

VIEW

Premium Selection

11+12 Dec 2012

spring_summer 2014

by MUNICHFABRICSTART

PRESSEMITTEILUNG

VIEW SHOWCASES INITIAL TENDENCIES AND ADVANCES AS THE SECTOR'S INSIDE TIP

VIEW

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PRESSRELEASE

Kick-off event for the fabric sector reports more exhibitors and more visitors to Munich
Early indicator:
colour and prints remain on the scene

Even heavy snowfall did not prevent the designers and product managers for such renowned brands as Hugo Boss, MAC, Escada, Marc Cain, Windsor, Marc O'Polo and Brax from attending the Preview trade fair **VIEW** in

Munich last week (11 and 12 December 2012). Exhibited in the exclusive setting of Prisco Haus on Prinzregentenplatz were some 160 high-end fabric and findings collections for the 2014 Spring/Summer season – more than at the previous event. The rooms on the ground floor of the left wing – also occupied for the first time now – housed first-time exhibitors like the Italian fabric expert Weft and the Isabella Rossi agency with fabric lines from Bonotto to jersey specialist Fantasie Tricot.





The positive response by both exhibitors and visitors alike confirms the decision of organisers at MUNICH FABRIC START to stick to this, the season's first kick-off date which also enjoys international support. "The early dates are very important for key customers and renowned German ready-to-wear manufacturers like Boss, Escada and Rena Lange," says Michael Hellbeck of Union Knopf testifying to the relevance of View. For many of those attending very focused talks had already taken shape. Yet tendencies were also clearly emerging, as pointed out by Philea. "What customers instantaneously rate as positive at this early point in time will remain. **VIEW** is a very good indicator for the season," said Nicole Marchal.

No wonder many designers of well-known brands as well as small niche collections make sure they do not miss these first tendencies and inspirations. Even from abroad many a creative mind capitalised on the early dates. "We simply want to be an early mover and be inspired," said Angeline Catteeuw of Belgian label Xandres attending View in Munich for the first time now. She came in search of fabric innovations for womenswear. In this segment, already at this early stage, it became crystal clear that colour and prints continue to be a key theme. "There's no avoiding prints – be it photo prints, semi-graphic prints, florals – there are ideas galore to keep this theme alive and kicking," added Frank Engler, whose agency focused on presenting Malhia Kent and Lanificio Piemontese collections. First-time exhibitor Isabella Rossi shares his view: "We still believe in prints and in colour. Admittedly, in a slightly more subdued tone with more pastel shades – but colour will definitely be staying around. Even shine is still in demand. All in all, things will become cleaner and more chic but always with a sporty slant."

Like many others Rossi will present the entire cross-section and diversity of her collections in the New Year – at MUNICH FABRIC START from 5 to 7 February in Munich.

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DIE PREMIUM STOFFKOLLEKTIONEN ZUM SAISONAUFTAKT **AN EINEM** **EXKLUSIVEN** STANDORT

VIEW:

9 and 10 July 2013,
Prisco Haus, Prinzregentenplatz 23, 81675 München,
www.VIEWMUNICH.com

MUNICH FABRIC START:

5 till 7 February 2013,
MOC, Lilienthalallee 40 & 29, 80939 München,
www.MUNICHFABRICSTART.com

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autumn_winter 14.15

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