



VIEW

Premium Selection

SPRING.SUMMER 20

Presents high visitor frequency and innovations for next season

After two intense and inspiring days at the trade fair, the View Premium Selection closed with a consistently high visitor frequency of brands from German-speaking and neighbouring countries. The strong and well-developed collection of around 400 international preview programs at this early stage ranged from women's and menswear to denim & sportswear, Additional and a newly selected ReSource Area for innovative and sustainable fabrics.

The unique atmosphere of the VIEW offers space and time for intensive exchange and solution-oriented discussions, for exclusive product and design developments. The high and sustained visitor frequency by numerous designers, buyers, product managers and decision-makers from internationally active brands just show how important these parameters are in a time of upheaval and new challenges within the entire textile and fashion market.

Among them well-known brands like: Adidas, Airfield, Baldessarini, Cinque, Comma, Cos, Escada, Holy Fashion Group, Hugo Boss, Irene Luft, Iris Von Arnim, Joop!, Lagerfeld, Lala Berlin, Liebeskind, Luisa Cerano, Mac, Oui Gruppe, Riani, Dorothee Schumacher, Set, Sportalm, Strellson, Talbot Runhof, Tommy Hilfiger.

"I'm very surprised how many finished collections are already shown here. The quality of the offer is great. I've already had a lot of intensive discussions and was able to use the VIEW as a kick-off for the new season," Johnny Talbot, Talbot Runhof.

Similarly, the conclusion of designer Hannes Roether, "We are positively surprised by the offer and ambience of this fair. We have already seen great collections and have found something. Currently, we are still in the middle of selling the summer collection. Nevertheless, we find this event a very charming staged event, to start this season into the new season."

Fashion will be defined more than ever by innovations, exclusivity and individuality. At the same time, sustainability in all its complexity is one of the most important and intensively discussed topics to which highly sophisticated answers have been presented on the supplier side. The strategic orientation of VIEW as an early format for new developments, initial colour and material trends and a high-quality product portfolio has once again been confirmed.



"Given the industry's momentum, many manufacturers have become the new standard for bringing the market to 80 per cent of the collection. Many of our customers use the textile shows in September to complete their collection. We will readjust in the remaining weeks until the main fair, complete individual articles and still work on some textures. But the actual collection concept is already part of the VIEW," said Mathias Menger, Yünsa.

With the VIEW Premium Selection, the few weeks following Munich Fabric Start with the Bluezone as one of the most important international denim shows, the KEYHOUSE as a think tank for technology and sustainability as well as the new sourcing area in hall 8, the entire textile offer and associated services along the value chain ensured.



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December 2019

**The Exhibition Centre
Gandhinagar, Gujarat, India**

PARTICIPATION FEE

Shell Scheme: US\$ 250 / ₹ 12,000 per Sq. Meter.
Bare Space: US\$ 225 / ₹ 11,000 per Sq. Meter.
GST applicable 18%
Note: Foreign Exhibitors MUST pay Participation Fee in US Dollar

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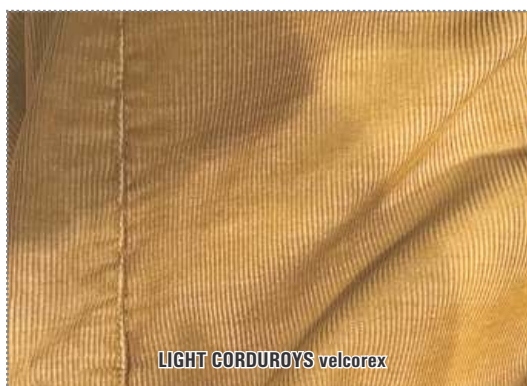
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Pre-Trends SPRING.SUMMER 20

ANALYSES OF THE FIRST TENDENCIES - VIEW FABRIC NEWS

We have analyzed and summarized the first trends and highlights of new qualities, materials and colours for SPRING.SUMMER 20. Based on the presented collections at VIEW Premium Selection, these are the first trend themes for the season:

FRESH COUNTRYSIDE



PLEASURE MATERIALS



PRINTED VINYL teijin frontier europe



JUNGLE MOTIFS lisa just fly



LUXURY PRINTS lisa top project



PRINTED PLISSÉE stib19



EXOTIC PRINTS yagjiTsusho



WILD BASICS'ulysePila

PRIMARY



MONOCHROME GRAPHICS stylem co



FLASHY REVERSE SIDES balli



GRAPHICAL POTATO PRINTS primus pattern



PAINTED STRAIGHTNESS primus Pattern



NEON MOTIFS ets ezgi



PLAYFUL GEOMETRICS lica

MARBLED + GRADIENTS



ARTY PRINTS lisa



GUIDED MARBLES sahsa



POTATO PRINTS lica design studio



DOUBLE PRINTED PATTERNS stylem co

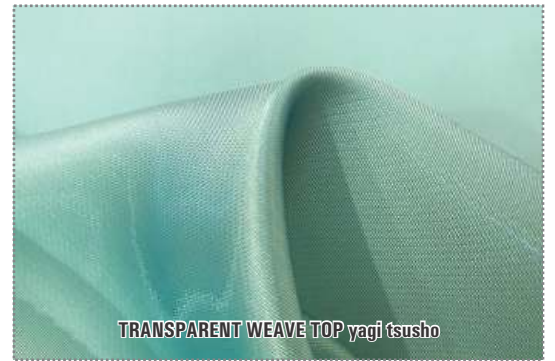


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TECHY ELEGANCE



FUSION MENSWEAR FABRICS



DENIM + FRIENDS

