

MUNICH INTERNATIONAL FABRIC TRADE SHOW START

PRESS RELEASE

VIEW PREMIUM SELECTION: Sensual trends, significant start of the season

- **Kick-Off: Designers, buyers and fashion professionals used the Munich premium trade show as an early start to the season**
- **Touch Point: Renowned international premium weavers and manufacturers showcased the latest colour and material trends in around 200 collections on 2 and 3 December 2025**
- **Pleasure: The main theme for Spring.Summer 27 showcases sensuality, optimism, joy and creativity**

Munich, December 4, 2025. Important contacts, good discussions and initial trend information and inspiration characterised the two days of the trade show (2 and 3 December 2025) which came to an end yesterday. VIEW Premium Selection closed with an all-round positive outcome for exhibitors and visitors alike. The Dampfdom at Motorworld Munich became an experience for the senses: under the theme of 'Pleasure', international premium suppliers presented around 200 collections featuring new colour and material trends for Spring.Summer 27. The exclusive preview format of Munich Fabric Start Exhibitions GmbH has once again confirmed its importance as a relevant meeting place for the international textile and fashion industry in the upmarket segment.

'Despite challenging conditions, VIEW remains a key platform for the upmarket premium segment of the textile and fashion industry. We are delighted that our preview format is so highly regarded in the industry and that the trade show as a whole went really well.'

Florian Klinder, Managing Director MUNICH FABRIC START

Pure pleasure – the trends for Spring.Summer 27

PLEASURE – The main theme for Spring.Summer 27 focuses on a new form of consciously staged sensuality: the coming season marks a turning point towards conscious renewal. Physical presence, optimism, joy and creativity counteract the disappearance of individuality and provide an answer to conformism and predictability. Colour plays a central role in this. It is no longer used merely as a decorative element, but as a conscious decision to present oneself to the world with greater self-confidence. Materials feature hybrid textures and play with the contrasts between nature and technology, tactile reality and digital enhancement. With the five trend themes **Buoyant, Belpoque, Cmmn Ground, Genuine and Afterlight**, fashion moves between urban stylistics, neo couture and historical references. The latter are less about romanticising the past and more about expressing new optimism.

Bright colours, dense cottons, technical jerseys and striking knitwear give the Spring.Summer 27 collections an optimistic, experimental feel, supported by abstract multicolour prints and contrasting patterns. The finest chiffons, georgette, lace and taffeta bring a nostalgic, decoratively nuanced lightness – with blurred florals and large-scale ornaments referencing history. Urban functional fabrics such as sun-bleached denim, shiny cotton, mohair and flowing jerseys update classic silhouettes with calm lines, reduced prints and subtly enhanced checks. Crafted textures – from linen blends and high-pile structures to washable leather – emphasise material authenticity and natural irregularity as a counterpoint to digital perfection. Finally, pleated jerseys, shiny nylon fabrics, silk and textured knits add scenographic accents: light reflections, dégradés and flowing colour gradients create a visual tension that atmospherically rounds off the seasonal look.

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'We've already seen a lot. The new shades of green are incredibly exciting. The fresher tones give the new season a real kick – for me, in combination with taupe. We're looking for new types of fabrics for the new balloon shapes and pleated trousers. Checks remain important. Jeans too, but we're not specifically looking for them here,' says **Silke Sydekum-Sandt, Design, Oui**. 'I'm also excited about the fancies – for large circle skirts, both for everyday wear and special occasions. We're trying to bring occasion wear into spring. We've seen some great sequinned and slightly transparent feather fabrics for this,' Sydekum-Sandt continues. **Eike Holzner, womenswear designer at Maerz Muenchen**, is primarily looking for jersey and woven fabrics. 'For Spring.Summer 27, we are focusing on stripe themes and mini designs in trousers and jackets. In keeping with our brand, natural looks and compositions are crucial for us,' Holzner summarises.

Initial impetus and time for genuine exchange

For visitors, VIEW was an early, indispensable introduction to the Spring.Summer 27 season. They use the trade show to seek inspiration and identify the first colour and material trends. In addition to trend orientation, designers, buyers and fashion professionals value VIEW as an important place for networking. 'At VIEW we look for inspiration and input on new colours. The trade show is an important starting point for us and a fixed date in our calendar. It gives us an initial orientation for the summer,' confirms **Ebba Rügge, Head of Design at Raphaela by BRAX**. **Ingo Hoffmann, Head of Design at Hatico**, takes a similar view: 'We find inspiration at VIEW. The date is important for us because it is earlier than MUNICH FABRIC START. While VIEW provides the initial trend inspiration, MFS is the finishing point.' Visitors to the last VIEW Premium Selection included designers, buyers and fashion professionals from premium brands and international manufacturers such as Alberto, Alpha Tauri, Another Brand, Atelier Gardeur, Baldessarini, Betty Barclay, black palms the label, BMW, Bogner, BRAX, Bugatti, Closed, Digel, Drykorn, Hanro, Hugo Boss, Iris von Arnim, Lagerfeld, Luisa Cerano, MAC, Maerz Muenchen, Marc Aurel, Marc Cain, Marc O'Polo, Olymp, Oui, Riani, s.Oliver, Schumacher, Seidensticker, Sportalm and Toni Dress, among many others.

Exhibitors emphasise the high relevance of the early VIEW date, which enables them to hold intensive customer discussions at the earliest possible stage and present their first collections and trend ideas. With its exclusive portfolio of the latest material developments and collections, the trade show is valued as a high-quality meeting place where genuine exchange and business take place. Exhibitors included **Achille Pinto, Akin Tekstil, Almodo, Calik Denim, Cervotessile Since 1815, Davaris Textiles, Dutel Creation, Elyaf Tekstil, Emmetex/Masterloom, Erica + Compagnia Della Seta, Eton Textile, Fitecom, Mario Bellucci, Milior, Nova Fides, Özdkoku, Panama Trimmings, Riopele, Sharabati, SMI, Takisada, Teijin Frontier, Viscotex, Weft and We Nordic Label Studios**.

'We are very pleased with the number of visitors. From 9 a.m. until now (late afternoon), our table has been full the entire time. The feedback has been very good. With Emmetex and MasterLoom, we are targeting collections in the mid- and high-priced menswear and womenswear segments. On the very first day, we had appointments with Marc O'Polo, Hugo Boss, Bugatti, Brax and PNTS,' says **Lorenzo Franchi, Sales Manager at Emmetex & MasterLoom (Loomseven agency)**, in his initial round-up. **Stephanie Klinder-Leible, Managing Director of the Klinder textile agency**, also draws a positive conclusion: 'We've been busy non-stop so far. Whether Marc O'Polo, Iris von Arnim, Marc Cain, s.Oliver, Oui or Vetono – we had very good appointments. VIEW is extremely important for us. At this time of the year, so close to Christmas, we would have no chance of reaching our customers – but here we do. It's always nice to see designers and buyers being inspired by the trend forums and coming directly to us as a result.'

While dismantling is ongoing in the Dampfdom, preparations for MUNICH FABRIC START are in full swing in the MOC opposite. From 27 to 29 January 2026, up to 1,100 collections will be showcasing a comprehensive range of textiles, ingredients, textile equipment and sourcing for Spring.Summer 27 at the international fabric trade show with the show-in-show concepts BLUEZONE, KEYHOUSE and THE SOURCE. The new Autumn.Winter 27/28 season will then be launched by MUNICH FABRIC START at its new summer date from 21 to 23 July 2026.

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FURTHER QUOTES:

'Where are the trends heading? Which colours will be important for Spring.Summer 27? At VIEW, I get an initial feeling for this. What I can already say is that, for me, it won't be bright colours, but more muted, milky shades combined with natural tones. In addition to inspiration, VIEW is an absolute highlight for me in terms of networking. I meet many old colleagues here and make intensive use of the trade show for networking.'

Kat Schrottka, Product Management & Design, Kat Fashion Consultancy

'We had a very good start. It took off immediately, every table was occupied. At this early stage, the Italians are already showing their first designs – they are not finished yet, but they already have a lot of new things to present. The VIEW date is extremely important for HAKA. The preVIEW/reVIEW concept makes perfect sense for our agency's portfolio.'

Paul Schwarz, Managing Director, Klaas & Hesse Textilagentur

'This is my first time at VIEW with Artextil. Artextil is designed in Barcelona and produced in China – a perfect combination. For Spring.Summer 27, we are showing linen, linen/cotton and linen/viscose, mostly in plain colours, but also in basic checks for menswear. There is definitely interest. In winter, I launched Hongen Woolen at VIEW, and it was a great success. We have gained access to really large, good brands. I hope the same will happen for Artextil. The initial discussions have been very promising.'

Patrick Cabanis, Owner of Patrick Cabanis Agency

'It's a little quiet, but you can't compare VIEW with MUNICH FABRIC START. It's a different concept. It's important for us to be here and show what's new – especially in terms of technical innovations, certifications and sustainable materials.'

Charlotte Bøgegren, CEO, We Nordic Label Studios

'I am very enthusiastic and a staunch advocate of the concept of physical trade shows. Trade shows are places where people meet. I had some great conversations, and real business is being generated. VIEW is a high-quality trade show with a discerning audience. For me, that is the special quality of this format.'

Karin Schmitz, Business Development Manager, Peclers Paris

'Tie-dye is back in fashion – in fact, anything that creates an irregular look, such as two-tone effects like chambrays or malfilé. These textures add extra value to the garment. When it comes to stripes and checks, stripes seem to be becoming more popular for Spring.Summer 27.'

Lorenzo Franchi, Sales Manager, Emmetex & MasterLoom (Agentur Loomseven)

THE NEXT TRADE SHOW DATES:

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

MUNICH FABRIC START | THE SOURCE | BLUEZONE & KEYHOUSE
AUTUMN.WINTER 27/28
21/22/23 July 2026
MOC

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