

PRESS RELEASE



10+11 DECEMBER 13

spring_summer 2015

'THE GERMAN MARKET IS GETTING EVER MORE EXCITING!'



The exclusive kick-off event VIEW Premium Selection has been confirmed as an important date on the trade fair agenda: More collections than before were highly developed, even at this early stage. Presenting the latest developments for fabric and findings collections, the VIEW event for Summer 2015 held at Munich's Prisco Haus last week made a powerful statement.

It was a kick-off made-to-measure: last Tuesday VIEW Premium Selection in Munich officially opened the 2015 Spring/Summer season. On display were some 170 high-end collections from predominantly Italian weaving mills and additional manufacturers. They attracted about 500 visitors from German-speaking countries but also from neighbouring states to Munich.

Initially established as a small yet refined industry get-together, VIEW has become a real attraction for up-market womenswear, menswear and sportswear – in its 5th year now, and figures are rising. And this holds true not only for the German market but increasingly

also for other European countries. VIEW is becoming more and more attractive for neighbours like Austria, Benelux countries and Eastern Europe. Calvin Klein designers came from Amsterdam and Martin Margiela was represented by local representatives of the Italian licensee. Other renowned international ready-to-wear manufacturers visiting the Prisco Haus included Escada, Strenesse, Marc O'Polo, Hugo Boss, Karl Lagerfeld, Rene Lezard, Michalsky and MAC, to name but a few.

Across the board suppliers rejoiced at the rising degree of fashion. "The German market is getting more and more exciting," says Emiliano Bonotto from the producer of the same name. "I now exhibit here what I also show in Paris. In the past, I made a selection for the German market. Highlights were cut down, more mainstream items were added. Now it's more about fashion."

Inspiring and Productive

Prevailing on the aisles of the classy Prisco Haus is a busy and focused yet at the same time relaxed and friendly atmosphere. Many visitors have just completed their winter collections around now and want VIEW to

get them into the mood for the new season – except without the time pressure felt at all the following trade fairs. “Here I can clear my mind and prepare myself for summer,” said a visitor perusing the collections on behalf of Dressler.

Exhibitors also appreciate the special atmosphere and exclusiveness of this trade fair. “I like working here in Munich. It is so customer-friendly. You can have discussions in quiet surroundings. It’s not as chaotic as at other international trade fairs,” comments Tejidos Royo.

Important Influences for Collection Development

The early dates of this preview event have set a new benchmark in the industry. When developing their collections many companies now work towards these early dates even more ambitiously. This is why customers – as a rule – can already see up to 60% of the collections. Only a few seasons ago this percentage was significantly lower. This means the trade fair has noticeably gained in relevance. There is, however, another advantage in that collections are still in the early stages of development.



Exhibitors can benefit from initial talks with their customers to adapt patterns and colours even better to market needs and expectations. This means VIEW is an important corrective mechanism, as many underline. “Customers get to see a wider choice than they are offered at the international trade fairs that follow,” says Sylvia Fischer of Taroni and adds that the fabrics will undergo a strict selection process between now and the main trade fair. “Customers now still have the chance to decisively impact the design process.” Other manufacturers such as Mailboom attended the trade fair for the first time because – by their own accounts – it is “becoming increasingly important to be an early mover.” “We want to be faster and obtain high availability for the selected items as early as possible.”

Ermenegildo Zegna (Gruppo E. Zegna) also debuted at this VIEW: “We capitalise on the trade fair to identify the direction customers are looking for,” says Marco Schiavone. It is especially after these two trade fair days that the final decision on colours is taken. “The early dates also favour in-house developments,” adds Artur Unger of Knopf und Knopf. This button producer has taken



part for the third season now and, like other renowned additional producers, is now extending their range at VIEW to include an accessories segment.

Trend development is finally completed by the time the major international textile trade fairs start and the final trends are then presented to the whole industry for the first time at MUNICH FABRIC START from 4 to 6 February 2014. Once again, over 900 international exhibitors will be represented here along with a concise and versatile supporting programme that point to a promising trade fair. BLUEZONE on 4 + 5 February also promises to present innovations galore and is again fully booked for the 2015 Spring/Summer season with attendance from the international Who's Who of the denim sector.

For all other information on the forthcoming MUNICH FABRIC START as well as on VIEW go to munichfabricstart.com and viewmunich.com

For further impressions of VIEW go to viewmunich.com





FABRIC REPORT

THE OUTPUT OF TWO PRODUCTIVE FAIR DAYS -
FIRST TRENDS SPRING.SUMMER 2015

Trends spring.summer 2015

FABRIC NEWS



Elegant transparency and sportiness are the recurring themes for most collections. In terms of looks shiny effects continue to point the way, be it with special coatings or the partial use of trilobal, Lurex and metallic yarns. Other focal themes include textures and irregular surfaces. Traditional honeycomb piqué weaves feature alongside modern 3-D effects, cut-out details and the kind of perforated surfaces for jersey fabrics we have so far only seen on leather and imitation leathers. Jac-

quards remain important but no longer show the rich contrasts of previous seasons. Tone-on-tone versions are in the foreground. In terms of colour, we see a range of neutrals with stone hues and make-up tones as well as subdued pastel shades. The third alternative here are aqua tones from aquatic blue to turquoise. Colour is added by prints with floral and animal prints continuing to set the tone. Graphic patterns feature as smaller repeats.

Debs Corporation (Jp)



Bonotto (It)



Centro Seta (It)

Trends spring.summer 2015
FABRIC NEWS

SENSUAL TRANSPARENCE



Teijin Frontier (Jp)



Mario Cucchetti (It)



Philea (Fr)



Tissage des Chaumes (Fr)



Blue Royal (It)



Linea Ross (It)

Teijin Frontier (Jp)

Trends spring.summer 2015
FABRIC NEWS

NEO SPORTY

VIEW
Premium Selection

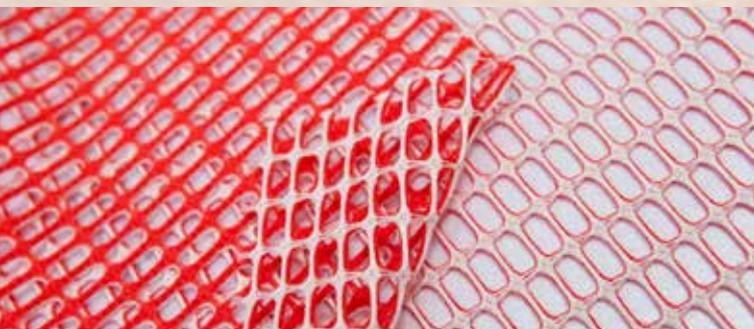
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Stip19 (It)



Eurojersey (It)



Bonotto (It)



Tiss et Teint (Be)



Majocchi (It)



Stip19 (It)

Teijin Frontier (Jp)

Trends spring.summer 2015
FABRIC NEWS

LOVELY BRILLIANCE



Pontetorto (It)



Mario Cucchetti (It)



Philea (Fr)



Tissage des Chaumes (Fr)



Centro Seta (It)



Debs Corporation (Jp)

Top2Wool (It)

Trends spring.summer 2015
FABRIC NEWS

NOBLE NATURALS

VIEW
Premium Selection

by MUNICHFABRICSTART



Pontetorto (It)



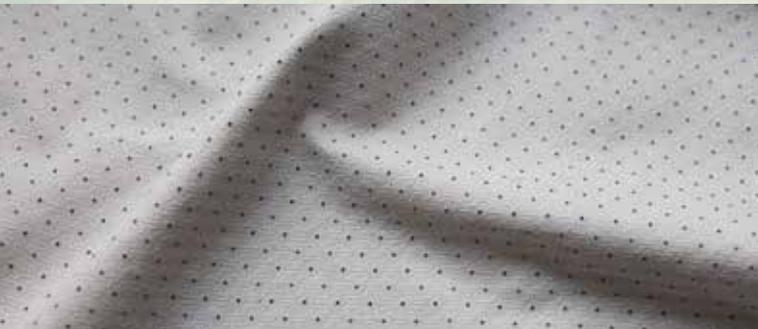
Tissage des Chaumes (Fr)



lthitex (It)



Luigi Boggio Casero (It)



Progetto Uno (It)



Top2Wool (It)

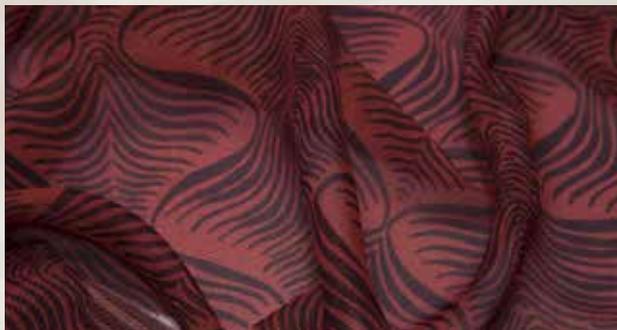
Linea Ross (It)

Trends spring.summer 2015
FABRIC NEWS

UNKNOWN-KNOWN TROPICS

VIEW
Premium Selection

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Taroni (It)



Josef Otten (A)



Stip19 (It)



Blue Royal (It)



Pal&Stra (It)



Josef Otten (A)

MUNICH
FABRIC
START

MUNICHFABRICSTART.COM

HAUTE
SPRING.SUMMER 15
SPORTURE

4-6 FEBRUARY 14

INTERNATIONAL FABRIC TRADE FAIR

15 -16 JULY 2014

VIEW
Premium Selection

by MUNICHFABRICSTART

autumn.winter 15/16

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

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