



MUNICH
FABRIC
START

SPRING.SUMMER 2020

Presents latest market developments at bigger scale

The international textile and fashion industry witnessed the 2020 Spring/Summer season in Munich. More than 1,000 fabrics, additional, denim & sportswear suppliers exhibited their latest product and trend developments in 1,800 collections from 29 to 31 January 2019 at the MOC Munich and in the Zenith Area.

They were complemented by a growing number of service and sourcing providers as well as young brands and start-ups that present their philosophies and the ideology of forward-looking process solutions as well as solutions for resource-saving material sourcing and their areas of application. This dynamic and mutually inspiring exhibitor structure brings about one of the most important international trade fair platforms for sourcing materials and in-depth networking and, hence, for linking fashion with technology with a view to shaping the future.

In terms of trend concepts for 2020 this future is characterised by emotionality, empathy and community. This is expressed by WHAT IS LOVE as a source of inspiration – passionate, playful, pragmatic. Spring/Summer 20 indulges in a rich choice of fabrics, in innovative silhouettes, in philosophical wealth but also in tongue-in-cheek kitsch and – last not least – a new lightness at heart, which is never entirely uncritical.

The ReSOURCE segment was Munich Fabric Start's enhanced sourcing platform flagging up new dimensions of sustainability for an innovative and future-oriented production. This is how a forum initiated and supported by experts was established that offers comprehensive sustainability solutions. Boasting over 500 articles Resource showcased the latest developments in sustainable fabrics and findings as well as innovations in the categories: Recycled | Organic / Natural | Regenerated Cellulosics | Innovative (Hybrids & Bioplastics) | Leather & Alternatives | Denim | GOTS.

Unadulterated creativity comes care of the atmospherically designed Design Studios on the First Floor of Hall 3. In this spacious atelier setting renowned European design studios and trend offices exhibited their latest prints, patterns and designs for Spring/Summer 20. With its SOURCING area catered to the increasing demand for operational closed production cycles. The spectrum of services offered by the internationally established manufacturing companies included not only Cut-Make-Trim (CMT) solutions and high-end solutions but also comprehensive services like A-Z process solutions including sourcing processes. Wolfgang Klinder, Managing Director Munich Fabric Start said, "With Munich Fabric Start we laid the foundation in the past for a future-proof trade fair format thereby creating an optimum point of departure and platform for being able to respond to current market developments with the flexibility demanded time and again."

Keyhouse Experience & Innovation. Industrie 4.0. The synergy of fashion and technology

The winner of this year's Innovation Award presented by Munich Fabric Start is Becker Tuche from Aachen. The company received the award for a new product development combining wool and Cordura with spandex – super lightweight and highly functional. By Becker Tuche's account, the woven fabric features high abrasion resistance despite its low weight as well as very high water vapour permeability. Preferred areas of application are light outdoor styles as well as streetwear and corporate fashion.

Peter Recker, CEO Becker Tuche, Aachensaid, "I am very pleased with this Award. For more than a year now we at Becker Tuche have looked into mixing various clothing segments from fashion, sportswear/ outdoor, Corporate Fashion and workwear. Against this background the Wool Performance series combines classic wovens in wool and wool blends with such functions as wind breaking and waterproofing well-known from sportswear. The result is an individually coordinated quality portfolio fit for many applications. In response to the strong interest we are currently developing other fabrics made of wool/Cordura with technical functions."

The runner-up was Soorty Enterprises winning the 2nd place with extremely lightweight, recycled and water-repellent denim in a Tencel/ nylon blend. 'Rain Shield' convinced the jury with its elegant look in addition to numerous properties such as fast-drying finish, water-repellence, thermal insulation and shape retention. Furthermore, the denim boasts a super soft hand and is finished with a discreet shine.

Salman Moten, Sr. Manager Marketing & Business Development-Denim, Soorty Enterprises said, "At Soorty we are convinced that developing innovations is a fundamental responsibility. We are engineers by conviction and attach great importance to working restoratively and regenerative. The product lifecycle starts with a design and its optimisation. This is how we develop products that "sound out" the limits of responsibility and benefits. 'Rain Shield' is characterised by a GOTS-certified surface treatment and bears the Bluesign seal thereby complying with the strict ecological and toxicological requirements. Rain Shield is a combination of Tencel and Repreve, recycled from post-industrial waste."

With 'Hyperlight 3Layer' and the associated continuous development of innovations and functional materials Mectex by Manifatture Italiane Scudieri came in third. The Italians are known for their high-tech developments in the sports and outerwear segment and come up with new ways and solutions for fusing comfort and function time and again.

As is the case with a reflective, heat insulating fabric that glows in the dark or an ultra-lightweight material with a graphene membrane that is both water-repellent, antimicrobial and breathable.

David Head, Export Manager at Mectex by Manifatture Italiane Scudierisrl said, "We are pleased to be among the winners of the HighTex Award of the Munich Fabric Start. Our development standards, especially the award-winning Nexflow Graphene and Noxflow Combo Fluo / Aluminium articles, stand for our domain of technically highly developed and trend-setting innovative materials in the segments active wear, technical clothing and accessories for extreme sports. In addition, our fabrics offer a high utility value and optimal wearing comfort."

Munich Fabric Start presented the HighTex Awards for innovative high-tech and sustainable product developments, the assurance of transparent processes and supply chains as well as for investment in the development of new technologies and re-organisation. Frank Junker, Creative Director, Munich Fabric Start said, "The HighTex Award forms part of an overall conceptual approach to smart process solutions, innovative highlights, bio engineering, digitalisation and sustainable developments. Munich Fabric Start supports companies' willingness to innovate and develop resource-saving materials and processes."

B.L.U.E.C.H.A.I.N 4.0

The future is now. Brave and blue. With this statement BLUEZONE kicked off 2019 and with B.L.U.E.C.H.A.I.N 4.0 gave a clear signal for more transparency, resource-saving process solutions and conscious consumption. With its Ready Made Solutions RMS the BLUEZONE catered to an increasingly important demand for manufacturing and sourcing. Relevant lines were exhibited by SC Ready Garment Technology, Lotus Garments, Denim Authority, and Pagada, to name but a few vendors.



Other highlights included the 'Futuristic Customization Gallery,' a joint project by denim specialists MYR from Italy and Fimatex, as well as the presentation of the Capsule Collection developed by PG Denim in co-operation with Jonathan Christopher, the Denim Award winner 2018. Artist Anna Weber, @artworks.and.denim presented her very personal 'Denim Art Exhibition.'

Sebastian Klinder, Managing Director, Munich Fabric Start said, "The BLUEZONE was fully booked yet again. Boasting a spectacular portfolio of the best brands and most innovative products we therefore organised one of the best denim shows worldwide. In Munich the future of denim is happening now."

Seminar, Workshops and Talks on the latest developments in the denim industry, about consumer needs, Blockchain, sustainability and techno denim all featured on the agenda of the DENIM DOCK. The idea and concept of New Heritage, the Festival for All Things Timeless, were introduced by the masterminds of the event at the New Heritage living room staged at the Reception Lodge of the BLUEZONE outdoor premises. Furthermore, denim experts and influencers informed visitors about perspectives and their interpretations of current denim innovations.

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