

# PRESS RELEASE



10 + 11 DECEMBER 13

**spring\_summer 2015**

# VIEW Premium Selection – SHOW UPDATE



**The 11<sup>th</sup> edition of VIEW Premium Selection is scheduled to kick off the Spring\_Summer 2015 season in the unique ambiance of the Prisco Haus in Munich on 10 and 11 December.**

This exclusive preview trade fair offers a first meaningful look at the developments and innovations in the area of premium fabrics. About 170 collections will be presented by select international weaving mills, among them some interesting new exhibitors. Abundant transparency and elegance, combined throughout with a casual touch, make for revealing collections. It's already becoming apparent that a fresh interpretation of elegance paired with a casual touch is emerging as the overarching trend for Spring\_Summer 2015.

## **VIEW – trends are made here**

“The success of the last trade fair in July of this year, where we registered a marked attendance increase, shows that VIEW's positioning as an important early-season opener is becoming more and more firmly established,” says Wolfgang Klinder, the Managing Director of VIEW organiser MUNICH FABRIC START Exhibitions.

Taking place so early in the season allows VIEW to give its visitors a significant information advantage, which has helped to establish the event as a distinguished and successful industry forum in the years since its founding.



Renowned designers and product development specialists employed by internationally leading apparel manufacturers take advantage of VIEW's pre-collections to gain specific inspiration and information useful in the development of their spring collections. Offering a productive working atmosphere and taking place at the earliest possible date, VIEW is critical in leading the way for the creation of the collections and trends for the upcoming season. Moreover, manufacturers leverage the intense dialogue with the rest of the sector as a basis for the further development and refinement of their fabric collections before presenting the final versions at MUNICH FABRIC START and subsequent European fabric trade fairs.

Thanks to VIEW and associated showroom events taking place in the city centre at the same time, Munich will once again turn into the capital of the fashion industry for a few days.

Please visit the [www.viewmunich.com](http://www.viewmunich.com) homepage for further information and the latest updates on VIEW.

The main trade fair MUNICH FABRIC START will take place from 4 to 6 February 2014. The **BLUEZONE** event will take place concurrently on the first two days of the trade fair. Please visit [www.munichfabricstart.com](http://www.munichfabricstart.com) for complete details.





# MUNICH FABRIC START

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INTERNATIONAL FABRIC TRADE FAIR

N E X T  
S H O W

## 4-6 FEBRUARY 14

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SPRING . SUMMER 2015

[MUNICHFABRICSTART.COM](http://MUNICHFABRICSTART.COM)

# 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

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# LOCATION

Prisco Haus  
Prinzregentenplatz 23  
81675 Munich

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# 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