



MUNICH
FABRIC
START

MUNICHFABRICSTART.COM

MEDIA KIT

FABRICS | ADDITIONALS | BLUEZONE | KEYHOUSE | DESIGN STUDIOS | RESOURCE | SOURCING | SUSTAINABLE INNOVATIONS

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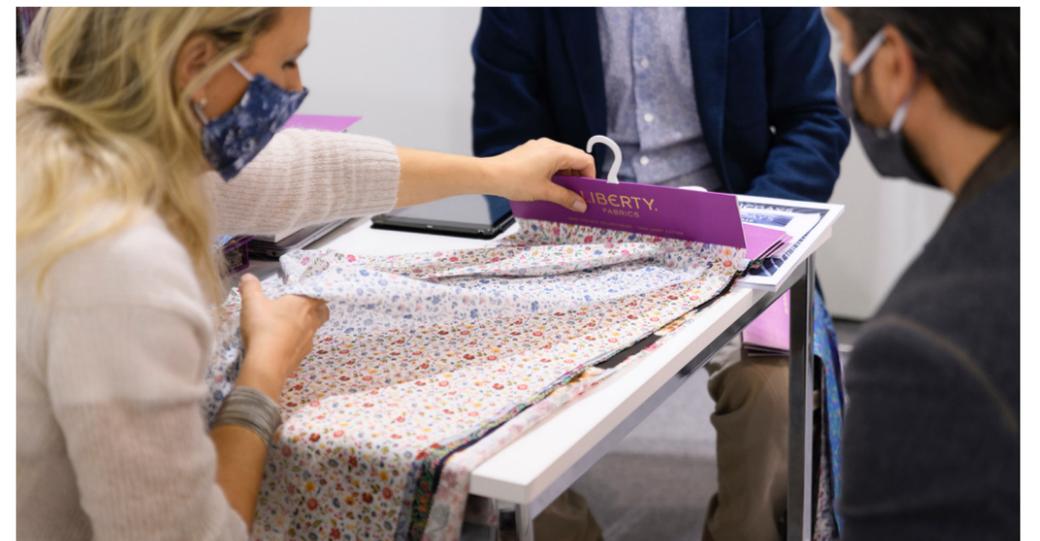
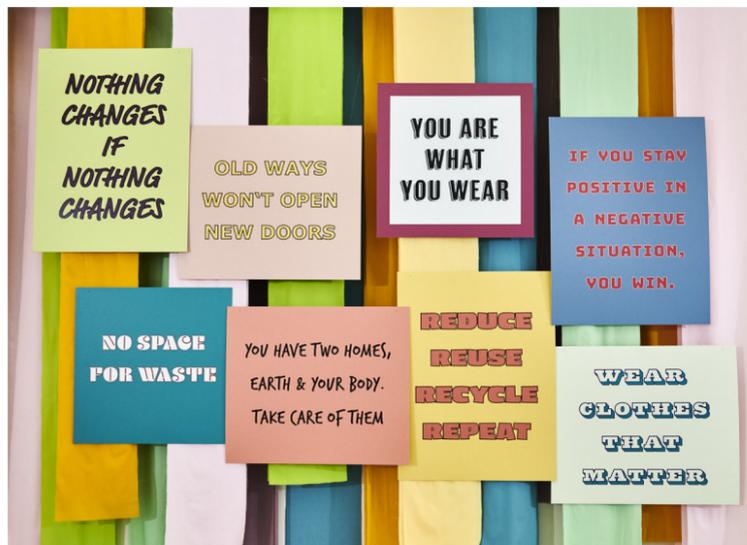


1. SHOW PORTFOLIO

MUNICH FABRIC START Exhibitions GmbH organises the Preview Textile Fair **VIEW Premium Selection** twice a year and MUNICH FABRIC START around two months later every season. Taking place concurrently with **MUNICH FABRIC START**, the denim dedicated trade fair **BLUEZONE** is held on the neighboring Zenith site over two trade fair days.

In order to offer visitors, exhibitors and service providers a secure and inspiring physical platform even in times of the Covid-19 pandemic, **FABRIC DAYS** was implemented as a concentrated format in September 2020.





2. MUNICH FABRIC START

2.1 THE SHOW

As one of the leading European textile fairs, **MUNICH FABRIC START** showcases twice a year a qualitative portfolio of international fabric and additional manufacturers who present their latest developments and innovations in Munich.

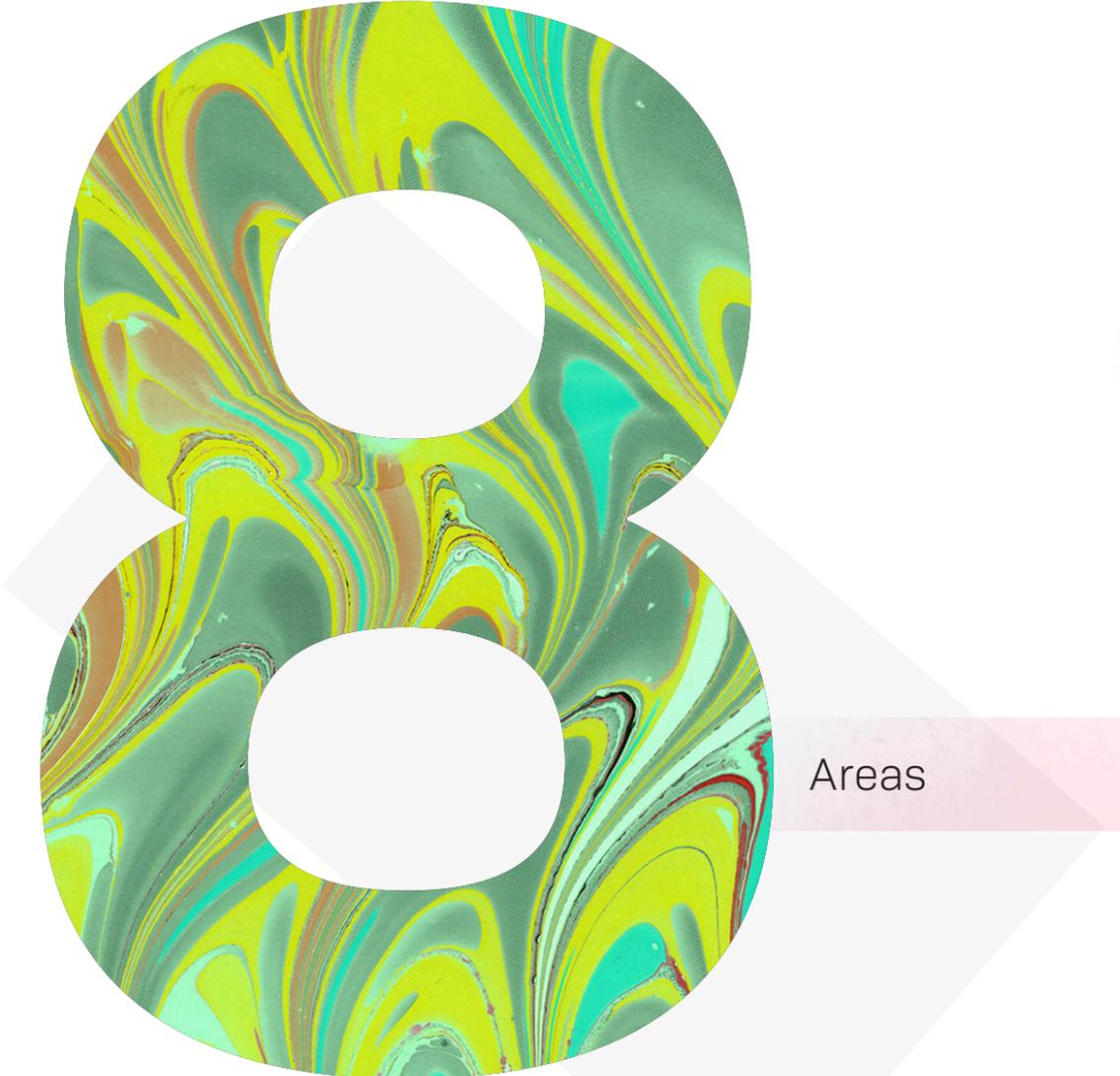
Around 1,000 manufacturers from 40 countries, present over 1,800 collections and a comprehensive range of textiles, additional, finishings and sourcing make **MUNICH FABRIC START** an international business platform in a unique trade fair format.

Designers, product managers and buyers value the efficient, professional working environment, exclusive seminar program as well as various inspiration and information sources that attracts around 20,000 trade visitors to Munich every season.



2. MUNICH FABRIC START

2.2 NUMBERS & FACTS



Areas

around

10000

Exhibitors

more than

100

Brands in the Bluezone

around

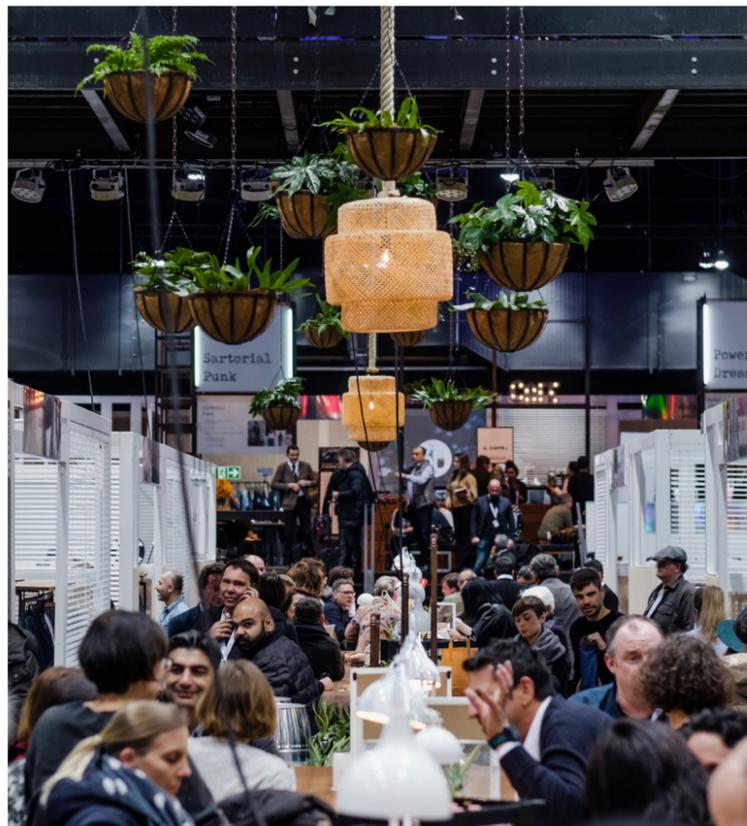
20.000

Visitors

42.500 m²

entire exhibition space





2. MUNICH FABRIC START

2.3 LOCATION

The **MUNICH FABRIC START** event area consists of the **MOC** (halls 1 - 4 as well as atriums and studios), the **KEYHOUSE** in the **Kesselhaus** (hall 5) and **BLUEZONE** which is held in the Catalyzer and All Star Mills (halls 6 & 7) on the **Zenith site**. The area is easily accessible both by car with sufficient parking space as well as by public transport (U6 to Freimann) and by plane (shuttle bus from Munich Airport).

MUNICH FABRIC START takes place in the modern exhibition and event center Munich Order Center (**MOC**) in the north of Munich. The special architecture offers space for individual stand and presentation options as well as spacious seminar rooms and lounges.

The **KEYHOUSE** is located in hall 5 between the MOC and the Zenith site. The innovation hub fits perfectly into the surroundings of the old boiler house with its impressive steel frame construction, original boiler tank and chimney.

BLUEZONE is spread over two halls on the **Zenith site**: In the Zenith hall (hall 7), „All Star Mills“, modern industrial charm prevails in the authentic setting of a former factory building thanks to open steel girders and creative stand modules. The coal bunker known as the “Catalyzer”, hall 6, fits in with the urban denim community thanks to generous lighting solid stone walls and an open stand design.



2. MUNICH FABRIC START

2.4 VISITOR

MUNICH FABRIC START aspires to create a business platform in combination with detailed market and trend information. Admission is restricted to trade visitors and subject to visitors presenting respective credentials.

Visitors include: Manufacturers of apparel and fashion accessories, representatives from retail, wholesale and mail-order outfits as well as of purchasing associations that have apparel and/or textile accessories in their ranges, upstream suppliers to the industry, commercial agents of apparel and accessories. As well as this representatives from associated disciplines such as interior design.

The visitor frequency is continuously at a high level of **about 20,000 visitors with increasing internationality.**

Alongside **German ready-to-wear manufacturers, top decision-makers and designers from neighbouring countries** join the event. The representation of foreign visitors was about 38% in the previous season and increases season by season.

The quality of visitors is impressive – including such market leaders as Esprit, s.Oliver, Marc O'Polo, Marks & Spencer, Gerry Weber, Drykorn, Diesel, Mavi Jeans, Mads Nørgaard, Cinque, Marc Cain, Tommy Hilfiger, Max Mara, Hugo Boss, Baldessarini, Lagerfeld, Akris, Dorothee Schumacher and Lala Berlin.





2. MUNICH FABRIC START

2.5 EVENT PROGRAM

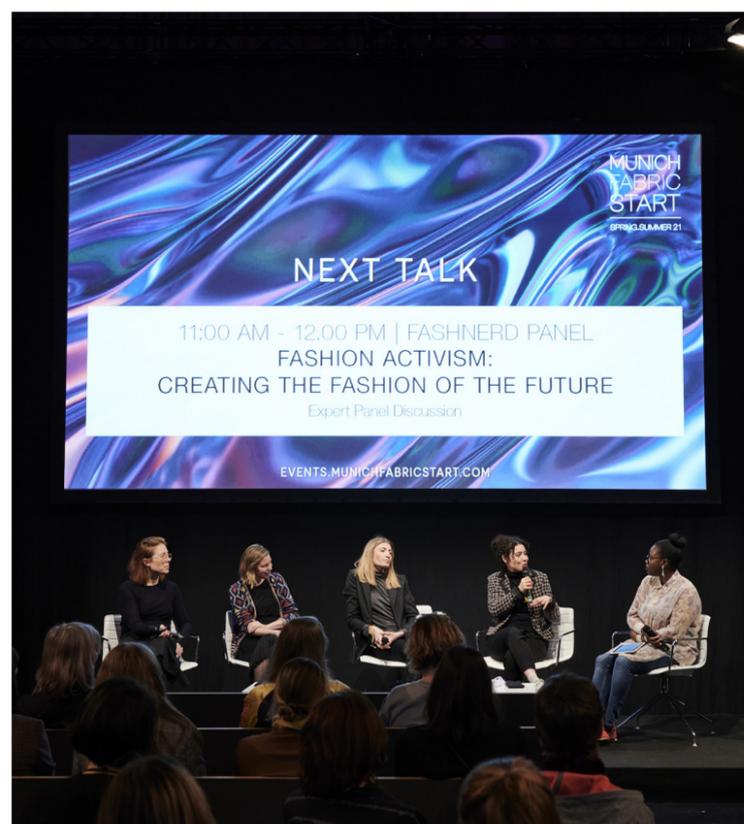
During the fair, visitors can look forward to an interesting and diverse event program in the **KEYHOUSE**, **BLUEZONE** and **ReSOURCE** area, as well as the traditional **MUNIQUE MOODS** party.

Current top topics such as **smart textiles**, **digital innovations**, **holistic sustainability** or **future oriented process solutions** are consolidated and explored in seminars, interactions and panel discussions at **KEYHOUSE**. **Renowned trend expert Li Edelkoort** regularly holds one of her exclusive trend seminars here. **Trend forecaster David Shah** also regularly gives an inspiring keynote at **KEYHOUSE** presenting the trends for the coming season.

At **BLUEZONE**, the Blue community can discover the latest in the **denim industry** across numerous lectures and international panel discussions. The Rivet 50 Talk, for example, with **denim experts** who play a key role in shaping the industry, provides a **visionary outlook**.

The presentations in the **ReSource** area give in-depth insights into the latest developments and novelties concerning **ethical and sustainable production**.

The future of the textile industry is not only regularly discussed in the seminars and panel discussions – the **legendary MUNIQUE MOODS party** on the first evening of the fair also offers the opportunity for valuable networking and exchange of information. Around 1,500 guests from the textile and fashion industry come together here at each trade fair, individually tailored to the season and lavishly staged.





2. MUNICH FABRIC START

2.6 TREND FORUM

With the exclusively designed trend forums, MUNICH FABRIC START provides **insights into the macro and micro trends** that will shape the coming season. In the foyer of halls 1 - 4 of the MOC, around 2,500 **significant material highlights** from the exhibitors are shown every season. Curated according to trend topics, fabrics and additional samples are presented alongside manufacturer certificates and stand information, establishing **the source of inspiration** for the comprehensive design and trend worlds.

Colour moods illustrated in terms of materials, catwalk impressions, videos and spools of thread in bespoke colours are key tools in these **trend worlds**, which are beautifully brought to life each season.





2. MUNICH FABRIC START

2.7 TREND BOOK & COLOUR CODE

As an additional service, MUNICH FABRIC START offers their comprehensive trend publications to consolidate the latest trend topics staged in the trend forums.

The comprehensive **TREND FORECAST** provides an overview of the most important trend topics with moods and stories, written explanations and colour cards with corresponding Pantone and Coloro references. The main trend colours and corresponding accent colours for the new season are presented here at an early stage.

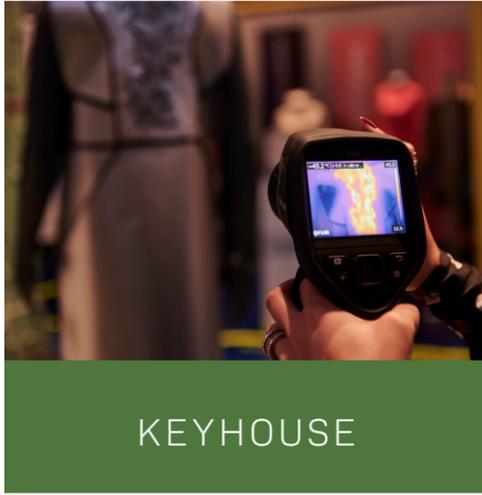
The practical **COLOUR CODE** can be integrated directly into the creative process. The trend colour card contains all relevant colour codes for the upcoming season. **Exclusively dyed, high-quality yarns** are assigned to the respective trend topics of the trend areas and thus guarantee an additional haptic experience in addition to the visual representation.

In the **Autumn.Winter 21/22** and **Spring.Summer 22** seasons, the Trend Forecast provided information in an easy and professional booklet about the latest trends and colour trends at **MUNICH FABRIC START** and **BLUEZONE**.

The **TREND FORECAST** combines a mix of fashion trends, sustainability and innovation with impressions from art, culture, architecture and design. The booklet is completed by expressive colour compositions which filter the main colours with the corresponding accent colours (including Pantone references).



3. MUNICH FABRIC START - PORTFOLIO



BLUEZONE
INTERNATIONAL DENIM TRADE FAIR



FABRICS

MUNICH FABRIC START offers one of the most **comprehensive range of materials** in the world in terms of both quality and quantity. More than 600 international suppliers provide information on the latest trends and developments, innovative finishes, colour trends and material compositions. Across three floors in halls 3 and 4, the complete FABRIC portfolio is covered with **collections from basics to haute couture for all clothing segments.**

Among the established market providers in this area are: Gratacos, Kivanc, Lisa, Manteco, Yünsa, Stylem, Lenzing, Cottonificio Albini, Alpex, Eusebio, Ipeker, Jil Silk, Kivanc, Riopelle and Sprintex.

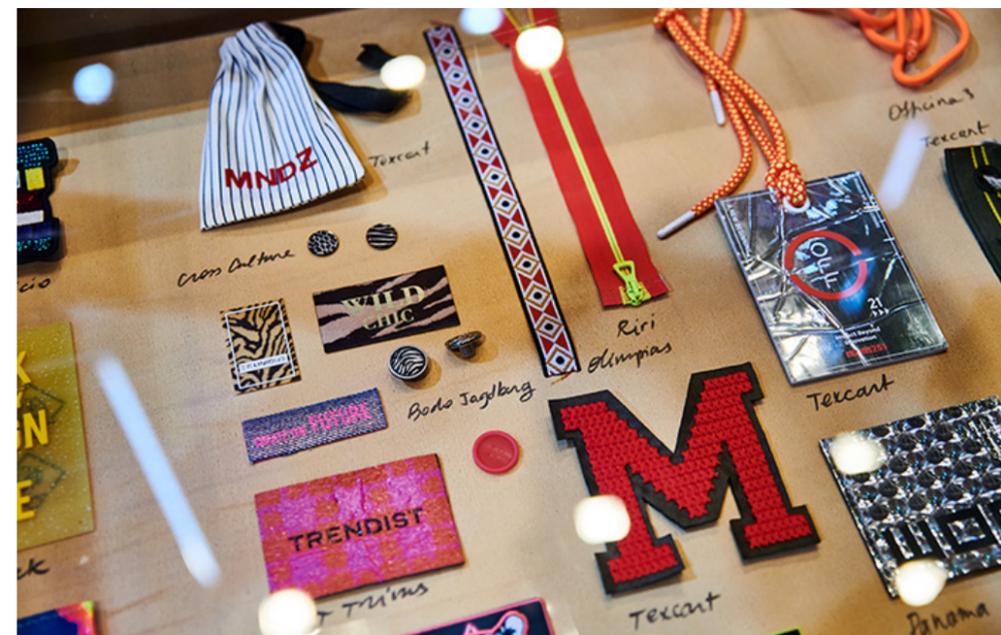




ADDITIONALS

Across exhibition halls 1 and 2, over 180 of the world's leading accessories specialists present their latest **Additional developments** in the buttons, ribbons, decorative details, zippers, fasteners and labels segments. The range is rounded off by innovations in lining materials, lace, embroidery or inlays as well as complete solutions for labeling and branding.

Represented here are i.a. Knopf-Schäfer, Riri, Cadica Group, Officina3, Frameless, Eurotextile, WE Nordic, Panama Trimmings, ITL Group, Clic, Sun Etiket, Lanzi, Harmanci, Tunkets, Weavabel, Fidlock, FSE Franz Schäfer, Groth & Hermanns, Elements, SBS Zipper, Ploucquet, Union Knopf, Shindo, Bornemann Etiketten, Nilorn Group and A-TEX.





DESIGN STUDIOS

DESIGN STUDIOS - the concrete answer to the textile industry's need for progressive ideas and individual design solutions. The **innovative creative platform** of MUNICH FABRIC START has established itself as an independent exhibition format and opens up a new creative dimension to the design process for visitors. Textile designers and design offices from all over the world present their **new developments in prints and patterns**.

Exhibitors in this area include i.a.: Anteprima, Circleline, Design Union, Lica Design, Boggia, Le Studio Copenhagen, Zisser Textile Design, Studio 33, Design Studio Fluxus and G. Disegni.





ReSOURCE

In the ReSOURCE area, visitors will find a range of sustainable materials showcased by the fabrics, additional and denim suppliers at MUNICH FABRIC START.

Sorted by trends, fibers and certified qualities, visitors can quickly get an overview of the **range of responsibly produced and certified materials** and can use the attached labels to contact manufacturers directly.

Offering seasonal highlights and collection staples in recycled fiber, organics, natural, regenerated cellulose, hybrid textiles and bioplastics, leather alternatives, biodegradable materials, pollution free and certified textiles. The range available at ReSOURCE represents a visionary overview of sustainable textiles today.

Our sustainability platform ReSOURCE offers focused, detailed information about international standards and consultations with leading certification bodies. At any time, visitors are able to source sustainable textiles and accessories with the ReSOURCE online sourcing platform at www.resource-textiles.com.

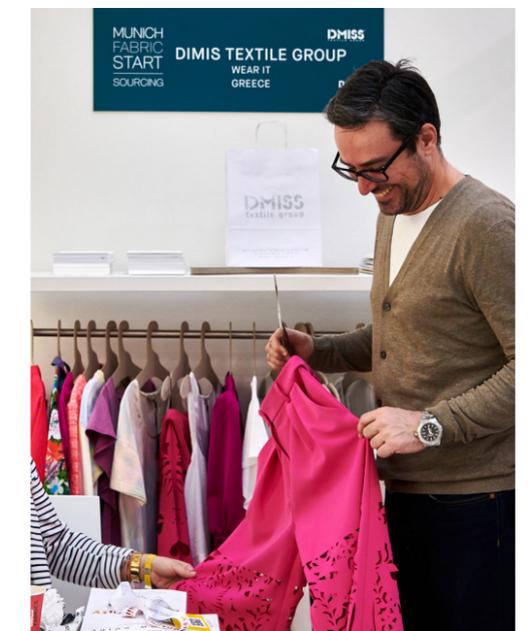




SOURCING

The SOURCING area presents a wide range of **manufacturing services** for women and men, in accessories, corporate, couture and tailored. The range of services of the globally established **manufacturing companies** offers a comprehensive insight into the entire textile production chain and their reliable **procurement management**. With numerous new additions in exhibitors, the SOURCING area presents itself stronger every season, in line with the increasing demand for cut-make-trim solutions.

Exhibitors in this area include: Cascade Enterprises, Confetex, Albo, D&Y Europe, Dimis Textile Group, Dragon Group, Dyon, Easy Invest Solutions, Fateks, Georgios Chiras & Sons, Keyvali, Kiron, Natalia AD, Private Lab, Raith Texteis, SM Senra, Top Trends, Union 3 Fashion, Vandoma.



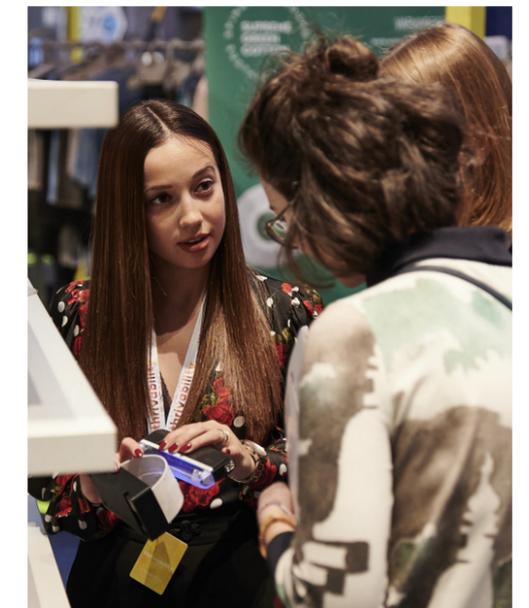


KEYHOUSE

The KEYHOUSE as a think tank of MUNICH FABRIC START offers concrete approaches for a future oriented textile and fashion industry. In the dynamic **innovation and competence center**, relevant and **progressive developments** with a highly innovative approach such as smart textiles, future fabrics or digital process solutions are presented.

In addition to the more than 40 leading industry partners showcasing the latest technology and sustainability concepts, experts at KEYHOUSE give workshops and seminars on trends, digitisation, technologies and ground breaking research topics.

Exhibiting here for example: Scoop, Bossa Denim, Recover, Care Application, Penelope, Clo 3D, Sewbo, Fashion Catalyst, Circular.Fashion, Blue Rentec.One, Fashnerd, Officina +39, Lenzing, Lectra, Coccocon, Lunative Lab, Pauline van Dongen and Holst Centre.



SUSTAINABLE INNOVATIONS

SUSTAINABLE INNOVATIONS is showcased in the future oriented environment of KEYHOUSE and combines both craftsmanship and problem solving. The forum is curated by Simon Angel who reveals a new perspective on the textile world each season: from **extraordinary innovations, new material resources** and the connection of tradition and modernity to appealing and provocative installations.



BLUEZONE

BLUEZONE: Founded in 2003 as the first denim show of its kind and today is one of the most important business platforms for the international denim, streetwear and sportswear market. BLUEZONE is considered the initiator of an exceptionally strong and innovative denim community – with more than 100 major international brands and leading denim pioneers presenting their latest developments at the earliest possible point in the season.

BLUEZONE stands for excellence, exchange and the latest innovation. A strong denim community comes together twice a year in Munich to share the latest materials and developments, drive innovation and exchange know-how – true to the motto: **DENIM BEYOND THE SEASONS.**

Please find all news of the denim world on the new BLUEZONE Living Page www.bluezone.show





VIEW
Premium Selection



4. VIEW PREMIUM SELECTION

4.1 THE SHOW

As the **exclusive preview concept** by MUNICH FABRIC START, VIEW Premium Selection has served the industry as the first date and significant **source of information and inspiration** for each new season since 2008. On two concentrated trade fair days, twice a year, VIEW offers the perfect working conditions in a unique and creative atmosphere to discover and order the first new developments in textile qualities, material developments and innovations in Munich.

Further information can be found on the VIEW homepage www.viewmunich.com.



4. VIEW PREMIUM SELECTION

4.2 PORTFOLIO

Leading international mills as well as **fabric and accessory manufacturers** present a selected portfolio of more than 300 high quality fabrics and additional collections to buyers and designers at the earliest possible time. In addition, the **latest prints from international design studios** are showcased here. The **ReSOURCE showcase** in the trend forum of the foyer offers an insight into the most recent sustainable innovations.

Designers, product managers and buyers from all over Europe gain a decisive information and inspiration advantage at VIEW. The portfolio ranges from well-known material providers from Germany, Austria and Switzerland to a strong presence from France, England, Turkey, Japan and Italy.







5. FABRIC DAYS

CONDENSED TRADE FAIR FORMAT IN TIMES OF COVID-19

In September 2020, due to the Covid-19 pandemic, the **condensed business platform FABRIC DAYS** was organised as an alternative to the conventional MUNICH FABRIC START in Munich. FABRIC DAYS enabled the industry to physically meet and work **efficiently under the new, changed conditions**.

This impulse moved through our industry and drew around 300 exhibitors and 3,600 visitors from 31 countries to the MOC Munich over three days. With the implementation of FABRIC DAYS as the first trade fair after the lockdown, the team at Munich Fabric Start Exhibitions GmbH has proven that trade fairs are possible thanks to **comprehensive hygiene and safety measures**.



6. QUOTES

VISITOR AND EXHIBITOR VOICES

TRICIA CAREY, LENZING FIBERS

“To us this is a fantastic trade fair to meet with our customers. Furthermore, we get plenty of inspirations and impressions here. MUNICH FABRIC START is without a doubt my favourite fair. There is a very special atmosphere here. Here the most varied forms of creativity collide. Moreover, we use this opportunity to explain our products, strategies and co-operations in seminars and to launch products. We welcome our most varied range of visitors here in Munich: American clients, university graduates, start-ups and, of course, leading European brands.”

MARYKATE KELLY, CANDIANI DENIM

“We view BLUEZONE as a community platform and content hub. Although there are many diverse marketing channels for product communication there is no better brand experience than at a trade fair. And here at the BLUEZONE we not only find a great location but also a very open-minded and engaged community.”

DOROTHEE SCHUMACHER

“Munich Fabric Start has always been an important event of the year for our team, so of course we have now also traveled to the FABRIC DAYS in Munich. We were really positively surprised by the high quality of the exhibitors and there is generally a very pleasant atmosphere here.”

THERESA AUSTIN, AKOJO MARKET & PARIS UIUX, LVMH GROUP DIGITAL

“I really enjoyed my time at the MUNICH FABRIC START. Especially the BLUEZONE and the KEYHOUSE surprised me positively. I was very impressed by the number of suppliers working with innovative new technologies and methods to produce in a more sustainable way. Overall, the fair is a great showcase for sustainable innovations. It is very inspiring to talk to so many experts about such an important topic. It motivates and shows solutions. I got a lot of input that I will use in future projects.”

ALEXANDER VOGT, KERN. CONSULTING

“The textile value chain is currently being radically rethought. Every company has to deal with these impulses and develop individual concepts. One thing is certain: in the future, too, only those companies will be successful whose fashion fascinates and who act in an economically sensible manner. Digital processes, decentralized production, smaller batches, shorter lead times, comprehensive transparency and new circular business models – it remains exciting to see which of these developments are scalable and when. One thing is certain: now is the right time to develop principles for dealing with the new perspectives for your own company. In view of these fascinating prospects, a 90-minute expert panel on „Future Textile Supply Chain“ is just enough to scratch the surface of the new possibilities.”

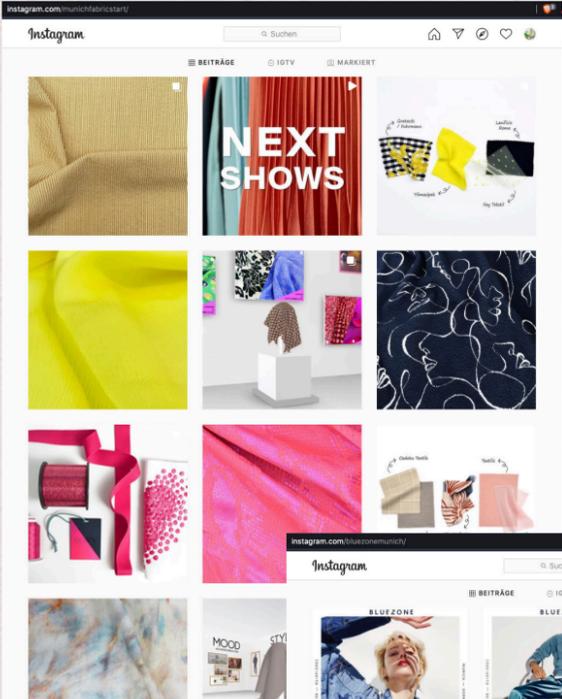
SUSANNE SCHWENGER, MARC O'POLO

“The VIEW as a business and communication platform is becoming increasingly important for us as we will be starting the season even earlier in the future. All our business units were on site during the entire two days of the fair. We have already been able to gain very good insights into the coming colour directions and trends – also with regard to the spectrum of innovative qualities. There have been some very nice developments in the linen sector, for example in combination with Tencel.”

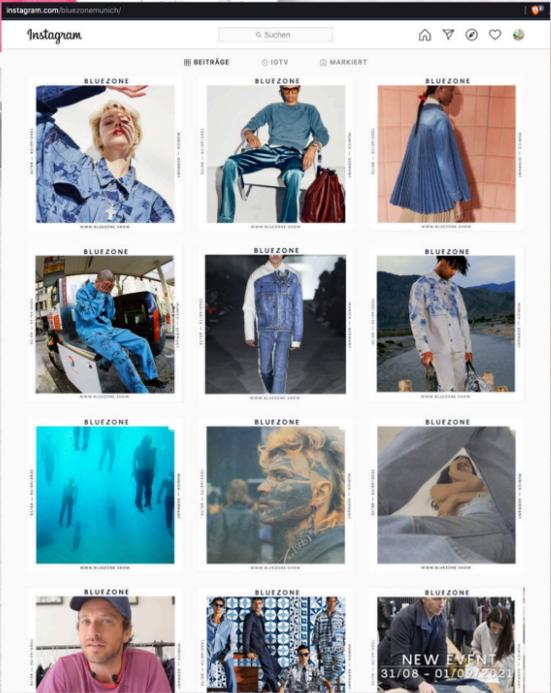
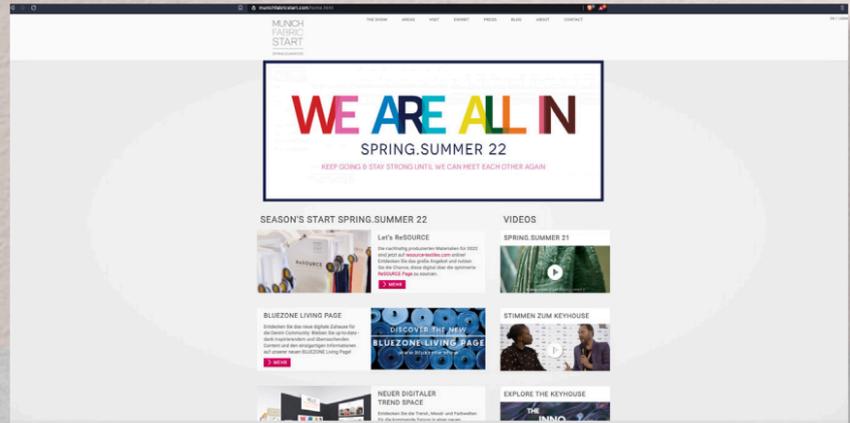
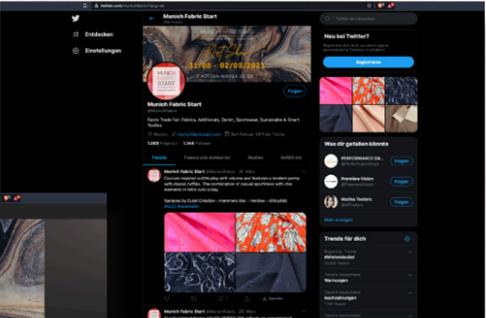
SEBASTIAN KLINDER, MUNICH FABRIC START

“The MUNICH FABRIC START has shown very clearly that this fair format is convincing as a strong industry platform in times of changes and major challenges. Thanks to the professionalism and sovereignty of all those involved, the necessary responsibility to approach the reorientation of the market constructively and in a solution-oriented manner has been created. We have experienced this willingness in numerous discussions with exhibitors and visitors during the three intensively used days of the fair. We therefore feel confirmed in our current and future orientation.”

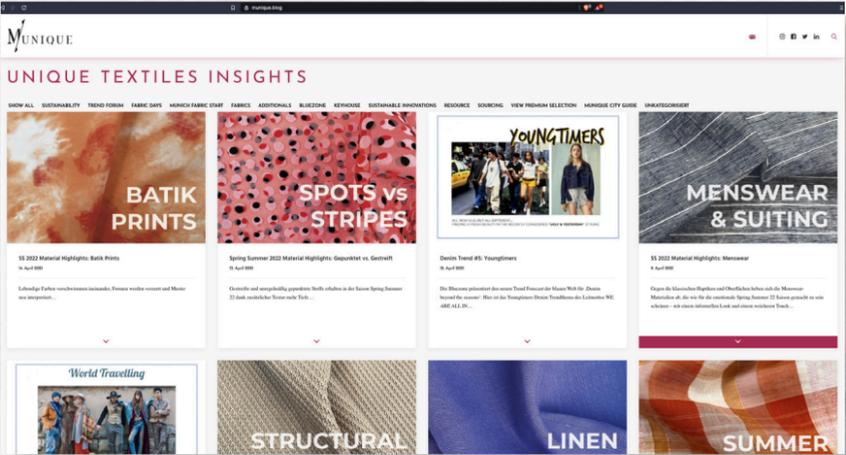
7. OUR UPDATES ON THESE DIGITAL MEDIA



SOCIAL MEDIA



MUNIQUE BLOG



- HOMEPAGES**
- www.munichfabricstart.com
 - www.bluezone.show
 - www.viewmunich.com
 - www.resource-textiles.com
 - www.fabric-days.com

8. CONTACT

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