

PRESS RELEASE

**MUNICH FABRIC START:
Strategic repositioning of the show's summer term to late July 2026**

MUNICH FABRIC START Exhibitions GmbH is reacting to the development of fashion cycles and is repositioning its summer trade show six weeks earlier starting in 2026. With the new scheduling, MUNICH FABRIC START confirms its role as the clear start of the season and creates two optimally coordinated presentation platforms per season.

Munich, November 5, 2025. MUNICH FABRIC START will bring forward its summer date from 2026 onwards, taking place from July 21 – 23, 2026. Following intensive discussions with exhibitors, visitors and industry partners, the trade show date for the upcoming summer edition will be moved forward by six weeks. With this strategic step, MUNICH FABRIC START (including BLUEZONE, KEYHOUSE and THE SOURCE) is once again positioning itself as the clear start of the season, in keeping with its name and origins. The aim is to consider the different collection cycles in the textile and fashion industry and to offer the industry an early and reliable ordering platform. For the following years from 2027 onwards, the focus is on having a fixed date at the beginning of July.

“The dynamics of the market require flexible and forward-looking planning. By bringing forward the summer date, we are responding directly to feedback from our partners and ensuring that the sample collections can be presented at the optimal time to guarantee efficient collection creation and ordering.”

Florian Klinder, Managing Director MUNICH FABRIC START Exhibitions GmbH

The VIEW Premium Selection complements MUNICH FABRIC START with two dates that are perfectly tailored to different timings and market requirements: a late reVIEW and a very early preVIEW.

The new dates create two optimally coordinated presentation platforms per season, offering the textile industry a tailor-made and flexible opportunity for product presentation and ordering. VIEW deliberately accompanies MUNICH FABRIC START in this regard.

The next trade show dates at a glance:

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

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

MUNICH FABRIC START | THE SOURCE | BLUEZONE & KEYHOUSE
AUTUMN.WINTER 27/28
21 – 23 July 2026
MOC

MUNICH FABRIC START

INTERNATIONAL FABRIC TRADE SHOW

reVIEW

AUTUMN.WINTER 27/28

1 + 2 September 2026

Dampfdom Motorworld Munich

preVIEW

SPRING.SUMMER 28

1 + 2 December 2026

Dampfdom Motorworld Munich

About MUNICH FABRIC START: MUNICH FABRIC START is one of the leading international trade shows for fabrics and accessories. Twice a year, it presents a high-calibre portfolio of basic and fashion fabrics, accessories and sourcing solutions for the entire textile and fashion industry. The trade show network includes the denim trade show BLUEZONE, the innovation hub KEYHOUSE and the sourcing platform THE SOURCE.

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