

PRESS RELEASE

VIEW PREMIUM SELECTION - STABILITY IN TIMES OF CHANGE

- ***Well attended: Relevant buyers, designers and fashion professionals from renowned European fashion brands came to the Dampfdom at Motorworld Munich on July 1st and 2nd, 2025***
- ***Right Here, Right Now: The trends for AUTUMN.WINTER 26/27 are all about the contemporary experience***
- ***Fully booked: Around 300 carefully curated collections from international premium suppliers***

Munich, July 3rd, 2025. The VIEW PREMIUM SELECTION came to a successful close yesterday, Wednesday, after two exhibition days. In midsummer temperatures, work was concentrated in the Dampfdom of Motorworld Munich, new contacts were made, existing ones strengthened and the latest color and material trends for AUTUMN.WINTER 26/27 were sighted. Well attended and fully booked, the exclusive preview format of Munich Fabric Start Exhibitions GmbH remains an important business meeting point for the international textile and fashion industry in the high-end segment. All reasons for a good mood at the VIEW APÉRO in the VIEW Gallery at the end of the first day of the fair.

Trends Autumn.Winter 26/27 in the here and now

"RIGHT HERE, RIGHT NOW" - this is the new leitmotif for AUTUMN.WINTER 26/27. The approximately 300 selected international collections for fabrics and accessories clearly reflected the search for orientation, credibility and identity against a backdrop of dwindling certainty. The slogan "RIGHT HERE, RIGHT NOW" encourages us to focus on the present and not get lost in memories or expectations. Consciously perceiving the moment means grasping the current zeitgeist and sharpening the senses for the complex paradigm shift in the industry.

"The VIEW Premium Selection was a thoroughly successful kickoff and a clear signal that the German fashion industry is noticeably on the upswing again. After some challenging years, a new dynamic is emerging: more optimism, a stronger spirit of renewal, and greater collaboration. In this time of change, it's more important than ever to be present and to actively shape the future."

The fact that the trade show was once again fully booked and well attended despite the high temperatures, is a powerful indication of the growing interest and commitment within the industry. VIEW has once again proven how relevant our format is and that the German fashion scene is starting the new season with fresh energy."

Florian Klinder, Managing Director MUNICH FABRIC START

Successful pre-selection concept

The VIEW PREMIUM SELECTION continues its successful concept and is set as a pre-selection in the run-up to MUNICH FABRIC START for the upmarket premium segment. The ROTUNDE and HALL of the Dampfdom at Motorworld Munich have received much praise as a location and offer the right setting for important purchasing decisions and inspiration at the same time. "We look for trends and highlights for our winter collection. We always get a lot of input and inspiration at VIEW. VIEW has a great atmosphere and is a good platform for exchanging ideas. The timing is great for us, as we have our deadline at the end of July," says Jasmin Schulz, Designer JOOP! Women, Strellson /Holy Fashion Group. Matthias Garske, CCO of 04651, has a similar view: "I always find everything I'm looking for here. The date is perfect. VIEW is a wonderful event. I can really get things done here. The location is also great. I think it's adventurous that some suppliers haven't yet made their prices."

PRESS RELEASE

Visitors to the past VIEW included designers, buyers and fashion professionals from premium brands and international manufacturers such as Akris, Alberto, Atelier Gardeur, Baldessarini, Betty Barclay, Bogner, Brax, Bugatti, Burberry, Comma, Digel, Eterna, Holy Fashion Group, Hugo Boss, Joop!, Lagerfeld, Leineweber, Luisa Cerano, MAC, Marc Aurel, Marc Cain, Marc O'Polo, Olymp, OUI, Peter Hahn, Riani, Schumacher, s.Oliver Group, Sportalm, Strellson, Suitsupply, Toni Dress, Walbusch and Wilvorst among others.

Divided into the FABRICS, ADDITIONALS, DENIM and SPORTSWEAR sections, renowned international premium weavers and manufacturers of textiles and ingredients presented an exclusive portfolio of the latest material developments and collections. For the first time, the Italian family business Mapel SPA, the Turkish denim specialist Ada Denim, the traditional Portuguese company TMG Textiles, the German manufacturer Van Delden and Soalon from Japan were represented at VIEW alongside numerous other new exhibitors.

"Soalon is an exclusive, unique triacetate fiber. We are presenting it for the first time at VIEW. It is the best step to explore the German market and a great opportunity to expand," says Soalon Export Sales Manager Yuichi Yoshitake.

Luxurious functionality and responsible innovation

The coming season is all about high-end natural fibers, technical sophistication and responsible innovation. Luxurious functionality with materials that combine aesthetics with technical innovation are just as important as wool and high-quality wool blends. Sustainability and innovation are becoming the standard. Many exhibitors are focusing heavily on environmentally conscious production, certified supply chains and sustainable material solutions. "We are looking for new wool qualities for the winter - from basics to highlights. New structures, technical materials for puffer jackets, but also cotton. Sustainability is the top priority in all areas. Unfortunately, some Italian wool suppliers are no longer here. However, VIEW is still a firmly planned day for the entire design team," says Laura Keller, Designer Outerwear & Leather at Marc O'Polo. Christof Hornung, Managing Director of Agentur Hornung, also confirms successful days with exciting new themes: "We had a good start. We sold our new Romerinos range with 100% merino at 33 degrees. We were literally overrun. It's clear that customers are looking for something real and genuine. Lanificio Roma is offering a biodegradable PLA made from corn as a polyester substitute for the first time. It's going down very well. Our Japanese partner Debs is showing flowing, satin-like winter viscose - also a great topic. And let's not forget luxury cotton as a total controversy. Olympias is the big specialist for this."

Preparations for MUNICH FABRIC START (September 2 and 3, 2025) are already in full swing. In nine weeks, the international fabric trade show will present all trade fair segments under one roof at the MOC in Munich for the first time. In addition to the renowned European textile trade fair, this also includes the show-in-show concepts BLUEZONE, KEYHOUSE and THE SOURCE.

The next VIEW PREMIUM SELECTION for SPRING.SUMMER 27 will take place from December 2 to 3, 2025, also at Dampfdom of the Motorworld Munich.

PRESS RELEASE

MORE VOICES:

"The timing of VIEW is very good. I'm looking for new successors to the articles that sold well last season. With Edelle, we are strongly focused on cotton embroideries in summer, so it's always a challenge to find something for winter that works equally well."

Hilke Blömeke, Managing Director, Edelle

"We've already found some great things here: tweeds, new textures, and wool blends. The range of wool goes from light wovens to fluid to heavy, from both European and Asian producers."

Nicole Wiedamann Torrez, Designer JOOP! Women, Strellson /Holy Fashion Group

"We're already quite far along with our color concept. Here at VIEW, we're looking for confirmation of the trend colors and checking whether there are any new developments we might want to incorporate. For us, Bordeaux red, brown, pea green, and burnt orange are set. Neutrals are always a classic, as is the grey range. In terms of fabrics, we're looking for transparent and semi-transparent materials, and fancies when it comes to occasionwear."

Unfortunately, we've noticed that some print suppliers are no longer exhibiting. Overall, it feels like there are fewer exhibitors and fewer visitors here. That's a pity, because this trade fair is very important to us at such an early stage."

Birgit Wiethege, Senior Designer ETERNA/1863 Womenswear, ETERNA

"For us, it is always very important to be here. Yarn-dyed fabrics, fancies with elastane, as well as cotton-poly-viscose in trouser weights, are important fabrics for the Autumn/Winter 26/27 season. In terms of designs, there is a high demand for micro designs."

Onur Sevilmis, Sales & Marketing Executive, Almodo Casual Fabrics (Agentur Loomseven)

"Every season is completely different. What I can say so far is that customers either want to find fantasy items or, as a complete contrast, clean fabrics. For pants, we are increasingly showcasing structured elastane. New this season is a French terry with a denim effect. We are receiving a very positive response."

Marco Airoidi, Sales Executive, Fiveol Textil SPA (Agentur Püttmann)

"For us the most important fabrics for the German market are those for pants. As top qualities, we are pushing technical products and velvet, as well as corduroy in wool and wool blends. A new development for Autumn/Winter 26/27 is a lyocell-nylon with a cupro or rubberized effect."

Niccolò Nesti, Direttore Commerciale, Baroncelli Giulia (Agentur Püttmann)

"We are new to VIEW. I've known the trade show for a long time and recommended it for ADA. The timing is very good — in combination with MUNICH FABRIC START, it's very efficient. The main company behind ADA Denim is Süzer Tekstil, one of the biggest weavers in Turkey. ADA offers finished products in cotton and cotton blends, as well as basic items in linen and Tencel. New for this season are fibers mixed with bamboo. Spain, Germany, and France are our main markets."

Sevilay Sari Kocaman, Sales & Marketing, ADA Denim Kumas Tekstil

PRESS RELEASE

NEXT TRADE SHOW DATES:

MUNICH FABRIC START & THE SOURCE | BLUEZONE & KEYHOUSE
AUTUMN.WINTER 26/27
2 + 3 September 2025
MOC

VIEW PREMIUM SELECTION
SPRING.SUMMER 27
2 + 3 December 2025
Dampfdom Motorworld Munich

MUNICH FABRIC START & THE SOURCE | BLUEZONE & KEYHOUSE
SPRING.SUMMER 27
27/28/29 January 2026
MOC

ABOUT THE VIEW PREMIUM SELECTION:

Over the course of two trade show days, the VIEW PREMIUM SELECTION offers the industry the perfect concentrated setting to view the latest trends, material developments and newest innovations at an early stage. The carefully curated portfolio comprises around 300 high-quality collections from international suppliers. In addition to VIEW PREMIUM SELECTION as a preview textile show, Munich Fabric Start Exhibitions GmbH organizes the International Fabric Trade Show MUNICH FABRIC START and the International Denim Trade Show BLUEZONE twice a year.

www.munichfabricstart.com | www.bluezone.show | www.viewmunich.com