON

ORGANIZER

MUNICHFABRICSTART Exhibitions GmbH
Thomas-Wimmer-Ring 17D
80539 Munich

Tel: +49 (0) 89 45 22 47-0

Fax: +49 (0) 89 45 22 47-22



LOCATION

Prisco Haus
Prinzregentenplatz 23
81675 Munich

CONTACT

Project Management:

Sylvia Emmer

Tel: +49 (0)89 45 22 47-66

Fax: +49 (0)89 45 22 47-22

se@munichfabricstart.com

Marketing & Communications:

Claudia Goßen

Tel: +49 (0)221 96 57 673

Fax: +49 (0)221 96 57 648

cg@munichfabricstart.com