



# BLUEZONE

INTERNATIONAL DENIM TRADE SHOW

[WWW.BLUEZONE.SHOW](http://WWW.BLUEZONE.SHOW)

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# BLUEZONE

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## ABOUT BLUEZONE — DENIM BEYOND THE SEASONS

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FOUNDED IN 2003 AS THE FIRST OF ITS KIND DENIM DEDICATED SHOW, BLUEZONE HAS ESTABLISHED ITSELF AS ONE OF THE MOST SUBSTANTIAL BUSINESS PLATFORMS FOR THE INTERNATIONAL DENIM, STREET AND SPORTSWEAR MARKET.

LEADING DENIM PIONEERS JOIN THE IMPRESSIVE LIST OF EXHIBITORS ON SITE TO SHOWCASE THE LATEST DEVELOPMENTS, VITAL TO THE SUCCESS AND EVOLUTION OF THE DENIM COMMUNITY.

WITH A STRONG COMMITMENT TO EXCELLENCE AND A HIGHLY INNOVATIVE APPROACH, BLUEZONE IS USED AS A KEY EVENT BY THE DENIM COMMUNITY TO PRESENT AND DISCOVER THE FINEST MATERIALS, KNOW-HOW AND LATEST INNOVATIONS IN A UNIQUE BLUE BUSINESS FOR DENIM BEYOND THE SEASONS.





all star mills  
**BLUEZONE**

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**DENIM INNOVATION  
AND POWERHOUSE**

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AN INTERNATIONAL PORTFOLIO OF WELL ESTABLISHED DENIM MILLS, READY-MADE GARMENT SPECIALISTS AND SERVICE PROVIDERS ARE STAGED IN THE ALL STAR MILLS HALL. IT FEATURES THE "DENIM SPOT" WHERE MASTERCLASSES AND BUSINESS MEETINGS ARE HELD. THE STRONG PORTFOLIO IS REINFORCED BY TREND AND CONCEPT ZONES OFFERING INSIGHTS INTO SPECIFIC MARKET NEEDS, DEVELOPMENTS AND PRODUCT RANGES.





all star mills  
**BLUEZONE**

DENIM INNOVATION  
AND POWERHOUSE

THE VENUE





ready-made  
**SOLUTIONS**

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**THE HOME FOR THE NEXT GENERATION  
OF READY-MADE JEANS**

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BLUEZONE EVOLVES TOGETHER WITH THE DENIM INDUSTRY. AS WELL AS OFFERING DENIM BEYOND THE SEASONS, IT PUTS A SPECIAL FOCUS ON «READY-MADE SOLUTIONS». PARTNERSHIPS BETWEEN RMG FACTORIES, MILLS AND LAUNDRIES ARE NUTURED HERE. LOCATED IN THE ALL STAR MILLS HALL, «READY-MADE SOLUTIONS» PROVIDERS OFFER NEW OPPORTUNITIES IN THE DENIM BUSINESS.





catalyzer  
**BLUEZONE**

**PREMIUM DENIM  
BLUEPRINTS**

THE CATALYZER SHOWCASES FUTURE TRENDS AND INNOVATIONS IN DENIM FABRICS. THE REPURPOSED AREA WITH INDUSTRIAL WALLS AND MODERN ARCHITECTURE OFFERS AN INSPIRING AMBIANCE FOR SELECT DENIM INNOVATORS, PREMIUM DENIM BLUEPRINTS AND BRANDS PRESENTING THEIR NOVELTIES WITH A FOCUS ON SUSTAINABILITY AND HERITAGE.

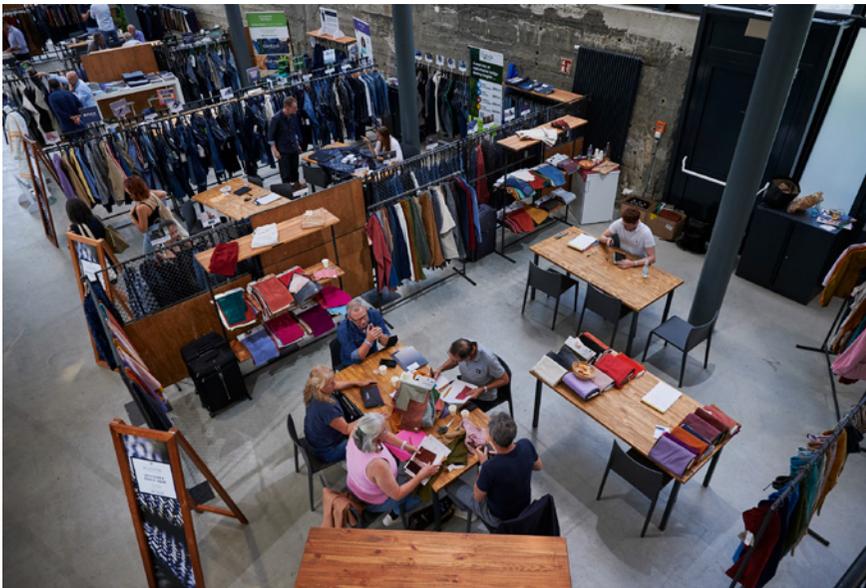




catalyzer  
**BLUEZONE**

**PREMIUM DENIM  
BLUEPRINTS**

THE VENUE





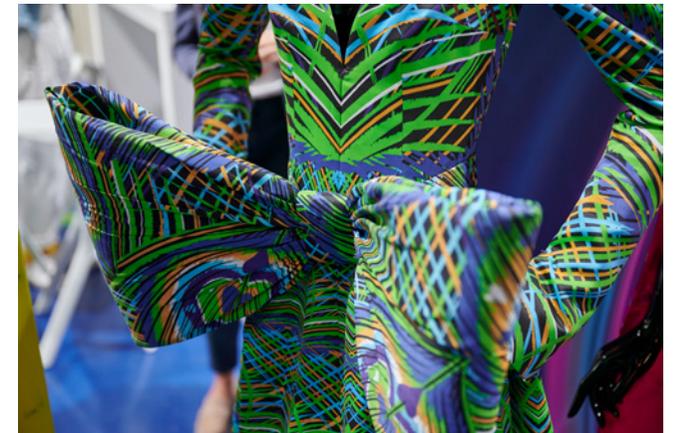
create future  
**KEYHOUSE**

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**THE INNOVATIVE HUB  
FOR NEW TEXTILE TECHNOLOGIES**

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KEYHOUSE HAS BEEN ESTABLISHED AS THE CENTER FOR ADVANCED TEXTILES TECHNOLOGY WITH A HIGHLY INNOVATIVE APPROACH. THE INTERACTIVE TRADE SHOW FORMAT FORMS A BACKDROP FOR SMART TEXTILES, FUTURE FABRICS AND TECHNOLOGIES, ELEVATED FOR INTEGRATION IN TEXTILE AND HIGH FASHION PRODUCTS. PIONERING SHOWCASES, SUSTAINABILITY, DIGITAL TOOLS AND VALUE CREATION PROCESSES TRANSCRIBE CROSS-SECTOR MACRO TRENDS, WHICH ARE ROUNDED OFF BY EXPERT SEMINARS, TALKS AND WORKSHOPS ON TRENDS, TECHNOLOGY, FINISHING AND RESEARCH.

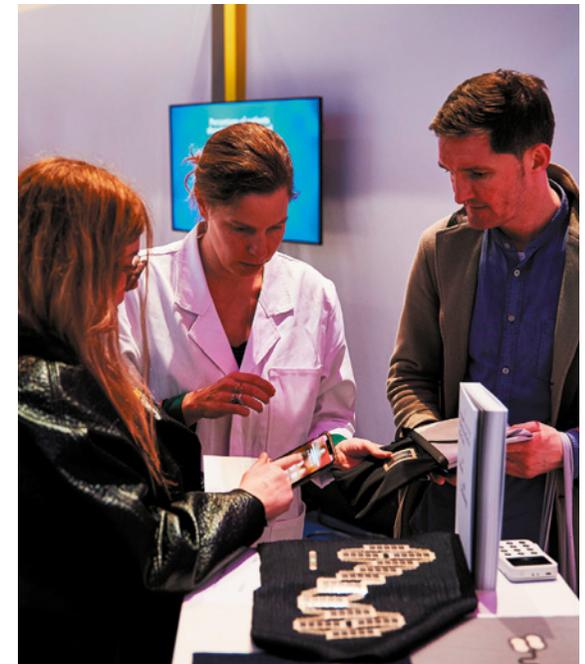




create future  
**KEYHOUSE**

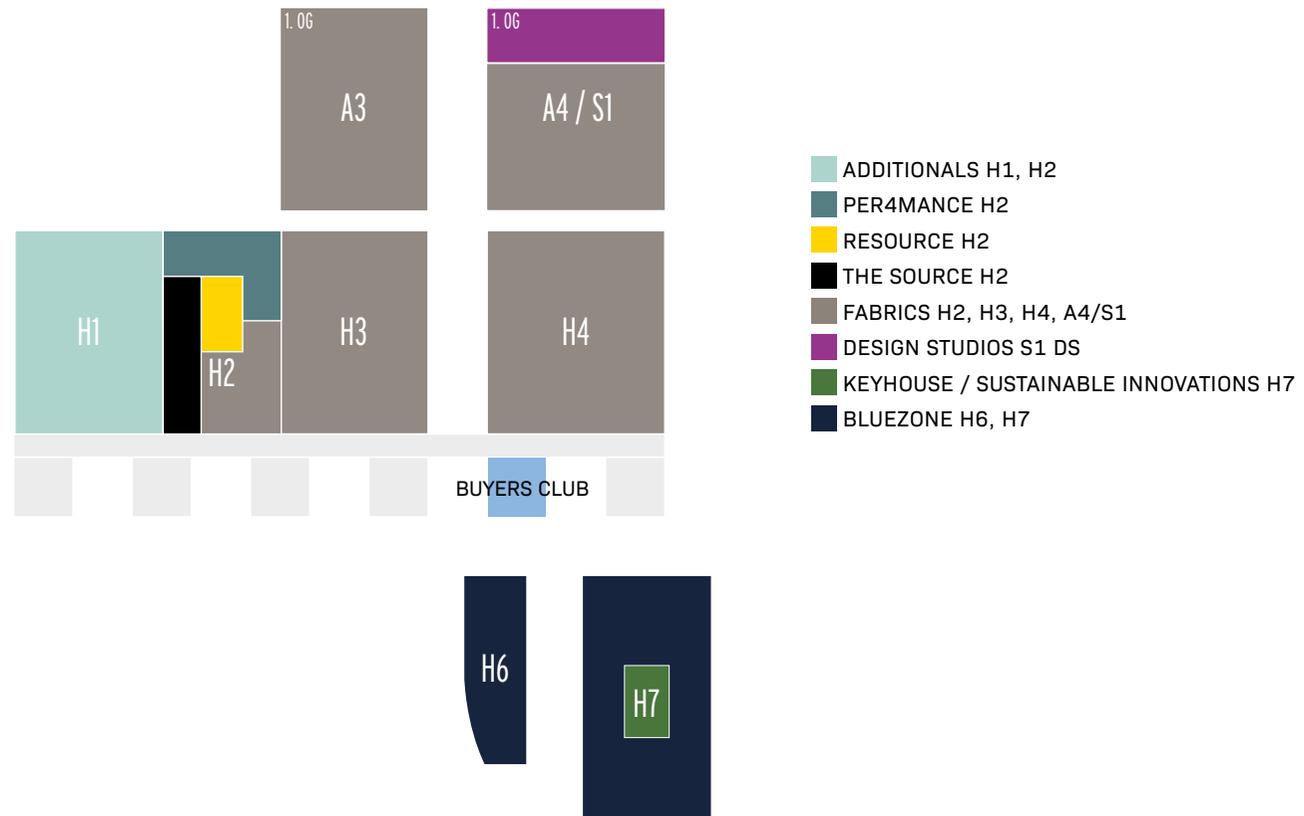
THE INNOVATIVE HUB  
FOR NEW TEXTILE TECHNOLOGIES

THE VENUE



MUNICH FABRIC START & BLUEZONE ARE A SUCCESSFUL MATCH.

THE MUNICH FABRIC START AND BLUEZONE VENUES ARE LOCATED DIRECTLY OPPOSITE EACH OTHER, ENABLING APP. 15,000 INTERNATIONAL VISITORS TO EFFORTLESSLY EXPLORE ALL AREAS OF THE SHOW. THE REFURBISHED ZENITH AREA, OUR BLUEZONE VENUES, COMBINE AN AUTHENTIC FACTORY WITH MODERN DAY DESIGN TO HOST FABRIC INNOVATIONS, TRENDS, CRAFTED DENIM AND READY-MADE SOLUTIONS.



## THE PRICES OF YOUR SHOW PARTICIPATION

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### STAND PRICE

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**295,00 EUR PER M<sup>2</sup> PLUS 19% VAT**

### ENTRY AS CO-EXHIBITOR

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**295,00 EUR PLUS 19% VAT**

### MARKETING ACTIVITIES

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**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**

### FIRST-TIME PARTICIPATION FEE

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**295,00 EUR PLUS 19% VAT**

### EXHIBITOR'S LIABILITY INSURANCE

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**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.

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**BLUEZONE**

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BE PART OF THE NEXT SHOW

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# JOIN US AT BLUEZONE ON 3 + 4 SEPTEMBER 2024!

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FOR MORE INFO

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