
VIEW

Premium Selection

9+10 DECEMBER 2014

PRESS RELEASE



VIEWMUNICH.COM

VIEW Premium Selection

Season Opening Spring.Summer 16

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MUNICH FABRIC START's preview textile trade fair to show 300 fabrics, accessories, denim & sportswear collections

On 9 and 10 December 2014, VIEW Premium Selection will open the new Spring.Summer 16 fabrics and accessories season. Leading international textiles-industry suppliers will come to Munich to present a select portfolio of about 300 pre-collections for the premium manufacturing segment. With the areas VIEW Fabrics and VIEW Additional, an expanded VIEW Denim & Sportswear area and the debut of a specially highlighted creative area for international design studios, buyers and designers from renowned brands will find a comprehensive, top-notch platform to kick off the season.

VIEW's internationally unique trade fair format thus presents, at the earliest possible time, a coordinated portfolio that arms the textile and fashion industry with the key initial material trends and colour impulses they need to design their new collections. Developments on the exhibitor side underscore the increasing importance of the event. VIEW's move to the MVG Museum in July 2014 has enabled the organisers to react to these developments by further expanding and segmenting the portfolio in targeted ways.



“The emergence of VIEW as the new season’s first trade fair event is very positive and shows clearly that the industry needs a platform for presenting early trends. Fortunately we were able to move at the right time to a suitable venue that can handle the growing demand and enables us to develop and expand VIEW as a complementary trade fair format to MUNICH FABRIC START”, says Wolfgang Klinder.

As a result, design studios taking advantage of VIEW’s early date to complement MUNICH FABRIC START can, for the first time, request a dedicated area to showcase innovations in prints and patterns. Featuring in this area will be Lica Design, Design Union, The Collection and Whiston & Wright.

In addition to the strong-as-ever portfolio of well-known premium suppliers, the following new exhibitors will enhance the fabrics and accessories range:

**Manteco | Yünsa | Paolo Oliveira | Canepa |
Mantero Seta | Brecotessile | Nilorn**

The denim and sportswear segment has advanced particularly strongly because of high demand. The first-time participation of several leading denim brands here confirms that the preview event is indeed utilised and necessary as a supplement to the BLUEZONE. Among others, the following companies will present the latest material developments, washes and finishes:

**Candiani SpA | Lanificio Europa SNC | Berto | Cappio |
Tejidos Royo | Santanderina |
Pordenone**

The VIEW Trend Forum in the foyer of the MVG Museums creates up an inspirational space, which bundles the essence of innovations and current developments in fabrics, accessories and colours in order to provide guidance for the new season.



Trend PreVIEW Spring.Summer 16

Trends for the Spring.Summer 16 season fluctuate widely. Romantic themes are having a strong impact. Mediterranean retro vibes featuring dreamy print motifs, delicate colours and playfully elegant silhouettes replenish the joie de vivre. Highly technical, futuristic but nevertheless traditionally oriented, we're moving around in oriental oscillations between 1000 & one day. The pendulum swings back and forth even more wildly between athletic and psychedelic influences that stimulate soaring heights of creativity. In the end, though, everything revolves around the calm within oneself.

"Among other things, we're focussing on contrasting elements including distinctive surface structures with three-dimensional qualities such as drill, panama, pincushion or graphic structural images on compact, rounded fabrics. Rich double cloth with surprising reverse sides, net or piqué-like structures with sculptural, flexible properties. Breakthrough moving surfaces with blurring effects through patterned images and the use of unusual yarns capable of producing myriad effects. At the same time, a countervailing movement is developing, a certain

simplicity, firm when grasped, almost stiff and raw, for straight-line, sculptural silhouettes. Flowing and swinging but supple, often double-woven viscose or blended crêpes round out the diverse assortment, the soft, smooth, draping variant of sculptural work", says Karin Fechner as she provides a sneak peak of Viscotex's and Cinqtantanovecento's developments for the new season.

Just a few weeks after VIEW, the finalised collections will debut at MUNICH FABRIC START, which will take place at the MOC from 2 to 4 February 2015 – meaning from Monday to Wednesday this time. Together with the BLUEZONE, which as usual will be held concurrently at the adjacent Zenith Hall on the first two days of the trade fair, on 2 and 3 February, MUNICH FABRIC START is the official Spring.Summer 16 season opener for the international fabric trade fair circuit. With about 950 international suppliers registered, the organisers can already look forward to fully occupied exhibition spaces for all segments.

For additional information on VIEW, including a press gallery with the latest impressions, please visit the event website: www.viewmunich.com.



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SPRING.SUMMER 16

A PENTEADORA | AB CREATIONS | AGM | AGNONA | AKIN | ALBIATE 1830 | ALCANTARA | ALDITEX | ALIBI | ALLEGRI | ALMODO
ANGELICO UND KE IDEA | ARSAN | ASSOTEX | AVELANA | BARTH & KÖNENKAMP SEIDEN | BARZAGHI / SGAT | BATMAZ | BAUSCHKE
TEXTILAGENTUR | BBL FASHION SOURCE | BECAGLI | BEL & CO. | BELLANDI | BEPPETEX | BERNATEX | BERTO E.G. INDUSTRIA TESSILE
BESANI | BLACK LINE | BLUE ROYAL | BODO JAGDBERG | BONACCHI | BONOTTO | BOSSA DENIM | BOTTO GIUSEPPE | BOTTOLI
BRECOTESSILE | BRINI & C. | BRITISH MILLERAIN | BRUGNOLI GIOVANNI | BRUNELLO | C. B. STILE | CADICA GROUP | CANCLINI TESSILE
CANDIANI | CANEPA | CANEPA TESSUTI | CAPPIO TESSUTI | CARLO BONOMI | CARREMAN | CAVERNI & GRAMIGINI | CENTRO SETA
CERVOTESSILE | CHANGSHU MINWELL | CHARLES PARSONS | CHRISTIAN WEICHERT | CHUGAI KUNISHIMA (COBO) | CLASTEX
COCOONS | COLBER | COLOR TEXTIL | COMMERCIALE TESSILE | COTONIFICIO ALBINI | COTTON STYLES | D' PLUS | DAVARIS TEXTILES
DEBS CORPORATION | DELFI | DENIM VALLEY | DESIGN UNION | DESTRO DIFFUSIONE | DEVEAUX | DI PIU' | DINAMO CONTEMPORARY
FABRICS | DIPAMA | DIVA | DOBERT | DONDI JERSEY | DUCA VISCONTI | DUEMILAGORI | DUTEL CREATION | EFILAN | EMMECI
EMMETEX | EMIL JERSEY/RAWTEX | ERMENEGILDO ZEGNA | EUROJERSEY | EUROPA | EUROSTOFFE | EUROTESSILE | EUSEBIO
EXPE EGO | EXPE KOLL. PECCI | EZ FASHION | FAISA | FANTASIE TRICOT | FASHION AND BEYOND HK | FASHION COMPANY | FAUCK
FDB | FISCHER TEXTIL | FRANK STRATHMANN, HANDELSVERTRETUNG | FRANKENBERGER | FREE TIME/ZOEPPRITEX | FRONTLINE HK
FURPILE IDEA | FVL | GARDENA | GB STUDIO | GIARDI TESSILE | GIPITEX | GLAS | GOLLAS, TEXTILHANDELSAGENTUR | GOTTSTEIN
GRATACOS | GRITTI - GROUP | GRUPPO DONDI | GÜNTHER + ROTH | HAUSAMMANN + MOOS | HENITEX | HORNUNG, AGENTUR | HORST
ENGLER, TEXTILAGENTUR | IL CALICE | IL PANDA/ETRUSKA | INTERNATIONAL BY BIOS | INVENIO | INWOOL JERSEY | IPOTESI | ISABELLA
ROSSI - FABRIC CONCEPT | ITALCA SCARVES | ITALDENIM | ITALIANA TESSUTI | ITALMODE | ITHITEX | ITV | JIL SILK | JJ EXPORTERS
JJ SPECTRUM | JOACHIM KÖNIG, TEXTILAGENTUR | JOSEF OTTEN | JULES TOURNIER | J & Y | KBC FASHION | KLAAS + HESSE
KLINDERTEXTIL | KLINGLER TEXTIL | KNOPF & KNOPF INTERNATIONAL | KNOPF-SCHÄFER | KURARAY EUROPE | LAGATTOLLA | LAGOON
LAMBERTO | LAMINTESS | LANIFICIO DI TOLLEGNO | LANIFICIO TG DI FABIO | LANIFICIO ZANIERI | LARUSMIANI | LEDATEX | LEOMASTER
LIBERTY | LICA DESIGN STUDIO | LIFE FOR TEXTILES | LINEA PANDA | LINEA PRESTIGE | LINEA ROSS | LISA | LOOMSEVEN | LYRIA
MACAULAY GANSON | MAGLIFICIO MAGGIA | MAIBOM | MALHIA KENT | MANIFATTURA B&B | MANTECO | MANTERO SETA | MARINI
& CECCONI | MARIO BELLUCCI | MARIO CUCCHETTI | MARLING + EVANS | MASTERLOOM | MIC | MICHAEL FELLER, TEXTILAGENTUR
MICROTEX | MITI | MTS LINEAABBIGLIAMENTO | NIGGELER & KÜPFER | NILORN GERMANY | NINO VERTRIEBS | NORDTESSILE
NOVALAN | NUANCES | OFFICINA - DIV. STAMPERIA DI MARTINENGO | OKINAWA | OLMETEX | ONSET EXPORTERS | ORMEZZANO
OSPITI DEL MONDO | ÖZDOKU | PACINI NELLO | PANAMA TRIMMINGS | PANTEX | PASTEL BY YILMAZIPEK | PAULO DE OLIVEIRA
PECLERS PARIS | PENTEADORA | PFLAUM & HETTERICH | PHILEA TEXTILES | PONTETORTO FASHION | PORDENONE-OLIMPIAS
POTOTSCHNIK | PREMIERE | PRISMATEX | PROFILO TESSUTI | PROGETTO UNO | PRYM FASHION | PUNTO SETA | PUNTO TESSILE
QUORUM | RAYMOND | REALTEKS | RECOTT | REYNAUD REXO / ULYSSE PILA | RICCIARINI | ROMA TEXTILE GROUP (LANIFICIO ROMA)
RONZANI, AGENTUR | ROTARY | ROUDIERE | SAUER ITALIA | SB PROJECT | SCHOTTE | SEAB | SEFITA | SELECTA COMO | SERTEX
SET SOCIETÀ EUROPA TESSILE | SGS - FRANZ GERSTL | SIANTEX | SILVEREED | SIMSEK | SODA. BOOKS AND MAGAZINES
SPECTRUM INDUSTRIES HK | SPRINTEX | STAFF JERSEY | STAR | STIB 19 / STIB PRINTS | STRÄHLE TEXTILVERTRETUNGEN | STUDIO
MAGRI | TSUNTEKS | TAKISADA - NAGOYA | TAKISADA-OSAKA | TARGET | TARONI | T.B.M./T.F.M | TEDO STAMPATI | TEJIN FRONTIER
TEJIN FRONTIER EUROPE | TEJIDOS ROYO | TEKSTINA | TEMA JERSEY | TERTEX | TESSILGODI | TESSILGROSSO/ALBINO TORELLO VIERA
TESSITURA DI NOVARA | TESSITURA ROSSI | TESSUTI & TESSUTI | TEVIZ BY POLOPIQUE | TEX-DE-TAILS | TEXTIL SANTANDERINA
THE COLLECTION | TINTORIA EMILIANA | TISSAGE DES CHAUMES | TMG | TONETTI | TORAY INTERN. | TPS | TÜP | TWELVE | UNICA/D.G.
TEXTILES | UNION KNOPF | VALDI | VELCOREX SINCE 1828 | VIGANÒ | VISCOTEX | VITTORIA | VOEHRINGER & GROHA, TEXTILAGENTUREN
WALTEX TRICOT | WEFT | WERTEX | WHISTON AND WRIGHT | WILL TEX | WINNITEX | WINTER'S MODE | WÖBKE JAN-MICHAEL
TEXTILAGENTUR | WOLBO FASHION | YAGI TSUSHO OSAKA | YAGI TSUSHO SHANGHAI | YILMAZ KUMASCILIK | YÜNSA

MUNICH FABRIC START

SPRING.SUMMER 16

2-4 NEXT SHOW
FEBRUARY 15

INTERNATIONAL FABRIC TRADE FAIR

FROM MONDAY TO WEDNESDAY!

MUNICHFABRICSTART.COM

VENUE

VIEW Premium Selection
MVG Museum
Ständlerstraße 20
81549 Munich
Germany

OPENING HOURS

9 December 2014 | 9.00 am – 6.00 pm
10 December 2014 | 9.00 am – 6.00 pm

CONTACT

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