

PRESS RELEASE

VIEW PREMIUM SELECTION: Ready for Spring.Summer 27

- ***Exclusive first look at the latest colour and material trends from nearly 300 international collections for fabrics and accessories***
- ***Sensual, indulgent, exuberant – emotionally charged trends for a positive start to the Spring.Summer 27 season***
- ***December 2 and 3, 2025, at the Dampfdom in Motorworld Munich***

Munich, November 19, 2025. Spring.Summer 27 – In less than two weeks, VIEW PREMIUM SELECTION will open the new season in Munich. On December 2 and 3, 2025, the preview textile show organized by Munich Fabric Start Exhibitions GmbH will offer an exclusive first look at nearly 300 curated collections of fabrics and accessories. Relevant buyers, designers, and fashion professionals from renowned European fashion brands will have the opportunity to view the latest colour and material trends for Spring.Summer 27 at the Dampfdom in Motorworld Munich over two days, find inspiration, hold important supplier meetings, and ultimately make the right purchasing decisions.

“As a pre-selection for the upscale premium segment, VIEW kicks off the season in the run-up to MUNICH FABRIC START. The new trends are acting as a significant catalyst for positive developments. This is lifting the mood in what is still a tense market environment. We are therefore looking forward to a successful event.”

Florian Klinder, Managing Director MUNICH FABRIC START

Sensual, indulgent, exuberant – the first trends for Spring.Summer 27

At the upcoming event, VIEW will offer a first preview of the new trend themes, which are characterized by a deliberately sensual world of materials and colours: fabrics become mood carriers, surfaces become haptic experiences, colours become energetic impulses – a seasonal picture that makes you want to enjoy the senses and look ahead positively.

Buoyant focuses on optimistic lightness and colourful comfort. Thick cotton twills, bright knits, terry cloth, and technical jerseys meet multicoloured abstractions, stripes, and maritime accents for a playful and expressive everyday renewal.

Belpoque combines post-digital baroque with couture-like delicacy and nostalgic flair. Chiffon, georgette, lace, and taffeta create an airy elegance, complemented by blurred florals and ornamental prints with a poetic effect.

Cmmn Ground is rooted in urban reality and functional clarity. Sun-bleached denim, shiny cotton, mohair, and flowing jerseys update classics with structured lines, muted patterns, and subtly refined checks.

Genuine returns to craftsmanship, naturalness, and tangible materiality. Linen-cotton blends, high-pile textures, washable leather, and tonal intarsia rely on irregularity as a soothing counterpoint to digital perfection.

After Light plays with new sensuality, light effects, and visual presence. Pleated jerseys, shiny nylon, silk, and tweed knits unfold scenographic effects, enhanced by surreal prints and flowing dégradés with a strong charisma.

MUNICH FABRIC START

INTERNATIONAL FABRIC TRADE SHOW

How these trends are reflected in material developments and colour trends will be demonstrated over two days of the trade show by international premium suppliers of selected collections, including **Achille Pinto, Akin Tekstil, Almodo, Calik Denim, Cervotessile Since 1815, Davaris Textiles, Dutel Création, Elyaf Tekstil, Emmetex/Masterloom, Erica + Compagnia Della Seta, Eton Textile, Fitecom, Mario Bellucci, Milior, Nova Fides, Özdoku, Panama Trimmings, Riopelle, Sharabati, SMI, Takisada, Teijin Frontier, Viscotex, Weft, and We Nordic Label Studios.**

VIEW APÉRO

An atmospheric end to the first day of the trade show: visitors, exhibitors, and members of the press are cordially invited to spend the evening together at the VIEW APÉRO in the VIEW Gallery, starting at 6:30 p.m.

Tailored sourcing and ordering options: preVIEW and reVIEW

A few weeks ago, Munich Fabric Start Exhibitions GmbH announced that MUNICH FABRIC START, with its show-in-show formats BLUEZONE, KEYHOUSE & THE SOURCE, will bring forward its trade show date by six weeks next summer (July 21 to 23, 2026) and will take place on three days in both, January 2026 and July 2026. VIEW will continue to flank MUNICH FABRIC START as a continuous format with two events per year. For 2026, these will be **reVIEW Autumn.Winter 27/28 on September 1 and 2, 2026**, and **preVIEW Spring.Summer 28 on December 1 and 2, 2026**. The Munich textile trade show is thus creating optimally coordinated presentation platforms for each season, enabling exhibitors and visitors to respond flexibly to different timings and market requirements.

THE NEXT TRADE SHOW DATES:

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

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