

MUNICH FABRIC START

SPRING.SUMMER 2019

PROCESSING *my* REALITIES

#munique

#springsummer19

Reflection of market with perspective solutions and a concept portfolio geared to future

The 44th Munich Fabric Start which concluded recently, set another milestone. The focus of the entire textile and fashion industry lay in Munich. More than 1,800 collections from international fabrics and accessories suppliers were showcased.

New technologies, innovative sustainable materials, special dyeing and finishing processes, shine, colour and prints are the tendencies and, at the same time, a plea for rich fabrics in Spring.Summer 19. A definite among the fashion favourites for the next summer season is the range of intensive colours, translated into new nuances. Combined with shine, from iridescent and Lurex and lamè through to lacquered finishes.

Offering great potential are current developments and innovations in the field of sustainability that serves a huge spectrum of smart solutions and natural processes. Awareness of natural production methods and resource saving is growing noticeably along the sector's entire value-added chain. Numerous approaches from recycling and closed-loop systems through to natural dyeing processes form further focal points which are further developed and feature an ever wider and heavier weighting on the market.

The investment in a progressive format consistently pursued by Munich Fabric Start is paying off. The platform for product presentation, innovation and interaction through to technical process solutions is understood and brings great traction. "Our declared aim is to develop our pioneering role as an innovative trade fair, to intensify our commitment, to support our partners with the ever more demanding and complex tasks, to supply input and initiate partnerships," Wolfgang Klinder, Managing Director Munich Fabric Start.

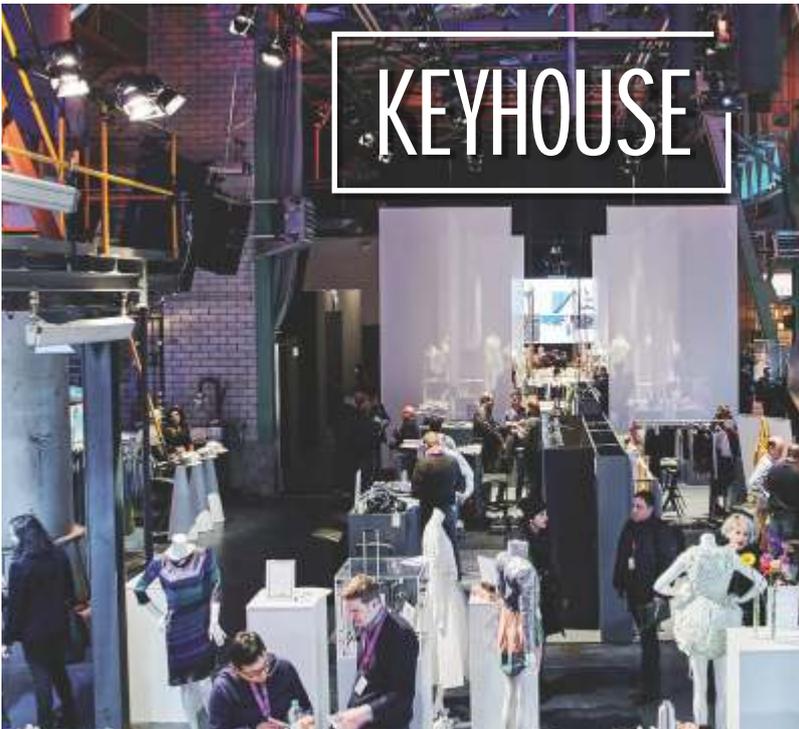
Its continual rise in popularity among international buyers, designers and product managers as well as three very well attended days at the fair underline the significance of Munich Fabric Start as one of the most important trade fairs in the international textile industry. Going down particularly well were the Trend and Colour Forums that offered sound insights into new fabric and accessory highlights and impressively staged the colour themes for the new season. The extended seminar programmes on topics like Smart Textiles, AI in Fashion, Sustainability and Fashion Trends also offered lots of input and insights that went down very well with trade visitors.



"We are totally impressed by the input offered by Munich Fabric Start in the different segments. This definitely has the potential for two days. We will be putting this slot for September into our diaries," said Angela Wendel, Adidas. "Munich Fabric Start is a totally exciting trade fair with great exhibitors and interesting products. Very modern, very innovative and huge. I have always found my highlights here, also this season," said Marcel Ostertag

"At Munich Fabric Start we work in a targeted and focused manner to finalise the collection. We always discover innovations that are great for rounding off collections. At this trade fair we also value the combination of denim and fabric ranges. For us this is a perfect fit. While already rounding off the denim segment with this trade fair we also take another in-depth look in the flats segment," said Michael Seiter, Holy Fashion Group.

One of the special highlights at Munich Fabric Start is without a doubt the exclusive private lecture given by Li Edelkoort in the impressive backdrop and architecture of BMW World. Some 200 guests avidly followed the trend researcher's comments delivered here for the first time on the Autumn.Winter 19/20 season.



KEYHOUSE developed its very own special dynamics as an innovation and technology centre. As a platform for the fusion of fashion, innovation and technology KEYHOUSE posted three intense days with high visitor footfall. This makes it clear how intense the search for smart process solutions is, how important and prestigious the topic of sustainability is and how extensively smart textiles, biotech and digitalisation have been integrated. And so the interest in interactions, seminars and guided tours was also huge, for instance the ones carried out exclusively by Source book and FashNerd.

“We value the interdisciplinary nature of this event. This is particularly important for us, especially in the field of technological innovations and wearables. Many great things only arise when you bring together the key collaborators. This is the fourth time we have been actively involved in KEYHOUSE and we observe an increasing openness on the part of the audience towards the integration of technology in textiles,” said Marte Hentschel, Source book.

“KEYHOUSE and BLUEZONE as an integrative part of Munich Fabric Start have established themselves as an incubator for textile innovation and cross-sector collaborations and are continuing to develop to push ahead with the topics of Sustainability and Smart Fashion for the future. The event is marked by an open attitude towards industry-relevant questions and discussions and it actively promotes knowledge exchange between those involved,” said Tomas Vucurevic, BRAIND.

Already for the fourth time now KEYHOUSE hosted the presentation of the High Tex Award, Munich Fabric Start's innovation prize. The 1st prize went to Soorty Enterprises from Pakistan for a sustainably produced denim fabric. Achieving second place was Vivify Textiles from Australia for a 100 per cent recycled polyester satin. Third went to Tintex Textiles from Portugal for an interlocked cotton fabric with recycled elasthane. The prizes were awarded by a jury of media experts and fashion professionals consisting of Regine Hövelmann (AMD – Akademie Mode & Design), Alexander Vogt (Kern Kommunikation), Simon Angel (Lecturer Sustainable Business and Strategy, Fashion Masters at Art EZ), Frank Junker (Creative Director Munich Fabric Start) and Joachim Baumgartner (Fabrics & Trends, Munich Fabric Start).

“The KEYHOUSE features future textile related developments and perspectives. The Sustainable Innovations Area is a meeting point for textile professionals to explore, to share knowledge and to inspire. The KEYHOUSE context created an energetic environment to start conversations with designers, product developers, textile professionals, press, scientists and companies from interdisciplinary sectors like automotive, interior, healthcare or education. The personal interaction was highly appreciated and has led follow-up,” said Simon Angel, Curator Sustainable Innovations.





The current BLUEZONE (30 to 31 January 2018) closed after two days as the best Denim Show since its inception. The growing interest from international brands in product innovations, modified finishes and new production processes was very apparent. “By combining BLUEZONE with KEYHOUSE as an interactive and thematically concentrated centre of innovation a unique and pulsating platform has arisen here that is gaining in international appeal and prestige. We have created a trendsetting format here for a swift-acting sector that sets new standards,” said Sebastian Klinder, Managing Director Munich Fabric Start.

This not only benefits the over 100 leading international Denim + Sportswear Fabric suppliers but also, very specifically, the increasing quality of visitors from home and abroad. “A clear signal of the importance of BLUEZONE and its timing were the numerous market launches and product developments presented here for the first time. For instance, Candiani Denim with their biodegradable denim development Re-Gen, alongside Kitotex® and Indigo Juice®. Or Orta with Exoart and the new Denim Tech line. Kassim Denim presented the new Premium-Sustainability line 'Made in Germany' in co-operation with German universities. Calik Denim showcased the lines 'Smart Stretch' and 'Fly Jean'. SAAT launched their 'Dyneema Capsule Collection' in cooperation with BMW Motorcycles and Naveena Denim,” said PanosSofianos, Denim Curator BLUEZONE.

The workshops and panels initiated in the Denim Club as well as the vibrantly led discussions and talks show how important and popular exchange and networking are in the sector. From these impulses a strong denim community has now developed with incomparable commitment.

“The BLUEZONE is far more than just a platform for collection presentation. It is also trendsetting marking a significant change in direction, especially in conjunction with KEYHOUSE as a complementary centre of innovation. It is the ideal forum for us to present here our Ecode concept as well as Functional Denim,” said Gülfem Santo, Orta.

“The BLUEZONE has great appeal, especially for the Northern European market. This is where the denim community meets. At the same time, the quality of visitors is very high. Not coming here simply isn't an option,” said Harun Akgül, F'Blue.

“For me BLUEZONE is held at a very favourable time for viewing new developments again. I also value the business atmosphere here. Exhibitors and buyers talk about topics that move the sector, about new concepts and paths. The combination here is also unique with the key denim producers on the one hand and the technical know-how from other industries on the other. The event shows you everything that can be possible in future if you are prepared to adopt innovative paths. This is also why the large range of information featuring panel discussions and expert talks goes so well with this trade fair's USP,” said Mohsin Sajid, Endrime.

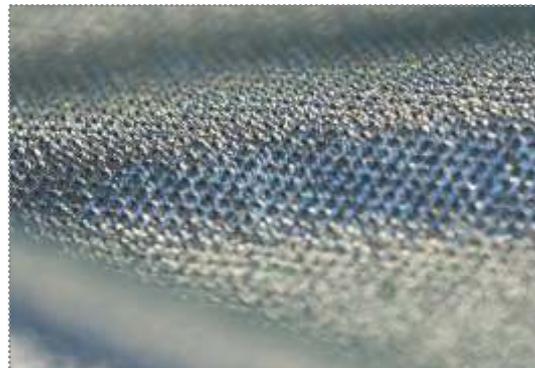
The next Munich Fabric Start on the Autumn.Winter 19/20 season will run from 4 to 6 September 2018. As usual, BLUEZONE suppliers will be showcasing their latest product developments in concentrated form at the Zenith venue from 4 to 5 September 2018. Providing an initial overview of the new Winter season is VIEW Premium Selection from 17 to 18 July 2018. In parallel and directly adjacent to Munich Fabric Start is the second edition of Munich Apparel Source in Munich from 4 to 6 September 2018.



PRE-TRENDS SPRING.SUMMER 19 FIRST TRENDS & TENDENCIES - VIEW FABRIC NEWS ANALYSIS

Looking back to a fabulous edition of Munich Fabric Start. The exhibition showcased 1,800 fabric and accessories collections for SPRING.SUMMER 19 from international and renowned suppliers. Going down particularly well were the Trend and Colour Forums that offered sound insights into new fabric and accessory highlights and impressively staged the colour themes for the new season. These are the first new qualities, materials and colours for SPRING.SUMMER 19. Based on the first pre-collections presented at VIEW Premium Selection, we have analyzed the first trend themes for the season:

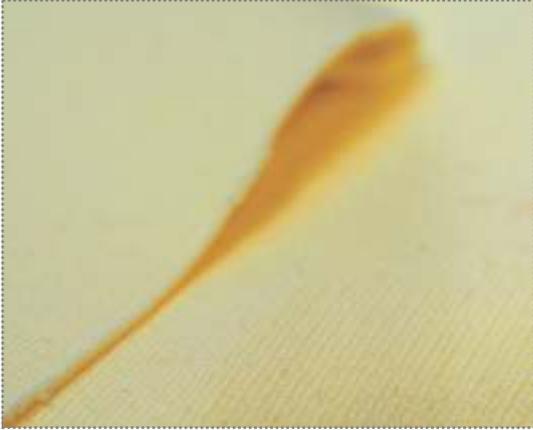
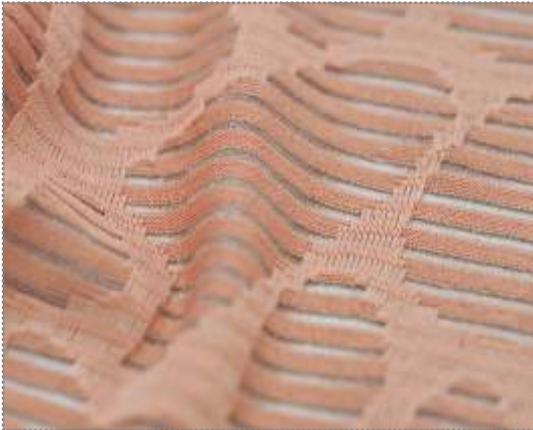
HOLOGRAM + GLOSS



NATURAL HAPTIC +



SUMMER EASE



SIMPLE PATTERN



FRUITS'N FRIENDS



FANCY FOLK-TALES

