

# INSPIRATION & INFORMATION FOR THE SEASON'S START







As one of the leading European textile shows, MUNICH FABRIC START twice a year showcases a qualitative portfolio of international fabric and trimmings suppliers who present their latest developments and innovations in Munich.

Some 500 manufacturers from 36 countries, around 1200 collections and a comprehensive range make MUNICH FABRIC START an international business platform in a unique trade show format.

Designers, product managers and buyers value the expertise, the professional working atmosphere, the exclusive programme as well as the wide range of trend information and inspiration that attracts up to 12000 trade visitors to Munich every season.

MUNICH FABRIC START unites a wide spectrum of areas – from Fabrics, Additionals, Design Studios, THE SOURCE and ReSOURCE to BLUEZONE, the international denim area, and KEYHOUSE, the innovation hub. Together, they showcase the full breadth and depth of the industry.

The team of MUNICH FABRIC START Exhibitions GmbH also organizes the VIEW Premium Selection twice a year as a preview textile show.





# 8 TRENDSETTING AREAS





















# **FABRICS**

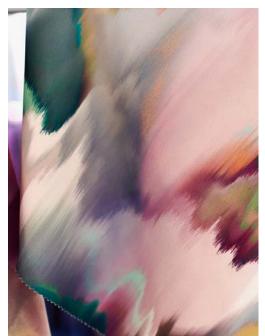
Every season, up to 300 international suppliers present the entire range of fashion fabrics from basic to haute couture creations for all apparel segments at MUNICH FABRIC START.

These include woven and knitted fabrics in wool, cotton, silk, silk-look and functional fabrics at the halls 3, 4, Atrium 3 and 4 as well as Studio 1 in the MOC. Here, you will find a wide range of fibers, from bamboo and polylactic fibers to high-tech coatings and intelligent fabric systems for activewear.

Sustainable fabrics that are ecologically certified are offered an additional presentation platform within ReSOURCE in Hall 2 (Further information on ReSOURCE on page 7)

Exhibitors in the fabrics section include: ALBINI GROUP |
AKIN | BELLANDI | BLOOMATI | CAN TEKSTIL | GETZNER |
GOTTSTEIN | ECOPEL PELTEX | FABRIC HOUSE | FASAC |
LIBERTY FABRICS | LISA | MANTECO | MIROGLIO LANA |
PAULO DE OLIVEIRA | STYLEM TAKISADA-OSAKA | THERMORE | YÜNSA











# ADDITIONALS

Trims and accessories form the second focus of the trade show. Around 100 of the world's leading specialists showcase both functional and decorative ideas in this segment at MUNICH FABRIC START.

The ADDITONALS area offers the latest trends in buttons, ribbons, ornamentations, rhinestones, fasteners and labels. The latest developments in linings, lace, embroidery and interlinings will be presented here as well as full-service solutions for labelling & branding.

Exhibitors in this section include: BORNEMANN-ETIKETTEN | CADICA GROUP | EU FENILI | FIDUZIP, INDUSTRY PERFECT | FRAMELESS | KNOPF SCHÄFER | MAXIM LABEL AND PACKAGING | NILÖRN | QST EUROPE | REDMARK, RICAMIFICIO ASCHEI | STUDIO NINE | TEXCART | VOSTEX | WE NORDIC | WEROCA | YKK GERMANY

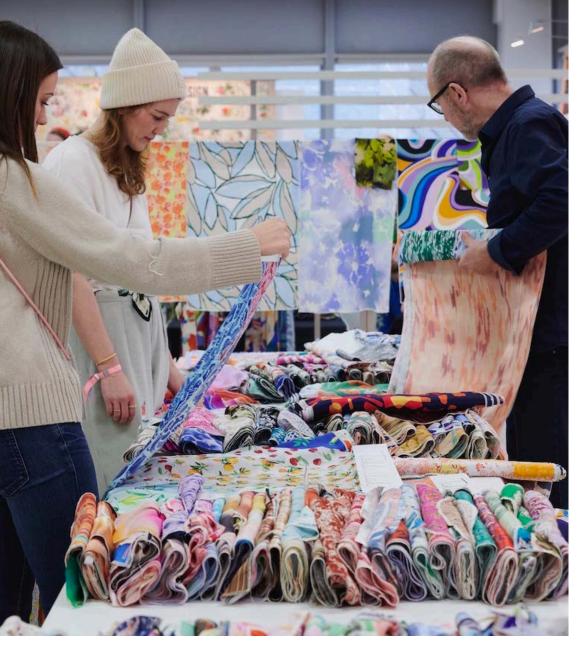












# DESIGN STUDIOS



Initiated in September 2012, DESIGN STUDIOS is the concrete response to a growing need for progressive and individual design solutions in the textile industry. The creative platform of MUNICH FABRIC START has established as independent exhibition format and opens a new creative dimension around prints, designs and patterns. Textile designers and trend offices from all over the world present their textile designs and latest developments thus offering the sourcing process to be arranged more flexibly.

Exhibitors in this section include: AMANDA KELLY | ARTATAK | BLUE STUDIO | BUREAUX BO | BOGGIA DISEGNI | BUNTASTIC | CIRCLELINE | FLUXUS | FUSION COPENHAGEN | LICA DESIGN | LE STUDIO COPENHAGEN | LETI | MUSTICSTYLE | ZISSER







# RESOURCE



Resource, the pioneering sourcing platform of MUNICH FABRIC START, represents a transformative step in sustainable textile sourcing. Evolving from the former organicselection established in 2009, Resource redefines the approach to sourcing by integrating ecological responsibility with innovative material development.

This platform showcases a comprehensive range of materials and trims that embody the principles of sustainability, offering solutions that are not only environmentally friendly but also socially responsible. ReSOURCE serves as a nexus for forward-thinking textile innovations, providing industry professionals with access to a curated selection of materials that align with the evolving standards of sustainable fashion.

The selection of some 600 eco fabrics and more than 100 accessories can be sourced the whole year at www.resource-textiles.com

#### THE PLATFORM OFFERS:

- Diverse Material Categories: Explore a wide array of materials, including organic/natural fibers, recycled textiles, biodegradable options, responsible Denim and innovative alternatives such as regenerated cellulose fibers and bioplastics.
- **Certified Sustainability:** Materials featured on ReSOURCE adhere to stringent sustainability standards, ensuring compliance with global certifications and promoting transparency in the supply chain.
- Innovative Solutions: The platform highlights cutting-edge developments in textile technology, supporting the industry's transition towards circular economy models and sustainable production practices.
- Accessible Sourcing: ReSOURCE facilitates both in-person and online sourcing, allowing professionals to discover and connect with suppliers that align with their sustainability goals.









# THE SOURCE

At THE SOURCE at Hall 1 in the MOC, leading clothing manufacturers showcase their latest products, services, and innovative sourcing solutions. From cut-make-trim (CMT) offerings to premium, highend production, these internationally experienced companies deliver excellence at every stage. Many also provide comprehensive A–Z process solutions, including streamlined procurement — making them the perfect complement to the diverse portfolio of MUNICH FABRIC START.

Exhibitors in this section include: EAST | AGELINA S.A. | AEGEAN APPAREL EXPORTERS' ASSOCIATION | DISHANG GROUP | COLORA S.A | DMISS TEXTILE GROUP | NAFPAKTOS TEXTILE INDUSTRY S.A. | PULSE OF FASHION S.A. | SOURCETEXTILE LDA | NEW LOOK | DYON | LAGOON LIMITED | FABRISA BY SK EXPORTS | TOP TRENDS LDA | UNION 3 FASHION | WFS CASHMERE INDUSTRY CO., LTD. | ORIMPEX TEXTILE | MEBA TEXTILE | KIKIS FASHION | IYA TEXTILE | FAZMAN | TAYRA TEXTILE | GOUTEX | XTEND YOUR BRAND | TUNISIAN TEXTILES, A GREEN TRANSITION, A CIRCULAR COLLECTION: BY FTTH











### KEYHOUSE

KEY HOUSE

At the heart of Hall 2, **KEYHOUSE** forms the dynamic centerpiece of the show—bridging all segments and acting as a catalyst for connection, collaboration, and creative exchange. Here, progressive suppliers and global industry leaders present groundbreaking innovations, materials, and technologies.

Interactive showcases allow visitors to discover future-oriented solutions for pivotal themes: circularity and recycling, traceability, automation, textile design 4.0, and next-generation material innovations.

Complementing this, the SUSTAINABLE INNOVATIONS forum offers a dedicated space for emerging designers who are rethinking the textile industry through exciting material developments, innovative dyeing techniques, and sustainable production methods. Curated by Simon Angel, the forum has been an integral part of KEYHOUSE since 2016 - challenging conventions and redefining the future of fashion.

**KEYHOUSE** reflects new dynamism and progressiveness paving the way forward for a sector that is constantly reinventing itself. A think tank of technical textile expertise, individual product placement, strategic company cooperations, new production processes, resource use and the synergy of crosssector technologies.

Exhibitors in this section include: ASSYST STYLE3D | BIOTEXFUTURE | BROTHER INDUSTRIAL | CLIMATEX | COLEO | COLORO | FELDE FIBRES | GOZEN | IMPULS | KORNIT DIGITAL | LIVINGUARD TECHNOLOGIES GMBH | NIL TEXTILE | PAPERTALE TECHNOLOGIES | RADDIS COTTON | T-REX PROJECT











# BLUEZONE



In 2003 the BLUEZONE was launched as the first denim dedicated trade show and is seen as the key starting point for all denim shows. Located in the center of the MOC are the fabric and accessories innovations for the denim and sportswear segment. Meanwhile, some 100 of the world's leading denim weavers, finishers and washers present the latest developments for denim-, street and sportswear.

Ecologically and sustainably produced denim articles as well as environmental-friendly innovations for denim and sportswear fabrics are showcased in the ReSource area that features the complete bandwith of sustainable and certified fabrics and additionals.

Exhibitors in BLUEZONE include: BERTO | BOSSA DENIM | CALIK DENIM | DENIM AUTHORITY | DDI DENIM DE L'ILE | F'BLUE | I.MA. TEX | ISKO | K T TRIMS | KIPAS | ORTA ANADOLU | REALTEKS | ROYO | SHARABATI DENIM | STITCH &TRIM | TUSA













# LOCATION

MUNICH FABRIC START is hosted at the MOC Munich (Munich Order Center), a premier B2B exhibition and event venue located in the northern part of Munich.

The distinctive architecture combines functionality with aesthetics, offering bright, spacious environments that cater to a range of exhibition formats—from openplan stands and light-filled atriums to private studios. This versatility creates a comfortable and productive atmosphere that exhibitors and visitors consistently appreciate.

Attendees benefit from short walking distances, high visitor frequency, and dynamic infrastructure. The venue is easily accessible by car, public transport, and offers ample parking facilities.

The BLUEZONE is centrally located within the MOC, seamlessly integrated with the innovation hub at the heart of Hall 2. Nextby, the show's main lecture forum, hosts exclusive keynotes, panel discussions, Q&A sessions, and expert talks during the show days. Featuring renowned voices from across the global textile landscape, it further enriches the experience.

MUNICH FABRIC START is conveniently located and wellequipped to ensure a seamless and inspiring experience for all participants.









# TRADE VISITORS



#### **VISITOR GROUPS INCLUDE:**

- Manufacturers of clothing and fashion accessories
- Agents of retail, wholesale or mail order and purchasing associations that list clothing and / or textile accessories in their product range
- Upstream suppliers to the fashion industry
- Distributors and commercial agents of clothing and fashion accessories
- Agents of related departments such as interior / lifestyle

PLAY SENSE OF PL



For more than twenty years, visitor numbers at MUNICH FABRIC START have been at a steady high level.

Represented in Munich is the complete line-up of German ready-to-wear manufactures as well as top decision makers and designers from neighbouring countries. The quality of visitors is on a constantly high level including established brands covering the full bandwith, such as adidas, Aigner, A Kind of Guise, Akris, Alberto, Alpha Jeans, Angels, Anna van Toor, Armedangels, Atelier Gardeur, Baldessarini, BASF, Best Secret, Betty Barclay, Black Palms The Label, Brax, BMW, Bogner, Bugatti, Burda, C&A, Calida, Calzedonia, Carhartt, Cecil, Ceres, Cinque, Comma, Coop, Digel, Drykorn, Escada, Gerry Weber, HEAD Sport, Herrlicher, Hessnatur, Holy Fashion Group, HSE, Hugo Boss, IB Company, Joop!, Lagerfeld, Lanius, Lodenfrey, Luisa Cerano, MAC, Marc Aurel, Marc Cain, Marc O'Polo, Mey, More & More, Olymp, Oui, Pangaia, Peek & Cloppenburg, Prada, Riani, s.Oliver, Schoeller, Schumacher, Seidensticker, Sportalm, Strellson, Summum, Talbot Runhof, Tchibo, Toni Dress, Trigema, TUI, Vanilia and Windsor.

A top-class business platform in combination with detailed market and trend information – that is the approach of MUNICH FABRIC START. In every season, special attention is given to the appropriate visitor profile. Only professionals are authorised on presentation of their proof of affiliation to the industry.

# **FACTS**

### EXHIBITOR AND VISITOR PROFILE OF THE LAST SHOW AT A GLANCE:

Some 489 exhibitors from 36 different countries presented some 1200 collections in the wool, cotton, silk & silk-like fabrics, prints, functional materials, denim & sportswear segments in addition to buttons, zippers, labels, ribbons, buckles, rivers, etc.

### VISITOR PROPORTION BY COUNTRY

MUNICH FABRIC START January 2025:

Country	Visitors in %
Germany	78
Europe	17
Other	6

### **EXHIBITORS COUNT**

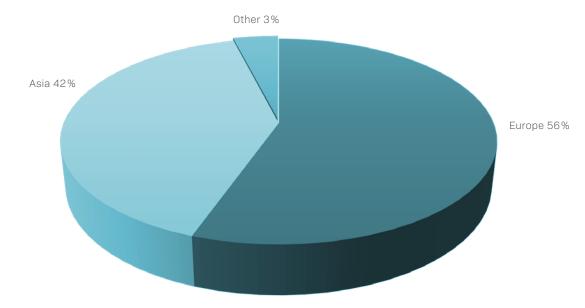
MUNICH FABRIC START January 2025:

Exhibitors in total	489	
Countries in total	36	

Country	Number of collections / exhibitors
Ägypten	7
Äthopien	2
Bangladesh	1
Bulgarien	3
China	36
Dänemark	4
Deutschland	98
Frankreich	14
Ghana	1
Griechenland	14
Großbritanien	8
HongKong	6
Indien	5
Indonesien	1
Italien	61
Japan	6
Luexembug	1
Mauritius	1
Niederlande	21
Österreich	10
Pakistan	2
Polen	4
Portugal	13
Rumänien	1
Schweden	1
Schweiz	4
Senegal	2
Spanien	8
Taiwan	6
Thailand	1
Tschechien	2
Tunesien	2
Türkei	140
USA	1
Usbekistan	1

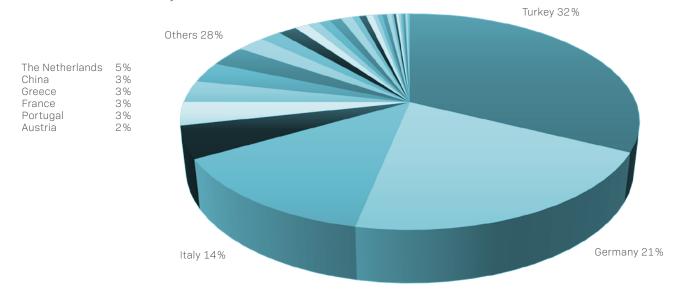
### SPREAD OF EXHIBITORS BY CONTINENTS

MUNICH FABRIC START January 2025:



### SPREAD OF EXHIBITORS BY COUNTRIES

MUNICH FABRIC START January 2025:



# COMMUNICATION & ADVERTISING

In order to make your presence and stay at MUNICH FABRIC START as efficient and convenient as possible, several marketing activities and comprehensive communication services are offered. These can vary slightly depending on the season.

#### ■ TREND FORUM:

The Trend Forum and the Sample Areas are spread over the entire exhibition area. There, we present and stage your submitted samples according to trends, themes and segments for a trend-oriented presentation of the highlights. Visitors are looking for inspiration for their collection design in these Trend Forums. Take advantage of this opportunity of an additional presence in the trade fair forums and send us your samples.

#### ■ ONLINE-EXHIBITOR LIST:

Visitors can also find all your company and collection's data on our comprehensive homepage before and after the show. The detailed exhibitor search contains different selection options helping visitors to prepare and follow up their trade show visit.

#### ONLINE PROFILE:

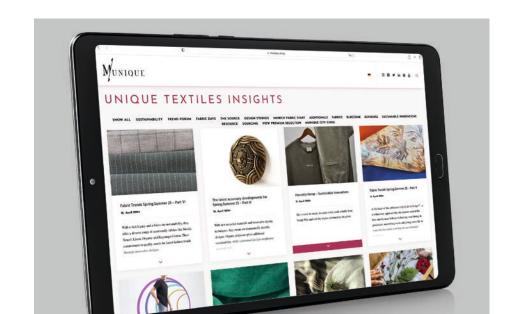
MUNICH FABRIC START exhibitors are provided a personalized access to the Exhibitor Cloud in order to maintain master data and company information online. These will be used appropriately for the company's entry in the trade show catalogue.

In addition, the online profile offers a free possibility to best possibly promote the presence at the trade show online – by a comprehensive company profile with a detailed product description, images of your collection, your company's logo and a campaign design.

#### APP:

With the MUNICH FABRIC START App, visitors can easily and quickly start preparing for the trade show and designing their personal visit. It has never been easier to plan and document your visit to the show thanks to exhibitor details, hall plans and digital visitor tickets. On site, visitors can scan a QR code at each exhibitor's stand, which connects them directly to the supplier profile via the app.

Photos and notes can be saved here and the appointment can be documented. During the days of the show, visitors and exhibitors benefit from the latest show news and an overview of the exclusive supporting programme. The collected contact and product details and notes also make it easier to follow up on your visit to the show.







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### ■ MUNIQUE Blog:

The MUNIQUE Blog presents new areas and innovations of the show and presents your new collections and editorial contributions in an appealing digital environment. Here, we summarise the latest trends and novelties from the industry and offer a comprehensive view of the trade show and your portfolio. Just send us your editorial article.

#### ■ SOCIAL MEDIA:

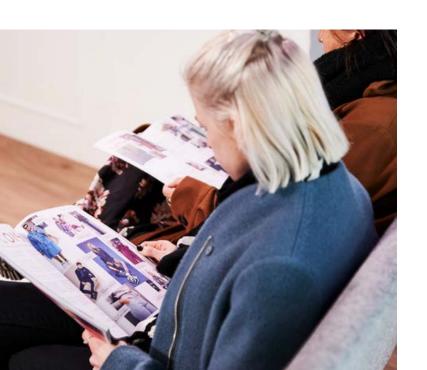
We are happy to post and share your collection's news and material developments on our MUNICH FABRIC START an BLUEZONE social media channels. Please send us your texts and high-quality aesthetic images or tag our accounts in your post. Let's get social on ① fin X > 🖹

#### ■ ADVERTISING SERVICES:

As exhibitor of MUNICH FABRIC START, you will be supported with a highclass advertising package. Use this opportunity and promote your company at the show. The corresponding conditions can be found in the Marketing Guide in the Exhibitor Cloud.

#### ■ PUBLIC RELATIONS:

We attach high value on a good and professional press relation. MUNICH FABRIC START is communicated in diverse media, however primary in the trade press – with advertisements, editorial articles about every phase of the show, banner placement and the publication of show facts on different web portals. In addition, press representatives are invited to the show and receive all relevant information about the show and exhibitors.









# TECHNICAL SERVICES



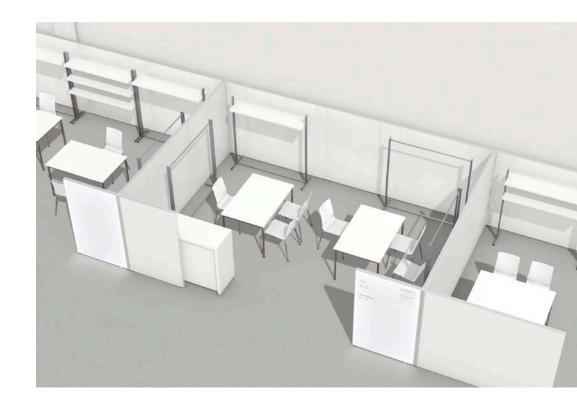


#### ■ STAND MODULES:

In the event of booking a fair stand, exhibitors not only receive the stand space but a complete equipment package. Dependent on the size of the booked stand, basic equipment include walls, carpet, daylight illumination, stand sign, tables, chairs, clothes racks / shelf components, a lockable cabinet, power connection and a rubbish bin.

### ■ TECHNICAL SERVICE:

Of course, further elements can be ordered in addition to the basic equipment. Our technical order form contains the most important elements, furnishings and additional services though individual requests can also be met. We build your stand in line with your wishes and requirements so you merely need to arrange your collections.





# **SERVICES**

#### ■ FREE COFFEE BARS:

In every hall, free coffee specialties are served at diverse coffee bars.

### ■ FREE LUNCH:

A free and tasty lunch is offered on the two days of the trade show.

#### CATERING:

Besides free coffee bars and free lunch, MUNICH FABRIC START features a variety of different culinary restaurants.

#### ■ INTERNET:

Free WiFi is offered for all exhibitors and visitors on the show. A dedicated internet access point at the booth can be ordered in addition.

#### ■ SHUTTLE SERVICE:

On the two show days, bus shuttles will run between Munich Airport and MUNICH FABRIC START. Departure times can be found on the website.

#### ■ MUNICH FABRIC NIGHT:

On the evening of the first day of the show, MUNICH FABRIC NIGHT invites exhibitors and visitors to a pleasant gathering. With delicious food, drinks, and a welcoming atmosphere, it's a great opportunity to connect with industry colleagues, share ideas, and unwind after the first day of the fair.

#### ■ FREE VISITOR MANAGEMENT:

All visitors enjoy free admission once they have registered and presented their trade proofs. Admission tickets can be easily ordered beforehand and will be sent out to visitors by email free of charge. On-site registration is also quick and easy.









# TREND SERVICES

#### ■ TREND AREAS:

Every season is summarized in trend themes for womenswear and menswear, one theme is dedicated to denim and sportswear. The Trend Areas showcase the theme related highlights of the season.

#### ■ SAMPLE AREAS:

The Sample Areas provide information in the respective halls about the suppliers' ranges and are spread across the entire exhibition area. Out of about 10,000 samples submitted by the suppliers, a selection of some 2,500 fabrics and latest developments is presented accordingly to the trends. As an exhibitor you will receive an invitation to submit your samples together with a comprehensive trend information prior to the fair.

#### ■ YOUR SAMPLES IN OUR TREND FORUMS:

As exhibitor, we offer you the possibility to submit your samples for the presentation in our different areas:

- Collections news and novelties for our Trend and Sample Areas spread over the foyer and the entire fair premises.
- Innovative developments, Future Fabrics and new technologies at KEYHOUSE.
- Sustainable, certified or environmental-friendly produced fabrics and additionals for the ReSOURCE Area.

We will provide you with all information on submissions via our newsletters in time.

#### ■ TREND BOOK:

The TREND BOOK documents the season with atmospherically designed impressions from art, culture, architecture and design, the world of theatre and movies. The key fabrics and colours of the season as well as the latest technical developments are incorporated. We analyse the trendsetting catwalk highlights into high-selling collection tableaux. This is complemented by revealing colour compositions that pinpoint the principal colours with their associated accent tones (and PANTONE codes) at an early point in time. A service that offers valuable additional information which can be introduced into your workflow directly.

#### ■ TREND SEMINARS:

With an impressive range of presentations at the TRENDSEMINARS area at the KEYHOUSE and the SEMINAR ZONE at the BLUEZONE we offer a varied supporting program on current topics. International experts, trend researchers and trend instututes will hold lectures, workshops and keynotes on relevant issues and developments concerning the fashion industry.

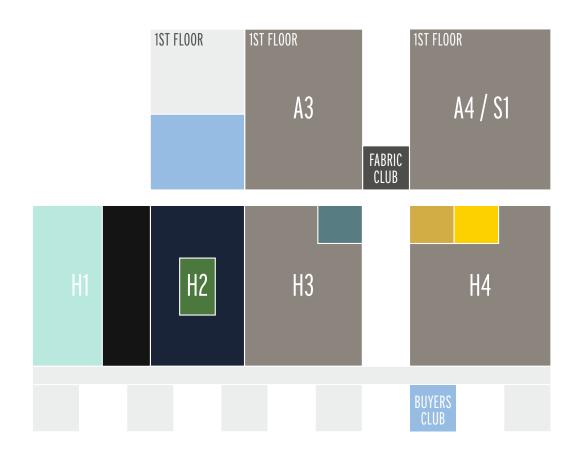








# **PRICES**



- ADDITIONALS H1
- BLUEZONE H2
- DESIGN STUDIOS S1 DS, E 119 & F 111
- FABRICS H3, H4, A3, A4, S1
- KEYHOUSE / SUSTAINABLE INNOVATIONS H2
- PER4MANCE H3
- RESOURCE H4
- THE SOURCE H1

### 1. STAND RENTALS

**ADDITIONALS |** HALL 1 AND HALL 2 Price: 275,00 EUR pro m<sup>2</sup> plus 19% VAT.

**FABRICS** | HALL 3, HALL 4 & ATRIUM 3 + 4 Price: 275,00 EUR pro m<sup>2</sup> plus 19% VAT.

FABRICS | STUDIO 1

Price: 245,00 EUR pro m<sup>2</sup> plus 19% VAT.

### DESIGN STUDIOS | STUDIO 1 DS

Price:

Design Modul 1, ca 12m<sup>2</sup> 1.860 EUR plus 19% VAT. Design Modul 2, ca 24m<sup>2</sup> 3.720 EUR plus 19% VAT.

BLUEZONE | HALL 2

Price: 275,00 EUR pro m<sup>2</sup> plus 19% VAT.

THE SOURCE | HALL 1

Price: 275,00 EUR pro m<sup>2</sup> plus 19% VAT.

KEYHOUSE | HALL 2

Price: 255,00 EUR pro m<sup>2</sup> plus 19% VAT.

RESOURCE | HALL 4

Price: 220,00 EUR pro m<sup>2</sup> plus 19% VAT.

**ENTRY AS CO-EXHIBITOR:** 

Price: 335,00 EUR plus 19% VAT.

### 2. MARKETING ACTIVITIES

Price up to 30m<sup>2</sup>: 295,00 EUR plus 19% VAT.

Price from 31m<sup>2</sup>: 335,00 EUR plus 19% VAT.

### 3. FIRST-TIME PARTICIPATION FEE:

Price: 295,00 EUR plus 19% VAT.

### 4. EXHIBITOR'S LIABILITY INSURANCE:

Price: 40,00 EUR plus 19% VAT.

These prices are indicative and examples from the previous season and may be adjusted before the upcoming season.

For further advertising formats and conditions, please feel free to contact us.

# **TESTIMONIALS**

### Some visitor references about MUNICH FABRIC START:

#### TALBOT & RUNHOF

#### JOHNNY TALBOT

"To my mind this trade fair is simply wonderful. The visual appearance alone is a sheer delight. The ranges are superb and coherent. We use MUNICH FABRIC START for intense working and can take a look at many collections here several weeks before Paris already. Here we are mainly looking for interesting innovations for daywear, especially in wool and cotton."

#### DRYKORN

#### **RALF SCHWIRTLICH**

"MUNICH FABRIC START is clearly the most important textile trade fair for us in Europe. Especially for womenswear. We are able to source up to 70% of the collections here. We order fabric swatches and entire fabric bolts and collect information on the trends and themes for the coming season in general. But we deem the excellent contacts with the industry and the communicative exchange to be just as important. This is where we meet all important contact persons – from suppliers to producers. And this gives us a great deal of additional input for producing the collection."

#### LVMH GROUP DIGITAL

#### THERESA AUSTIN

"I really enjoyed my time at the MUNICH FABRIC START. Especially the BLUEZONE and the KEYHOUSE surprised me positively. I was very impressed by the number of suppliers working with innovative new technologies and methods to produce in a more sustainable way. Overall, the fair is a great showcase for sustainable innovations. It is very inspiring to talk to so many experts about such an important topic. It motivates and shows solutions. I was able to take a lot of input with me, which I will use in future projects."

#### LANIUS

#### **CLAUDIA LANIUS**

"The show is one of the best-organized trade shows I know. I come here extremely gladly, much more so than to Paris. Here, I find manufacturers from Turkey, Asia, and Italy. I am particularly looking for the highlights of my collection. The selection from so many suppliers is extremely important. Only here is it so well bundled. For me as a designer, the trend information was also amazing. And not to forget, the innovations in KEYHOUSE. You can achieve a lot in two days."

#### ALBERTO

#### MICHAEL WILLEMS

"The new Areas at the Zenith premises are very inspiring, above all the new Denim Hall with its very pleasant daylight setting. We very much welcome this extension and are happy about this new highlight as an addition to MOC. But the ranges in the main building also fulfil our expectations to the full each time. We work here flat out over the full three days. Full of impressions we will now discuss the finalisation of our collection."

#### HUGO BOSS

#### **ALEJANDRO MIRALLES GIRO**

"We start producing the collection in June and finalise it now in September. This is why the offer of an early event in the form of VIEW and a principal trade fair in early September is simply ideal. At VIEW we select the basic materials, which are then tested as prototypes over the following weeks. Once the fabrics live up to our quality requirements we talk about the specific colours, references and patterns with the suppliers at MUNICH FABRIC START. An additional asset of this trade fair is the perfect organisation as well as the unique atmosphere."

#### ATELIER GARDEUR

#### ANDREA SEFL

"For our collection, we are specifically looking for new denims at BLUEZONE and have found some great innovations. At MUNICH FABRIC START, we were inspired by prints for new basic items and jacquards to elevate our standards."

#### CHLOÉ

#### **ANGELA FUSCO**

"It's the first time I'm visiting BLUEZONE. For Chloé it's important that a Designer constantly gains knowledge and experience to foster the design capability. Tradeshows are an important part for this. Denim is NOT just another fabric. To make educated design decisions, it's crucial meeting different people and discuss topics like new innovations and sustainability. BLUEZONE is a very positive experience. I like the size of the event and the energy here. Different to other tradeshows are the workshops. It's nice to actually try out things and not just discuss them in theory."

#### HOLY FASHION GROUP

#### MICHAEL SEITER

"We're looking for things that are innovative and will move us forward fashion-wise. The trade show here in Munich is one of the most important denim platforms for us. Here, we get a great cross-section of exhibitors we work with. MUNICH FABRIC START and BLUEZONE are important trade shows and a strong local institution."

#### SHAPE INNOVATE

#### MUCHANETA TEN NAPEL

"As the advanced platform of MUNICH FABRIC START, KEYHOUSE has been paving the way for some time now, connecting innovators with the industry. The Innovation Space, which brings together game changers and pioneers, successfully gives traditionalists in the textile industry a glimpse of the future. KEYHOUSE provides the space for superstars of fashion technology to present new technologies, sustainable developments, expert workshops and trend seminars. I would easily describe KEYHOUSE as the "Department of Innovation" for fashion companies."

# **TESTIMONIALS**

### Some exhibitor references about MUNICH FABRIC START:

#### WE NORDIC

#### MORITZ MICHEL WILKE

"We were practically overwhelmed by customers today. We were able to establish many good contacts – from startups to medium-sized companies to the big players, they were all there. The summer party after the first day was a real happening. Very few shows offer such attention to detail. For me, gettogethers are a basis for networking – especially for young people and career entrants who are rather reserved at the tradeshow."

#### PONTOGLIO

#### **CHRISTIAN TORRI**

"The layout is perfect. It is concentrated, and customers can navigate the tradeshow much more easily. This makes it more effective for everyone. Compared to the previous show, it felt like there was a bit more traffic. The atmosphere was very good. I am very satisfied with both days. Hugo Boss, Holy Fashion Group, Meindl, Hauber, Riani, Mac Mode, and Change – they were all there."

#### BERTO E.G.

#### ARIANNA MORIMANDO

"The increasing number of fairs dedicated to the denim sector is clear testimony to the particular attention that the fashion business, and not only, is paying towards this sector. As for our German business, BLUEZONE is definitely the most important exhibition. It is the second event in our trade fair schedule, where we go with the new collection. First our customers come to Denim by, but they start placing orders in Munich. This show allows us to have the first real and tangible feedback on our work."

#### VICUNHA

#### **JULIEN EICKELMANN**

"The trade fair once again went very well for us – we are very satisfied with the footfall and customer interest. The two new halls complement the ranges well, and this addition to the trade fair also attracts a wider audience. Communication and exchange is great here; in the BLUEZONE we especially welcome the new, more open-plan stand design as it supports this relaxed business atmosphere."

#### STUDIO 9

#### **REMON KOSTER**

"We exhibited at MUNICH FABRIC START for the first time and experienced it as a great environment for customers of both established brands and emerging start-ups. We had the opportunity to talk to many industry players about their upcoming projects and how we can support them in creating a complete brand identity concept - with branding down to the detail. Our focus at the fair was on our tailored trims and packaging."

#### ISKO

#### MARCO LUCIETTI

"BLUEZONE is a super organized trade fair where everything ran smoothly, as it always does. We really appreciate that everyone feels welcome here - whether exhibitors or guests. What is special and at the same time valuable is the combination of denim with other segments, which results in a mix that appeals to many customers. Since we have many appointments, we come here to actually work and be productive."

#### SHARABATI

#### DILEK ERIK

"We really do business here! The show doesn't limit exchange to a quick hello. At BLUEZONE you really have space to sit down and go through your collection with your customers, to talk details and actually make deals. This is especially important for us, as Germany is a key market for denim. We are really happy with the organization, whenever we faced challenges the MFS-team was there to solve it."

#### PORDENONE

#### CHRISTOPHER HORATZ

"BLUEZONE is the perfect place and point in time for us to provide our customers with a well-staged overview of the complete collection. Especially for us as sportswear suppliers the dates are great. Spread over the two days we had over 60 appointments. The in-depth meetings with our customers allow us to draw important conclusions as to which collection elements still have to be expanded and how we are doing on prices."

#### ARCHROMA

#### **JULIO PERALES**

"For us, this is fantastic. We see ourselves as innovators in the jeans industry – MUNICH FABRIC START allows us to connect with relevant partners."

### ARTISTIC MILLINERS

#### RAHEEL WALANI

"All the good European denim brands are here. And not just for inspiration. The creative people and buyers come here with concrete purchase intentions. In this respect BLUEZONE is a particularly efficient trade fair. I also appreciate the special communication here, which runs in both directions. You don't just communicate in the direction of customers, but you also get a lot of special input and concrete suggestions for the further orientation of the collection back."

# **CONTACT US**

### LOCATION

MOC Veranstaltungscenter Lilienthalallee 40 D - 80939 München

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