MUNICH
FABRIC
START

MUNICHFABRICSTART.COM

SALES KIT

31 AUG - 02 SEP 2021

AUTUMN.WINTER 22/23

INSPIRATION & INFORMATION FOR THE SEASON‘S START







As first of the international trade shows for fabrics and accessories, MUNICH FABRIC START opens the new season for fashion fabrics and accessories twice a year. International fabrics and trimmings supplier meet in Munich for the season’s start to present the latest developments and innovations to the textile and fashion industry.

With a unique trade fair format that provides sound trade and trend information in a productive working atmosphere combined with a personal touch, MUNICH FABRIC START has established as an international sourcing platform.

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 around 20,000 trade visitors to Munich every season. MUNICH FABRIC START comprises the areas Fabrics, Additionals, Design Studios, Sourcing, ReSource and the Keyhouse innovation centre. At the same time as the MUNICH FABRIC START, the international Denim Trade Show BLUEZONE take place on the Zenith site. The team of MUNICH FABRIC START Exhibitions GmbH also organises the Preview Trade Show VIEW Premium Selection twice a year.



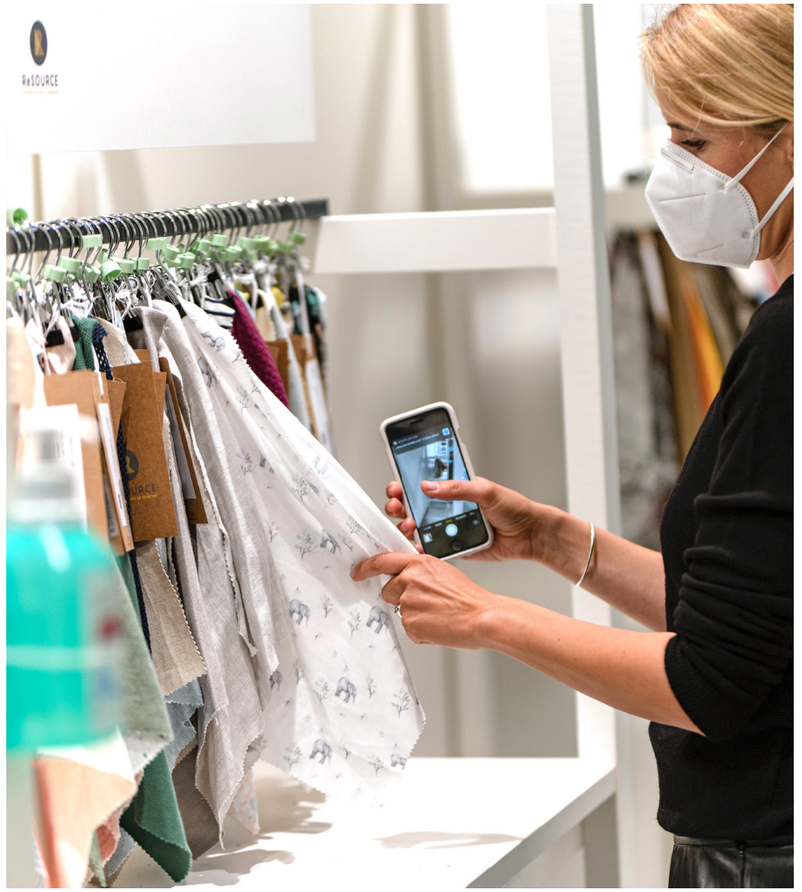
SAFETY AND HYGIENE HAVE HIGHEST PRIORITY

COVID-19 COMPLIANT TRADE SHOW

FABRIC DAYS in September 2020 have proven that the realisation of trade fairs are possible in times with Covid-19. The condensed and business-focused trade fair format FABRIC DAYS was the first fabric fair after the first lockdown and is now considered a prime example for the following trade fairs under the new conditions.

Of course, safety and hygiene had the highest priority during the implementation of FABRIC DAYS. All visitors, exhibitors and contributors showed full understanding and took the extensive hygiene and safety measures into account with a high degree of naturalness and a positive spirit.

The proven hygiene and safety concept is now a standard for the following trade fairs and gets updated continuously. Of course, exhibitors and visitors get informed about all measurements before the show.









DISCOVER THE SOURCE

8 TREND-SETTING AREAS



FABRICS



ADDITIONALS



DESIGN STUDIOS



SOURCING



KEYHOUSE



ReSOURCE



SUSTAINABLE INNOVATIONS

BLUEZONE

INTERNATIONAL DENIM TRADE FAIR





FABRICS

Every season, some 600 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. Also to be found here are fibres such as bamboo and polylactic fibres, high-tech coatings and intelligent fabric systems for activewear.

Sustainable fabrics that are ecologically certified are offered an additional presentation platform within RESOURCE (see ReSOURCE on page 8).

Exhibitors in the fabrics section include: Cotonificio Albini, Alpex, Eusebio, Ipeker, Jil Silk, Kivanc, Riopele and Sprintex.









ADDITIONALS

Trims and accessories form the second focus of the trade show. Around 200 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: Knopf-Schäfer, A-TEX, Reca Group, Officina 3, Frameless, Shindo, Union Knopf, Riri, Cadica Group, Bodo Jagdberg, Nilorn, Varcotex, Panama Trimmings, Bornemann, We Nordic und Mainetti.













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 in the firstFLOOR 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: Boggia Disegni, Circleline, Longina Phillips Designs, Lica Design, Fluxus, Fusion CPH, Design Union, Zisser, + Bernini, Buntastic and Breitenbach und Töchter.







ReSOURCE

As the next step of evolution and successor to the former organic-selection established in 2009, MUNICH FABRIC START increases sustainability to the next level with the new area ReSOURCE.
ReSOURCE presents current material developments and textile innovations that are produced in an ecological and socially compatible way. ReSOURCE defines and supports the future of innovative material development.

According to the enormous sustainable movement of the past decade in the textile industry, future-oriented innovations today are natural, biological, recycled or regenerative cellulose fibres including new models of the recycling industry as well bioplastic technologies (bioplastics). In addition, a further important topic for a sustainable future is the transparency in procurement and production chains as well as the use of “clean” wet processing methods.

RESOURCE PRESENTS SUSTAINABLE FABRICS AND ADDITIONALS IN FOLLOWING CATEGORIES:

RECYCLED
BIODEGRADABLE
POLLUTION-FREE
NATURAL
REGENERATED CELLULOSICS
INNOVATIVE ALTERNATIVES
DENIM
GOTS

The selection about 700 eco fabrics and more than 100 accessories can be sourced the whole year at resource.munichfabricstart.com

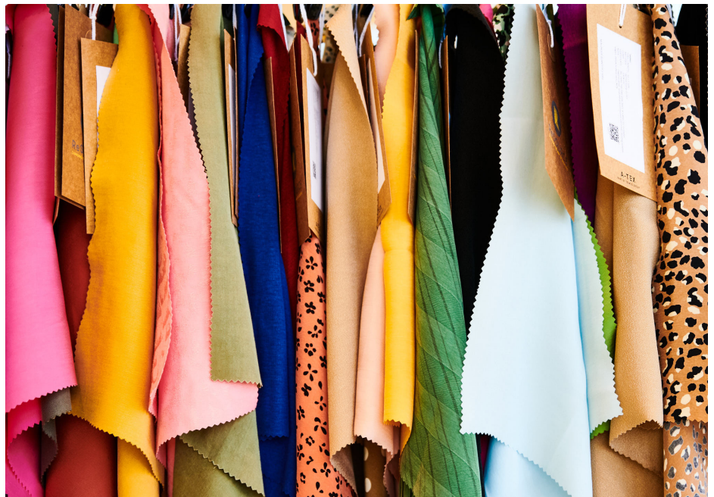
Furthermore, the new ReSOURCE SUSTAINABILITY GUIDE shows the ecological and social impact of the most relevant seals at a glance. Meet experts from international Certification Bodies to exchange on the latest developments in the sustainability sector or to get advice on your questions. Informative presentations and panel discussions complete the ReSOURCE concept.

Let’s ReSOURCE.









SOURCING

The integrated SOURCING showrooms are a suitable addition to the diverse portfolio of MUNICH FABRIC START as well as the value-added chain. **Selected clothing manufacturers present their products and services around the latest sourcing services and apparel manufacturing here.**

The range of services of the internationally experienced manufacturing companies includes cut-make-trim (CMT) solutions as well as high-end production. Furthermore, services such as A-Z process solutions including procurement processes are offered.

Following exhibitors presented their portfolio in the SOURCING showrooms in Atrium 3: Cotton Fashion, Glas GmbH, Global Market, Hale Textile, KANA Trading, Pinnacle Impex, SchweigerTochtermann Textile Solutions, Taroni, Tat Fung Textile, Teijin Frontier Europe, The South India Garments, VIA – Vietnam Industry Agency.













KEYHOUSE

Launched in August 2016, KEYHOUSE is the innovation and competence center for textiles and products with a highly innovative approach. This interactive trade fair format is a spotlight for pioneering smart textiles, future fabrics, new technologies and future-oriented showcases alongside sustainable developments, expert workshops and trend seminars – in terms of both sustainability and technology and of finishing and research.

Progressive suppliers and global players from a variety of sectors will stage an epicentre of creativity and innovation. The atmospheric and charming industrial setting extending over 1,000 square metres forms a backdrop for pioneering smart textiles, future fabrics and technologies with a high degree of integration in textile products and high fashion as well as in the context of cross-sector macro trends.

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 the KEYHOUSE include: Archroma, KPMG, Lenzing, UN Global Compact, Lectra, Assyst, Vizoo, Cocccon, KNK Production & Development, Knitcloud by N.I.O, Microsoft, Remo, Com.i.stra, European Spinning Group, Lunative Lab, Pauline van Dongen, Holst Centre.











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 fairs. Focused in Hall 6 & 7 right next door to 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: Orta Anadolu, Tejidos Royo, Candiani S.p.A., Bossa Denim, Calik Denim, Europa SNC, Imatex, Prosperity, Berto, Velcorex, Dorlet, KT Trims, Hyosung Creora, Baykanlar, Denim Authority und P.G. Denim.













LOCATION

MUNICH FABRIC START is held at a modern trade fair and exhibition centre, the Munich Order Centre (MOC) in the north of Munich. The unique architecture is bright and spacious providing different stand and presentation possibilities. The range of exhibition space spans from white stands and light-flooded atriums to individual studios. This creates a comfortable and productive working atmosphere that is exceptionally appreciated by both, exhibitors and visitors time and again.

The KEYHOUSE is the innovation and creative centre of the fair located in hall 5, the Boiler House and is literally seen as more than just the spatial key element between MUNICH FABRIC START and BLUEZONE.

BLUEZONE is located in two halls at the Zenith area (Hall 6 + 7) only a few metres away from the MOC. The old factory building with the industrial charm of the 20s and the Coal Bunker as unique mix of traditional and modern architecture create an inspiring and product-oriented working environment for suppliers and visitors alike.

The exhibition venue of MUNICH FABRIC START consisting of these three locations can easily be reached by car and public transport and offers sufficient parking facilities.









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





For twenty years now, visitor numbers at MUNICH FABRIC START have been at a steady high level. In February 2020, the fair registered 18,400 international vistors.

Represented in Munich was the complete line-up of German ready-to-wear manufactures as well as top decision makers and designers from neighbouring countries. The proportion of foreign visitors amounted to 38%. The quality of visitors was on a constantly high level including established brands covering the full bandwith, such as Adidas, Acne Studios, Asos, Baldessarini, Brunello Cuccinelli, Calvin Klein, Cinque, Debenhams, Diesel, Drykorn, Esprit, G-Star, Gerry Weber, Guess, Holy Fashion Group, Hugo Boss, Joop, Lagerfeld, Mads Norgaard, Marc Cain, Marc O'Polo, Marks & Spencer, s.Oliver, Talbot Runhof, Tommy Hilfiger and Zlabels just to name but a few.

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

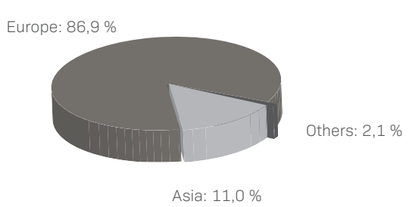
FACTS

EXHIBITOR AND VISITOR PROFILE OF THE LAST FAIR AT A GLANCE:

More than 1000 exhibitors from 41 different countries presented some 2000 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.

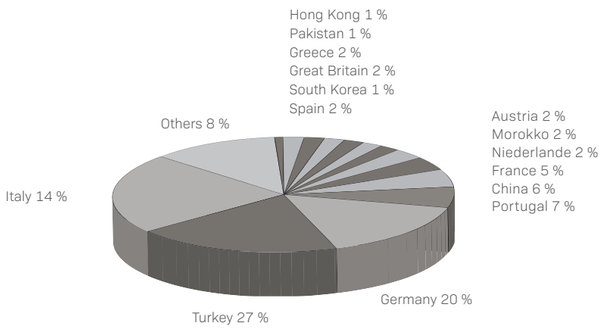
SPREAD OF EXHIBITORS BY CONTINENTS

MUNICH FABRIC START February 2020:



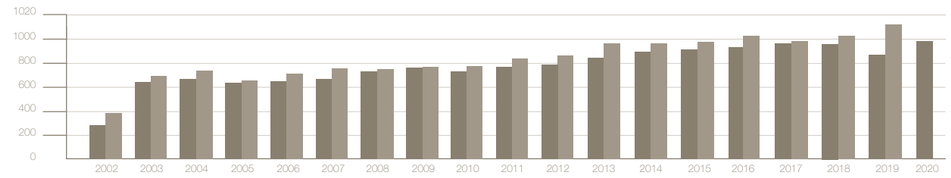
SPREAD OF EXHIBITORS BY COUNTRIES

MUNICH FABRIC START February 2020:



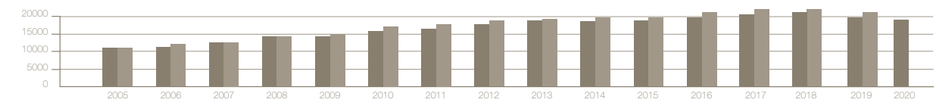
Country	Number of Exhibitors
Turkey	261
Germany	194
Italy	136
Portugal	63
China	53
France	46
Austria	24
Spain	21
Netherlands	18
Great Britain	15
Greece	15
South Korea	14
Hong Kong	13
Pakistan	12
Morocco	9
Switzerland	8
Poland	7
India	6
Denmark	5
Romania	5
Japan	5
Tunisia	5
Belgium	4
Lithuania	4
Bulgaria	3
Czech Republic	3
USA	3
Egypt	2
Sweden	1
Ireland	1
Ukraine	1
Taiwan	1
Thailand	1
Vietnam	1
Australia	1

EXHIBITOR GROWTH AT MUNICH FABRIC START 2002 - 2020



	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
February	282	496	580	637	648	668	728	762	727	768	792	847	897	910	925	956	950	905	961
September	381	541	639	650	706	755	745	765	775	823	857	952	952	976	1028	986	1034	1127	

VISITOR GROWTH AT MUNICH FABRIC START 2005 - 2020



	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
February	11000	11060	12500	14200	14350	15640	16900	17600	18200	19200	19300	19900	20100	20350	19800	18.300
September	11000	12000	12600	14200	14910	16550	17700	18200	18500	19500	19700	20300	20500	20500	20300	

VISITOR PROPORTION BY COUNTRY

MUNICH FABRIC START February 2020:

Country	Visitor in %
Germany	62
Europe	22
Others	16

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 fair visit.

ONLINE PROFILE:

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

In addition, the online profile offers a free possibility to best possibly promote the presence at the trade fair online – by a comprehensive company profile with a detailed product description, images of your collection, your company‘s logo and a campaign design. Furthermore, a newsletter service is provided to send information in your corporate design.

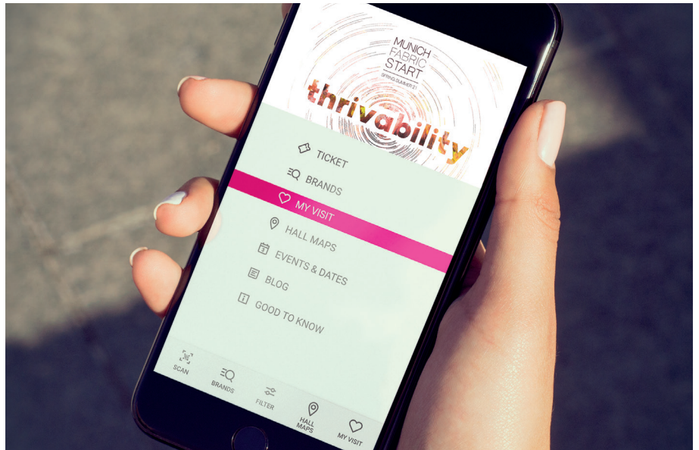
APP:

With the MUNICH FABRIC START App, visitors can easily and quickly start preparing for the trade fair and designing their personal visit. It has never been easier to plan and document your visit to the fair 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 fair, visitors and exhibitors benefit from the latest fair 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 fair.







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.

MUNIQUE MAGAZINE:

The relaunched trade fair magazine features new areas and innovations of the show and presents collections news and editorial articles in an appealing magazine. We analyze the trends and relevant news from the industry. We provide a deep insight into the fair and the future and present your portfolio. Just send us your news or contribution.

SHOW GUIDE:

The SHOW GUIDE offers all information about the fair at a glance and features collection‘s news and editorial articles in a handy printed booklet to go: including exhibitor‘s list, hall maps, a product group search as well as an Alphabetical Overview. Your presence at MUNICH FABRIC START will be promoted here as well.

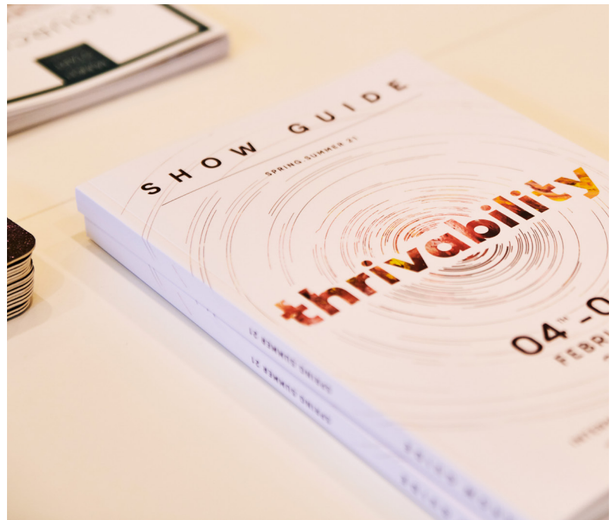
ADVERTISING SERVICES:

As exhibitor of MUNICH FABRIC START, you will be supported with a highclass advertising package. Use this opportunity and feature your company with an advertisement in the SHOW GUIDE or the MUNIQUE MAGAZINE. The corresponding conditions can be found at a glance on page 18 or in the Marketing Guide on request.

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 fair facts on different web portals. In addition, press representatives are invited to the fair and receive all relevant information about the fair and exhibitors.









TECHNICAL SERVICES



STAND MODULS:

In the event of booking a fair stand, exhibitors not only receive the stand space but a complete 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.



H3
D 13

Brixiatrade SPA
Italy





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 all three days of the trade fair.

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 fair. A dedicated internet access point at the booth can be ordered in addition.

SHUTTLE SERVICE:

On all three fair days, bus shuttles will run between Munich Airport and MUNICH FABRIC START. A bike shuttle will run between MOC and BLUEZONE (Zenith Hall).

MUNICH FABRIC NIGHT:

The legendary MUNICH FABRIC START after show party is meanwhile a set date - MUNICH FABRIC NIGHT takes place on the evening of the first day. Both exhibitors and visitors are invited to wind down from the first trade fair day with fine drinks in a pleasant atmosphere.

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 post or email free of charge. On-site registration is also quick and easy.







TREND SERVICES

TREND AREAS:

Every season is summarized in trend themes for womens-wear 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 into Hall 5. 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. Exhibitors receive an invitation to submit their 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 for the HIGH-TEX Award 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.

COLOUR CODE:

The elaborately staged Colour Forum is located in the lobby in front of Hall 1 to 4 and visualises the selected trend colours of the season. Find the general colour card for the season in the COLOUR CODE - exclusively presented as correspondingly dyed high-quality yarns.

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 direct.

TREND SEMINARS:

With a comprehensive range of presentations at TREND-SEMINARS, Keyhouse Hall 5, we provide extensive information to our audience. Visit trend lectures and seminars by renowned agencies and institutions as well as certifiers on relevant issues and developments.







PRICES



1. STAND RENTALS

ADDITIONALS | HALL 1 AND HALL 2
Price: 220,00 EUR per m² plus 19% VAT.

FABRICS | HALL 3, HALL 4 + ATRIUM 4
Price: 220,00 EUR per m² plus 19% VAT.

FABRICS | STUDIO 1 + STUDIO 2
Price: 200,00 EUR per m² plus 19% VAT.

DESIGN STUDIOS | S1
Price:
Design Modul 1, about 12m² 1.400 EUR plus 19% VAT.
Design Modul 2, about 24m² 1.900 EUR plus 19% VAT.

BLUEZONE | HALL 6 AND HALL 7
Price: 235,00 EUR per m² plus 19% VAT.

SOURCING | ATRIUM 3
Price: 225,00 EUR per m2 plus 19% VAT.

KEYHOUSE | HALL 5
Price: 200,00 EUR per m² plus 19% VAT.

ENTRY AS CO-EXHIBITOR:
Price: 295,00 EUR plus 19% VAT.

2. MARKETING ACTIVITIES

Price up to 30m²: 250,00 EUR plus 19% VAT.
Price from 31m²: 300,00 EUR plus 19% VAT.

3. FIRST-TIME PARTICIPATION FEE

Price: 295,00 EUR plus 19% VAT.

4. EXHIBITOR‘S LIABILITY INSURANCE

Price: 30,00 EUR plus 19% VAT.

5. AD RATES

SHOW GUIDE
790,00 | 1190,00 EUR (1/1 | 2/1 Page)

MUNIQUE MAGAZINE
950,00 | 1490,00 EUR (1/1 | 2/1 Page)

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.“

CLOSED
GORDON GIERS

“We highly appreciate MUNICH FABRIC START because this event is simply unique especially in conjunction with BLUEZONE. We focus on trousers and the ranges on display here are perfect. We mainly source for the coming winter, we have already concluded the autumn programme.”

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.”

JAPAN BLUE CO LTD
KATSU MANABE

“I visited BLUEZONE for the first time and the fair was much bigger than I had expected! A nice mix of clothing, manufacturers, crafts and live dyeing demonstrations; plus great renovated old buildings. I see great potential to bring together multinational producers with global customers. I hope the show will continue to be as successful and open up new opportunities for buyers and visitors alike.”

TOMMY HILFIGER
FELICIA IRIMIA

“We love coming to Munich to look for new items for our current collection, especially for new trends in trims and for inspiration in general. For me speaking with current suppliers is also key. All in all MUNICH FABRIC START is the main fair for us to visit as it is the earliest of the bigger textile fairs and attracts many suppliers, both from (all over) Europe and the Far East. This quantity and diversity is really great.”

HOLY FASHION GROUP
MICHAEL SEITER

“At the MUNICH FABRIC START we are working with commitment and concentration to complete our collections and at the same time discover new products to round them off. We appreciate the combined portfolio of denim and fabrics at this fair. This is the perfect offer for our needs.”

FASHNERD.COM
MUCHANETA KAPFUNDE

“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:

LANIFICIO LUIGI RICCERI
CHRISTIAN TORRI

“The decision to come back to MUNICH FABRIC START after many years away was in any case a very good one. The fair is very well organised, the quality of visitors is high and the date is perfect. High-quality producers, in particular, are keen to showcase special highlights towards the end of the season.”

A.M.F. SPA
ANDREAS FAERBER

“AMF is one of the pioneers at MUNICH FABRIC START and was already presented at the fair when it was still an event for Bavarian trade representatives. The fair particularly makes sense because of its early date. We use the fair not only to maintain customer contacts but also as a real “working fair“ where new developments are suggested and discussed. Milan or Paris are not options for us (AMF does not exhibit there) as these fairs are too late and too dispersed – we want to work with our customers in a targeted manner.”

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.”

LENZING FIBERS
TRICIA CAREY

“To us this is a fantastic trade fair to meet with our customers. Furthermore, we get plenty of inspirations and impressions here. MUNICH FABRIC START is without a doubt my favourite fair. There is a very special atmosphere here. Here the most varied forms of creativity collide. Moreover, we use this opportunity to explain our products, strategies and cooperations in seminars and to launch products. We welcome our most varied range of visitors here in Munich: American clients, university graduates, start-ups and, of course, leading European brands.”

CANDIANI DENIM
MARYKATE KELLY

“We see BLUEZONE as a community platform and content hub. Although there are many different marketing channels for product communication, the brand experience at a trade fair cannot be topped. BLUEZONE is not only a great location, but also a very open-minded and committed community.”

CONE DENIM
KARA NICHOLAS

“The atmosphere here is wonderful and we are very happy to be here. CATALYZER offers the perfect surroundings to stage our Heritage products. The range is curated with a great deal of finesse. This is our first time here as exhibitors in the BLUEZONE and we are sure this is the right platform for us to present ourselves to the promising German market.”

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.”

BOLID’STER
PIERRE-HENRY SERVAJEAN

“The organisers have managed to create an inspiring setting at KEYHOUSE that links two mega trends. One driver is sportswear and the other technology. Both together sketch out the future path for the fashion and textile industry. The participative and interactive concept of this new unique hall gives these developments a further push.”

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

PROJECT MANAGEMENT

FABRICS
Mai Linh Nguyen
Tel: +49 (0)89 45 22 47 70
E-mail: mn@munichfabricstart.com

ADDITIONALS I VIEW Premium Selection
Vanessa Frank
Tel: +49 (0)89 45 22 47 66
E-mail: vf@munichfabricstart.com

FABRICS ASIA I SOURCING
Eddy Wong
Tel: +49 (0)89 45 22 47 28
E-mail: ew@munichfabricstart.com

BLUEZONE | KEYHOUSE
DESIGN STUDIOS | RESOURCE
Theresa Walter
Tel: +49 (0)89 45 22 47 10
E-mail: tw@munichfabricstart.com



ORGANISATOR

MUNICH FABRIC START Exhibitions GmbH
Thomas-Wimmer-Ring 17
D - 80539 Munich
Tel: +49 (0)89 45 22 47 0
Fax: +49 (0)89 45 22 47 22

MARKETING & COMMUNICATION

Claudia Mynott
Tel: +49 (0)89 45 22 47 45
E-mail: cm@munichfabricstart.com

PRESS

Chantal Gräff
Tel: +49 (0)89 45 22 47 40
E-mail: cgr@munichfabricstart.com

SOCIAL MEDIA

Alison Baxter
Tel: +49 (0)89 45 22 47 44
E-mail: aba@munichfabricstart.com