

MUNICH
FABRIC
START

AUTUMN.WINTER 18/19

MEDIA KIT

5 - 7 SEPT 2017

FABRICS | ADDITIONALS | BLUEZONE | KEYHOUSE | DESIGN STUDIOS | ASIA SALON

MUNICHFABRICSTART.COM | #MUNICH FABRIC START



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MUNICH FABRIC START

// MUNICH FABRIC START

MUNICH FABRIC START makes a difference. It convinces with a unique format, a profile sharpened time and again with seasonal innovations and the highest degree of value added for designers, product managers and buyers from throughout the world.

It sets standards against the backdrop of market-critical challenges and fundamental changes in an innovative and impulsive manner. One of the leading international textile trade fairs, MUNICH FABRIC START offers exclusive, product-specific areas as well as trend and colour forums with an enormous density of information. Trend seminars with VIP speakers and forward-looking panel discussions are strong statements of a trade fair format focused on the future and progress.

This dynamic corporate strategy benefits both the over 1,000 exhibitors as reliable partners from 36 countries presenting in excess of 1,700 fabric and additional collections for women, men as well as denim and sportswear and the approximately 20,000 trade visitors attending per season.

**MUNICH FABRIC START SETS
STANDARDS AGAINST THE
BACKDROP OF MARKET-
CRITICAL CHALLENGES AND
FUNDAMENTAL CHANGES.**



Impressions of the MUNICH FABRIC START

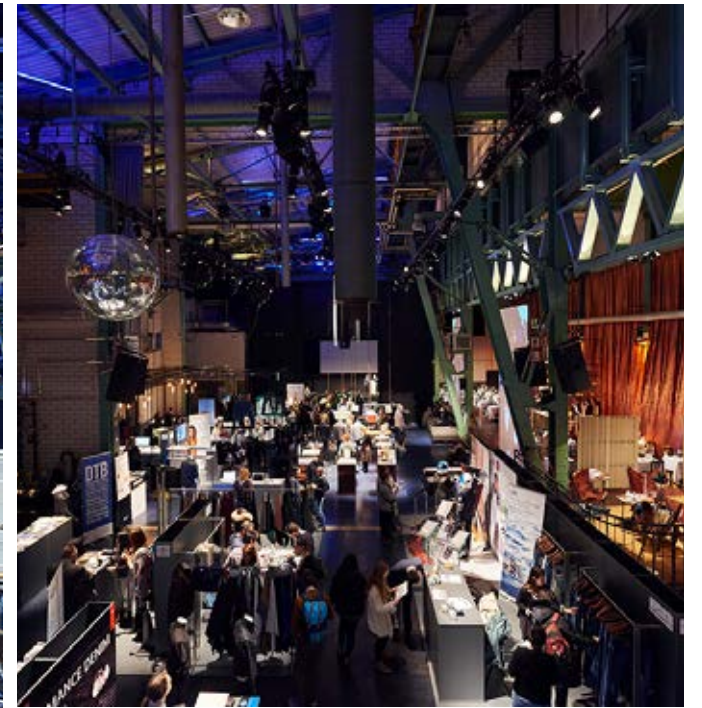
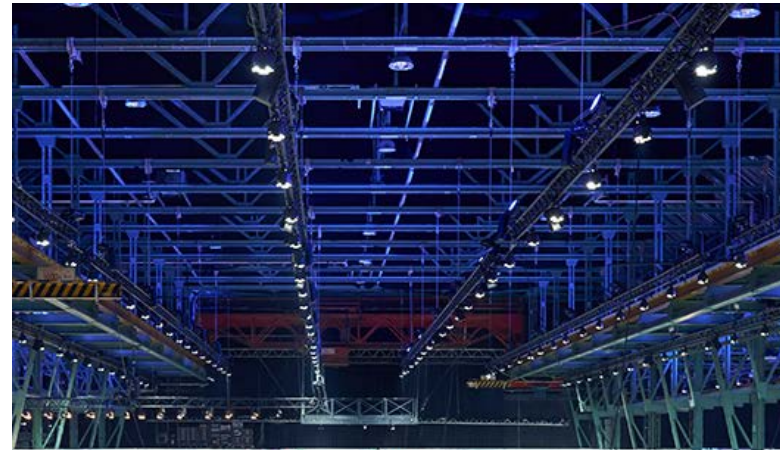
Bluezone is the fair-in-fair concept of the MUNICH FABRIC START for the denim and sportswear community.

BLUEZONE PROFILE

BLUEZONE is the fair-in-fair concept of MUNICH FABRIC START for the denim and sportswear community. Initiated as the first of the trade shows specifically organised for denim it features – enhanced by CATALYZER – an atmospheric and unique presentation area for the portfolio of some 100 international suppliers.

At KEYHOUSE, Hall 5, state-of-the-art technology and innovative product solutions fuse with the atmosphere and industrial charm of a former steam-generator hall. The resulting, exciting ambience inspires discussion, interaction as well as research with global opinion leaders and creative trend experts.





Impressions of the BLUEZONE, CATALYZER and KEYHOUSE

// FABRIC SECTIONS

In four halls and on three storeys MUNICH FABRIC START covers the complete product portfolio with more than 800 collections ranging from basics to haute-couture collections for all segments of women's and men's apparel as well as affiliated textile products.

Moving increasingly in focus are future-proof fabrics, high-tech coatings and smart textile systems for performance and active-wear. Topics currently high on the agenda such as "Fashion goes Technology", innovations and sustainability or forward-looking process solutions are addressed and deepened by seminars, interaction and panel discussions at KEYHOUSE.

The powerhouse suppliers in this segment include Marzotto, Stola, Albiate, TBM Group and Miroglio, to name but a few.



**MOVING INCREASINGLY IN FOCUS ARE
FUTURE-PRODUCT FABRICS, HIGHT-TECH
COATINGS AND SMART TEXTILE SYSTEMS
FOR PERFORMANCE AND ACTIVEWEAR.**

ASIA SALON

ASIA SALON demonstrates creative globalisation.

At Atrium 3 more than 150 powerhouse brands from the Far East exhibit their collections and high-tech systems for functional, fashionable clothing.

The product portfolio is completed by the latest fabric and process solutions in the lingerie, fashion and sportswear segments for both woven and knitted fabrics.

The supplier partners from China, Korea and Taiwan include Concordia, Uni Textile, Royal Maye Chie, KooJoo, Huayue and Thermore, to name but a few.



ASIA SALON demonstrates creative globalisation.

DESIGN STUDIOS

Initiated in September 2012, DESIGN STUDIOS is the concrete answer to the textile industry's growing need for progressive ideas and individual design solutions.

The innovative creativity platform of MUNICH FABRIC START has become established as a stand-alone exhibition format and opens up to visitors a new creative dimension for the design process. Textile designers and design studios from all over the world present their fabric designs and latest developments here.

Exhibitors on this area include amongst others Anteprima, Gibson Design Studio, Creations Robert Vernet, Lica Design, Boggia Disegni and Tom Cody Design.



KEYHOUSE

KEYHOUSE, the electrifying innovation and competence centre of the trade fair in Hall 5, pools future-oriented and business-critical developments in its exhibits.

The new, interactive exhibition approach stages smart textiles, future fabrics and technologies with the highest degree of integration into textile products.

Directional show cases, sustainability, the latest technologies and value added processes are presented within the context of cross-industry macro trends – rounded off by expert workshops and seminars on trends, technology, finishing and research. In excess of 40 vendors demonstrate their latest technology and sustainability concepts.

Including names such as Schoeller, Toyota, Lenzing, Naveena as well as Dyneema and Tonello.



DIRECTIONAL SHOW CASES, SUSTAINABILITY, THE LATEST TECHNOLOGIES AND VALUE ADDED PROCESSES ARE PRESENTED WITHIN THE CONTEXT OF CROSS-INDUSTRY MACRO TRENDS.

ORGANIC*Selection*


Part of KEYHOUSE but as a separate section ORGANICSelection introduces pioneering and sustainable fabrics and materials for the textile industry.

Furthermore, the forum exhibits sustainable innovations as well as curated showcases with novel fibre blends all revolving around sustainability.

This sustainability area, which is adapted to the changing market requirements and standards time and again, is rounded off by teams of experts present from the leading certification and non-profit organisations such as Oeko-Tex, GOTS and IVN, who will provide personalised approaches and discuss relevant issues.

**...ORGANIC SELECTION
INTRODUCES PIONEERING
AND SUSTAINABLE FABRICS
AND MATERIALS...**





BLUEZONE is among the biggest and most successful denim shows worldwide today.

BLUEZONE

BLUEZONE is among the biggest and most successful denim shows world-wide today. Boasting more than 100 denim and sportswear brands, BLUEZONE has a stronger line-up than ever, and has now been expanded to two halls in response to the high demand. As usual, ALL STAR MILLS in Hall 7 with 75 brands showcases their latest developments for denim and sportswear. Rounded off by denim-related products such as flats, cord, pre-washed and dyed materials as well as sophisticated brandings with trendy fastener solutions and labelling. In-depth trend forums show trendsetting developments, finishes, colours and styles.

At CATALYZER, Hall 6, 25 exhibitors present their product ranges with a focus on heritage, passion, sustainability and innovation. Joining the fray are Albiate 1830, Kurabo, Denim Studio, Blu International, Cresent, Redmark Fie-mont and Sporty.

// ADDITIONAL SECTIONS

The extended and re-designed Additional Forums in the MOC foyer are a clear evidence of the importance of this segment for the product areas of MUNICH FABRIC START.

At the individually designed exhibition halls 1 and 2 over 280 of the world's leading additional specialists display their latest developments. Designers, product managers and buyers seek information here about current trends in buttons, tapes, decorative appliqués, gemstones, fasteners and labels.

These are complemented by novel lining fabrics, lace, embroidery or fusing as well as complete solutions for Labelling & Branding. Represented here are Union Knopf, Swarovski, Agentur Fabian, YKK, Shindo, Knopf-Schäfer, Riri, Cadica Group, Bodo Jagdberg et al.



// TREND AREAS

Doubtlessly key points of MUNICH FABRIC START are the exclusively created lifestyle worlds that extend across the entire foyer of the MOC.

Cross-seasonal macro trends flow into sales-boosting micro themes. Approximately 2,500 high-impact highlights (with reference to their manufacturer and stand) selected from over 10,000 samples submitted by the 1,700 collections on display are the backbone of this comprehensive design centre.

Colour Moods illustrated by fabrics, catwalk impressions, non-stop videos, specifically dyed yarn reels as handy hand-outs are important tools provided by this atmospheric information forum that is re-created in a different style each time.





Impressions of MUNICH FABRIC START



TREND & COLOUR CODE

As an additional service MUNICH FABRIC START offers dedicated trend publications as a compilation of the Trend and Colour Forums.

TREND CODE provides an overview of the most important trend themes in elaborately designed Mood Stories comprising narrative explanations and Colour Cards with Pantone and Coloro codes. This is completed by high-impact colour compositions that already single out the principal colours with their corresponding accent colours early on.

COLOUR CODE is laid out as a handy tool to be immediately built into the creative process. This general trend colour card contains all colour codes of relevance for the respective season.

As exclusively dyed high-quality yarns each assigned to a trend theme they make for an extra tactile fashion experience on top of the visual presentation.

// REPORT AUTUMN.WINTER 18/19

MUNICH FABRIC START PUSHES NEW TRADE FAIR AND EVENT FORMATS

MUNICH FABRIC START kicks off the new trade fair cycle for AUTUMN.WINTER 18/19 with even greater impact. In addition to extending existing areas, a new trade fair format MUNICH APPAREL SOURCE will be launched. Held concurrently it extends the ranges to include the next step in the value chain.

NEW ELEMENTS AND HIGHLIGHTS AT A GLANCE:

> Due to popular demand, the high need for information and the strengthened position of BLUE-ZONE as the biggest European denim show with over 100 brands the coming event in September will be extended to three days thereby aligning with the duration of MUNICH FABRIC START at MOC.

> At the Denim Club with talks and workshops held on a specifically installed gallery at the centre of

MUNICH FABRIC START PUSHES NEW TRADE FAIR AND EVENT FORMATS



the BUEZONE expert talks and workshops will cover developments and tendencies in this dynamic and fast-paced market.

> A new feature is THE INFINITE as a leit-motif integrated into the BLUEZONE – its evocative message is ‚Denim beyond Seasons‘ – The Latest First. This concept picks up on new cycles and trends that dissociate themselves from the classical seasonal approach and adapt to the process of real-life necessities.

> KEYHOUSE, the innovative hub for new technologies, future fabrics, bionomics and macro trends, will also be open over the entire three trade fair days for the first time now. On display will be the latest developments in new high-tech fibres, fabrics and accessories alongside value chain processes and sustainable innovations.

> Providing deep insights into Textile Industry 4.0 is the MicroFactory that presents a completely connected, integrated production chain experience from design to finishing. Selected partners will be given an opportunity here to test the production of one of their individual designs



in a so-called design slot specifically reserved for them.

> The highlights at KEYHOUSE include an exclusive trend seminar by Li Edelkoort. The internationally renowned trend expert will share the key trends for the AUTUMN. WINTER 18/19 season and conclude with an exclusive preview of the tendencies for SPRING.SUMMER 19 in Munich.



**KEYHOUSE, THE INNOVATIVE HUB FOR
NEW TECHNOLOGIES, FUTURE FABRICS,
BIONOMICS AND MACRO TRENDS**



Tintex Textiles



Fruitleather



Nina Gaultier

> Presented for the third time will be the HIGHTEX AWARD, the innovation prize of MUNICH FABRIC START at KEYHOUSE as a recognition of outstanding performance in terms of forward-looking product development.

> Held in parallel with MUNICH FABRIC START and BLUEZONE will be the premiere of MUNICH APPAREL SOURCE at the nearby MTC. A regular shuttle between MOC and MTC will be provided.

This means MUNICH FABRIC START is extending its portfolio to include the next stage of the value chain. With MUNICH APPAREL SOURCE it will offer a comprehensive portfolio of services and products for the fashion industry in one location. The spectrum of services offered by these over 200 multi-national sourcing offices and manufacturing companies with European designers and ready-to-wear producers includes both Cut-Make-Trim (CMT) solutions and high-end finished goods production.

,The expectations linked to the complex and logistically demanding manu-

facturing and sourcing processes in the textile and fashion industry necessitate the synergy of two complementary and synched events such as MUNICH FABRIC START – one of the most successful trade fair for Fabrics and Additionals – and the new MUNICH APPAREL SOURCE – the format specialised in manufacturing and sourcing.'

Wolfgang Klinder, Managing Director MUNICH FABRIC START



A multi-faceted conference and seminar programme at MTC provides additional information on forward-looking aspects related to sourcing and the imminent revolutions in the fashion sector.

To kick off MUNICH APPAREL SOURCE on 5 September 2017, the Conference ‚patterns X.0 – Digitalisation of the Value Chain‘ will shed some light on the future of the fashion industry – from design through production to merchandise management at the PoS. Hosted by Holger Knapp, the General Manager of Deutscher Fachverlag, innovative concepts and case studies will be presented by international players followed by an open discussion and question and answer session with participants.

For more information please visit www.patterns-x.website

MUNICH FABRIC START with over 1,000 suppliers – of whom some 90 are international first-time exhibitors – and more than 1,700 collections in the FABRICS and ADDITIONALS segments is fully booked once again. A total of more than 800 FABRICS and 280 ADDITIONALS suppliers from 36 countries will showcase their collections in Halls 1 to 7, complemented by companies from the Far East at ASIA SALON plus the stimulating DESIGN STUDIOS with proprietary prints as well as creative design solutions.

‚The complex and synchronised event format comprising MUNICH FABRIC START as one of the leading international trade fairs for fabrics and additions, MUNICH APPAREL SOURCE Fair as the ‚service centre‘ for manufacturing and sourcing processes, BLUEZONE as one of the most important and complete denim shows, and the KEYHOUSE as an creative and innovation lab make a clear statement in favour of a modern and progressive corporate

strategy towards the future. And all of this supported by a comprehensive service package and partnership-based cooperations.‘

Sebastian Klinder, Managing Director MUNICH FABRIC START



//FACTS
FIGURES

1 DAY
+ KEYHOUSE
BLUEZONE
CATALYZER

100
BRANDS
in the Bluezone

+1%
more visitors

7
Halls

more than
1000
exhibitors

VISITORS
20.100

42.500 m²
exhibition space

1700
collections



VIEW PREMIUM SELECTION

// VIEW PREMIUM SELECTION PROFILE

What started as an exclusive Preview date has now developed into a well-established trade fair with international appeal.

VIEW, the Preview Textile Fair of MUNICH FABRIC START, offers the assured information and planning security so crucial at an early point in time thereby responding immediately to changed processes and seasonal market shifts.

The concept of the two consecutive and complementary trade fair concepts of VIEW Premium Selection and MUNICH FABRIC START has proved correct and forward-looking.



// FABRIC SECTIONS

At VIEW more than 300 collections of leading international fabrics and additional suppliers provide the first well-researched preview of the textile and fashion trends for the respective season. At this early point in time the powerful portfolio of increasingly finalised and fine-tuned collections already impresses the leading creative teams of the national and international brands and designers expected in Munich. They showcase their developments in the areas of fabrics for men and women, additional findings and accessories as well as the initial highlights for denim & sportswear.

Equally powerful are the early innovation proposals made by VIEW DESIGN STUDIOS with the latest prints and patterns. Within the wide range of collections 22 new international power-house suppliers are featured. These include an Asian delegation presenting its developments and complementing the portfolio of renowned suppliers from Germany, Austria, Switzerland, France, England, Turkey, Japan and the strongly represented Italians.



// VIEW CLOSING REPORT AUTUMN.WINTER 18/19

THE MOST SUCCESSFUL VIEW PREMIUM SELECTION WITH A STRONG SECOND DAY. EXPECTATIONS FAR EXCEEDED.

With a very well planned, strong portfolio of international suppliers VIEW Premium Selection Autumn.Winter 18/19 running last Monday and Tuesday ended once again on a visitor plus. Right from the start of the 1st day of the trade fair visitor foot-fall was high then continuing in the relaxed and both intense working atmosphere at a constant high through to late afternoon on the final day on Tuesday.

This means VIEW Premium Selection held from 17 to 18 July 2017 exceeded the expectations of both suppliers and organisers who, due to the rescheduling, looked with anticipation at how the date was met on the market. A rise in visitors of a further 3% at the close of the trade fair confirms the importance of VIEW as a qualitative, international preview event in Munich.

**„THE GREAT NUMBER OF VISITORS
ONCE AGAIN CONFIRMS THAT
WITH THIS KICK-OFF IN MUNICH
WE CONTINUE TO OCCUPY
A STRONG POSITION.“**

,We are delighted to be able to look back on such a positive result at VIEW, especially in the face of the recent rescheduling within the international trade fair landscape. The great number of visitors, especially the increase on the 2nd day of the trade fair, once again confirms that with this kick-off in Munich we continue to occupy a strong position that is acknowledged both by exhibitors and visitors alike.'

Wolfgang Klinder, Managing Director MÜNICH FABRIC START





The around 300 highly developed, self-contained collection ranges boasting great innovation and novelty featured at the latest edition of VIEW once again sent out a clear statement about the high quality level that offers designers, product managers and buyers optimum collection planning.

,To me this is definitely my favourite trade fair,‘ said Karin Veit, Manager of Design & Product Development at Marc Cain.

Adding to this Marc Schmid, Head of Purchase at Marc Cain, said

,We have been visitors to VIEW since the 1st event at MVG. For us this is a perfect event. A thank you to the trade fair organisers! The collections have now been further perfected. The format allows us to carry out swift and intense work. This is also reflected in the presence of the entire 14-person team throughout the entire two days. Between now and MUNICH FABRIC START we will be working on concepts so we can conclude deals at the start of September.‘

VIEW as an early and selective event and MUNICH FABRIC START as one of the world’s largest fabric fairs for womenswear, menswear, denim & sportswear and additional have become firm fixtures that accompany and support the market in a dynamic and practice-oriented way.

,With the chronological and systematic sequencing offered by VIEW and MUNICH FABRIC START in the creative processes for almost 10 years now we have boasted a unique performance package that caters closely to the demands of the textile and fashion markets and its ever changing needs. ,
Sebastian Klinder, Managing Director MUNICH FABRIC START

The time spent at the fair by national and international visitors at VIEW is continually rising. For instance, more and more companies and brands use both days in full to view collections and hold in-depth discussions. This is particularly confirmed by the aforementioned rise in visitor numbers on the 2nd day of the trade fair.

Regular visitors included strong, internationally-oriented firms like Tommy Hilfiger and Calvin Klein. Although already in preparation for Düsseldorf Fashion Week, the majority of key German ready-to-wear names, representatives of renowned brands and designers were welcomed to VIEW in Munich. The guest list also included Akris, Charles Vögele, the Holy Fashion Group as well as Strellson from Switzerland. Attending from neighbouring Austria were: Airfield, Geiger, Schneiders and Sportalm.

What is clearly noticeable is the increased complexity seen in the development of the showcased collections. Over the next few weeks existing ranges will be supplemented and finalised. The impulses and ideas springing from the intense discussions will be picked up on and further developed. This democratic method of working makes it possible to cater very precisely to the needs and requirements of the market. The result of the finely tuned collections guarantees fabrics producers and suppliers a high degree of reliability in the production and development processes. This considerably strengthens the sales arguments of ready-to-wear firms.

,We are always very happy to come to VIEW. It is centrally located and simply does not have that typical trade-fair feel. We particularly appreciate the family atmosphere and the somewhat different mood as a result. VIEW in July is particularly key to us. Milano Unica is for us a supplementary event and much less competition. We come to Munich to gather inspiration. Straight after Munich Fabric Start we then normally order for the new collection. This season we may manage that even before the main fair in September.'

Sandra Stadler, Head of Creative Management Hugo Menswear

,We attend VIEW to gather inspiration, collect ideas and lay down first trends that we will approach in a more targeted fashion later on at Munich Fabric Start.'

Katrin Schnare, Senior Designer Rich & Royal

,VIEW Munich for us is more than just a source of inspiration. It gives us a concrete working basis for the new collection. The scheduling for us is ideal.'

Sina Steidinger, Head of Design, Rosner

,The collection statements were surprisingly specific at this stage. This gives us the opportunity to already now develop relatively specific stories so that we can concentrate on complementary themes at Munich Fabric Start. Due to our special product focus we would like to see the organics theme already being featured in a more visible way. In direct discussions with the exhibitors we are seeing a great willingness to develop organic fabrics or sustainable processes. Since demand is growing overall, confirmed to us in our discussions, we see this development very positively.'

Barbara Giesen, Purchasing at Hess Natur

,Fostering contacts and holding intense discussions in this setting is ideal. For us as a young company suppliers' willingness to collaborate is very important, also the ability to leverage smaller supply quantities. View offers us the space to set the points and discuss individual concepts.'

Thorsten Bulander, SAAT





WOOL IS THE DOMINANT MATERIAL FOR THE AUTUMN WINTER 18/19 SEASON.

,We run a tight programme with our suppliers at View. We take a very targeted approach. View gives us the opportunity. We enjoy the unique atmosphere and like to take advantage of the first-class service here. Both support us in our efficient method of working.'

Philipp Walendy, Product Manager Alberto

TRENDS AUTUMN.WINTER 18/19

Wool is the dominant material for the Autumn.Winter 18/19 season. From grainy and crepe-like to classic in style or fluffy with a long pile. Colour-intense and experimental with Lurex effects, yarn thickening and/or contrasting textures, tweed dominates the coloured weaves of the season. Chanel style is ever present. Combined with shepherd's plaid, Glenchecks, herringbone and blends as well as in two-colour and multicolour.

Lurex sets decent accents, sometimes discreet and partial, sometimes as allover checks with laminated velvet qualities. For the more classical and reserved there is

also cord in a variety of rib sizes. Already in high demand in Italy is flowing viscose without a spandex admixture for a casual and comfortable look that again prefers a looser, more self-evident look.

Prints are brilliant and omnipresent – in distorted geometrics, in lavish florals. The flock print mix on devoré or tulle is extremely decorative. Overall, the fabrics show a preference for animated surfaces, more texture again as well as for the handcrafted. And for a winter quite surprising: in 18/19 there will also be a great preference for intense and cheerful colours both for prints and for the strongly represented colour weaves.

VIEW FABRIC NEWS AUTUMN.WINTER 18/19

The new season already now promises many highlights (and some quite progressive ones) that are still to be finalised and drawn upon in the coming weeks.

At MUNICH FABRIC START from 5/9 to 7/9/2017 over 1,000 suppliers will once again be presenting over 1,700 finalised collections for Autumn.Winter 18/19 at the MOC and on the ZENITH premises. Even with its increased floor space due to the new halls opening in autumn the fair is once again fully booked.

In parallel with MUNICH FABRIC START the new MUNICH APPAREL SOURCE Fair will make its debut in the nearby MTC. For further details as well as current news on VIEW Premium Selection please go to our own website:





MUNICH APPAREL SOURCE

// MUNICH APPAREL SOURCE PROFILE

The MUNICH APPAREL SOURCE Fair will be held from 5 to 7 September 2017, running for the first time concurrently with MUNICH FABRIC START. Approx. 200 international companies will be exhibiting their products and services here revolving around Manufactured Sourcing.

Its range targets European brands and labels searching reliable manufacturing partners with quality standards on a global scale. The service spectrum of these internationally experienced manufacturing outfits comprises Cut-Make-Trim (CMT) and high-end production. Furthermore, such services as A-Z process solutions including sourcing processes are presented.

Also featuring on the first day's agenda at MUNICH APPAREL SOURCE is an expert conference with high-calibre delegates on the 'Future of the Fashion Industry' – hosted by Holger Knapp, CEO of the publishing house Deutscher Fachverlag.

// PRESS RELEASE

MUNICH FABRIC START LAUNCHES NEW TRADE FAIR: MUNICH APPAREL SOURCE ADDS MANUFACTURING SOURCING SERVICE TO THE PORT- FOLIO

In view of the current market developments and globally changing production locations 5 to 7 September 2017 will see MUNICH APPAREL SOURCE open its doors in Munich for the first time. Running concurrently with MUNICH FABRIC START some 200 international manufacturing firms will present their range of products, process solutions and services in the field of manufacturing and sourcing in Munich.

The range is addressed to European brands and retailers seeking reliable production partners with high quality standards worldwide. The aim here, in particular, is to present new sourcing countries and their potential, their solutions and services. Thanks to the two complementary trade fair formats this complex portfolio now enjoys a joint platform in Munich.

,Many sourcing firms today have started offering A-Z process solutions. They cover both design and the entire manufacturing process including sourcing fabrics and findings. In this respect it is logical to present these segments together in their entirety. We are in the comfortable position of being able to offer this range.'

Wolfgang Klinder, Managing Director MUNICH FABRIC START

This means MUNICH FABRIC START is expanding its portfolio to include the next stage in the value added chain offering with MUNICH APPAREL SOURCE a comprehensive service and product portfolio at one location. The range of services from internationally experienced sourcing offices and manufacturing companies with European designers and ready-to-wear clothing manufacturers comprises both cut-make-trim (CMT) solutions and high-end, full-range production.



MUNICH APPAREL SOURCE
ADDS MANUFACTURING
SOURCING SERVICE TO
THE PORTFOLIO



CONFERENCE:

AT THE KICK-OFF TO MUNICH APPAREL SOURCE.

These days fabric sourcing and manufacturing can no longer be separated from one another, says a convinced Wolfgang Klinder and highlights the added value for both visitors and exhibitors arising from two concurrent trade fairs focusing on complementary product and production sectors:

‘The high demands of the complex and logistically elaborate production and sourcing processes in the textile and fashion sectors necessarily require the synergy of two complementary and synchronised events like MUNICH FABRIC START as one of the most successful trade fairs for fabrics and additional and the new MUNICH APPAREL SOURCE specialised in manufacturing and sourcing.’

A complex conference and seminar programme at the MTC will also provide information on the ground-breaking aspects of sourcing and forthcoming revolutions in the fashion sector.

At the kick-off to MUNICH APPAREL SOURCE 5 September 2017 will see holding of the conference “patterns x.0 – Digitalisation of the Value Added Chain”

shedding light on the future of the fashion industry. International experts and global players in the sourcing industry will provide a strategic outlook on global market developments and megatrends for the industry. Digital verticalisation, mass customisation, 3D printing... What is the current status so far? And what does the future hold? What is just another buzzword? And what is the trend that will turn the sector on its head?

‘We – those behind MUNICH APPAREL SOURCE and the team at business4brands – are convinced there are no more important and, at the same time, more difficult questions for the fashion market at present. The fashion sector is facing not just one but a whole series of major revolutions. Here e-commerce is just the forerunner of the digital wave that will change everything – the entire value added chain and its networks. Digitalisation is not a new channel but the opportunity to adopt a new mindset and come up with new solutions.’

Hans Peter Hiemer, Managing Partner business4brands

Moderated by Holger Knapp, Managing Director of the publishing house Deutscher Fachverlag, patterns x.0 highlights areas of optimisation and potential and brings the revolution a step closer thanks to successful global players and case studies in the sourcing industry:

The first MUNICH APPAREL SOURCE will see suppliers from North Africa, Asia along with Central and Eastern Europe as well as from EU member states like Portugal being invited to present their products and services at the MTC – in the immediate vicinity of MUNICH FABRIC START at the MOC as well as the BLUEZONE on the Zenith site. To ensure optimum exploitation of entire portfolio and smooth visits of both events a frequent and free shuttle service will run between the MOC and the nearby MTC, the venue of MUNICH APPAREL SOURCE.

The continually growing MUNICH FABRIC START with BLUEZONE and VIEW as a Preview Textile Fair has for years now been providing an excellent stage for a complementary portfolio and is always setting new standards. For instance, the

last MUNICH FABRIC START at the start of this year was the most successful edition since its inception.

On the basis of this expertise and the great response it generates among the international fashion and textile industry this expansion adding a further affiliated event is the next consistent step in a future-oriented trade fair strategy.

THE LAST MUNICH FABRIC START AT THE START OF THIS YEAR WAS THE MOST SUCCESSFUL EDITION SINCE ITS INCEPTION.





STATEMENTS

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To us the offer of one early event in the form of VIEW and one principal trade fair held a few weeks later is simply ideal. At VIEW we select the basic materials, which we then have tested on prototypes over the following weeks. If the fabrics live up to our quality requirements we discuss specific colours, references and patterns with the suppliers at MUNICH FABRIC START. Another big plus of this trade fair is the perfect organisation and the unique atmosphere.

Alejandro Miralles Giro, Hugo Boss

”

‘The new areas on the Zenith premises are very inspiring – above all, the new denim hall with its extremely pleasant daylight ambience. We very much welcome this extension and are delighted with this new highlight complementing the MOC. But the ranges displayed in the main building also always meet our expectations to the full every time. We work here flat out for three full days. Filled with these impressions we now discuss the finalisation of our collection.’

Michel Willems, Alberto

‘MUNICH FABRIC START has become a key communication platform for our company. Our international business partners use MUNICH FABRIC START to research the principal product trends with us. The timing of MFS suits this, also especially for innovative fast brand concepts. What’s more, we always appreciate this accomplished mix of professional ranges and relaxed working atmosphere.’

Hans-Peter Hiemer, Business4Brands Consulting

”

Since the beginning of MUNICH FABRIC START Union Knopf has been represented at the trade fair with its own stand. To us it is the first national platform to present new collections in their entirety to the trade audience. We clearly regard MUNICH FABRIC START as the most important trade fair for the German market – this is also underlined by visitor statistics.

Furthermore, the trade fair is an early indicator of customer demand for our products. In addition to this, I appreciate the relatively simple and cost-saving exhibition fair stand concept.

Martin Dolleschel, Union Knopf

”

‘For the medium to high-end segment MUNICH FABRIC START seamlessly follows on from the sampling business started at VIEW. New developments pick up on the latest trends and translate these for the following delivery dates, the main collections and/or the second lines of the new season. MUNICH FABRIC START has also gained in importance for our customers season on season. The ever more anticipated seasonal cycles have increasingly confirmed the right timing of MUNICH FABRIC START. By international standards it also a trade fair of shorter distances and lower costs for our customers.’

Martin Dolleschel, Union Knopf

‘The rising number of trade fairs specialising in denim is proof of the special importance the fashion sector, and not just this, attaches to this segment. Regarding our German business, BLUEZONE is definitely the most important trade fair. It is the second event in our trade fair calendar to which we bring new collections. Our customers first go to ‘Denim by’ but they only place orders in Munich. This trade fair allows us to get the first perceivable feedback for our work.’

Arianna Morimando, Berto E.G.



DATES

// DATES

VIEW PREMIUM SELECTION // 5 to 6 December 2017

MUNICH FABRIC START // 5 to 7 September 2017

BLUEZONE // 5 to 7 September 2017

MUNICH APPAREL SOURCE // 5 to 7 September 2017



FAIR FACTS

// VENUE

MUNICH FABRIC START is held at the modern exhibition and event centre MOC, the Munich Order Center (MOC) located in the north of Munich.

Its special architecture provides scope for individual stand and presentation options spread across 4 exhibition halls plus large seminar rooms and lounges. The exhibition spaces offered range from white stands with natural daylight to exclusive studios.

The expanded BLUEZONE includes Hall 7 (ALL STAR MILLS) as well as the addition of Hall 6.

With CATALYZER we now boast a lifestyle-oriented display and communication area revolving around the themes of heritage, sustainability and innovation.

The well-preserved fabric of the building – massive stone walls – obtains light and lightness through large glass domes and open steel beams. What has remained unchanged is the individual, original layout with the resulting exciting stand design.

Comprising MOC, the ZENITH HALL and the recently developed KEYHOUSE and

CATALYZER areas on the Zenith premises, the MUNICH FABRIC START venue is accessible both by car (sufficient parking is available) and by public transport.

VIEW Premium Selection invites visitors to the MVG Museum in Ständlerstraße 20 – which is located in the over 5,000 m² hall of the former bus repair shop near the main tram workshop premises of the Munich transport company; easy to access by underground, bus and tram. Parking for motorists is available.

The MUNICH APPAREL SOURCE Fair is held at the MTC world of fashion, Taunusstraße 45 | Ingolstädter Str. 45-47, and therefore located in the immediate vicinity of the concurrently held MUNICH FABRIC START at MOC.

The modern and spacious MTC premises offer an optimum setting and sufficient capacity for productive sourcing. To ensure optimum connections and access to the full range on offer a shuttle service connects MUNICH APPAREL SOURCE and MUNICH FABRIC START at regular intervals.



// VISITORS

MUNICH FABRIC START aspires to create a business platform in combination with detailed market and trend information. Admission is restricted to trade visitors and subject to visitors presenting respective credentials.

Visitors include:

Manufacturers of apparel and fashion accessories, representatives from retail, wholesale and mail-order outfits as well as of purchasing associations that have apparel and/or textile accessories in their ranges, upstream suppliers to the industry, commercial agents of apparel and accessories. In addition to this representatives from associated disciplines such as interior design.

February 2017 saw MUNICH FABRIC START register a sustained high attendance with some 20,000 visitors and attract an increasingly international audience.

Alongside all German ready-to-wear manufacturers, top decision-makers and designers from neighbouring countries were on site. At 39% the share of foreign visitors was up slightly. The quality of visitors

was impressive – including such market leaders as Esprit, s.Oliver, Marc O'Polo, Marks & Spencer, Gerry Weber, Drykorn, Diesel, Mavi Jeans, Mads Norgaard, Cinque, Marc Cain, Tommy Hilfiger, Max Mara, Hugo Boss, Baldessarini, Lagerfeld, Akris and Lala Berlin.



// EXHIBITORS –
EXHIBITOR CONTACT DETAILS
AND NEW EXHIBITORS

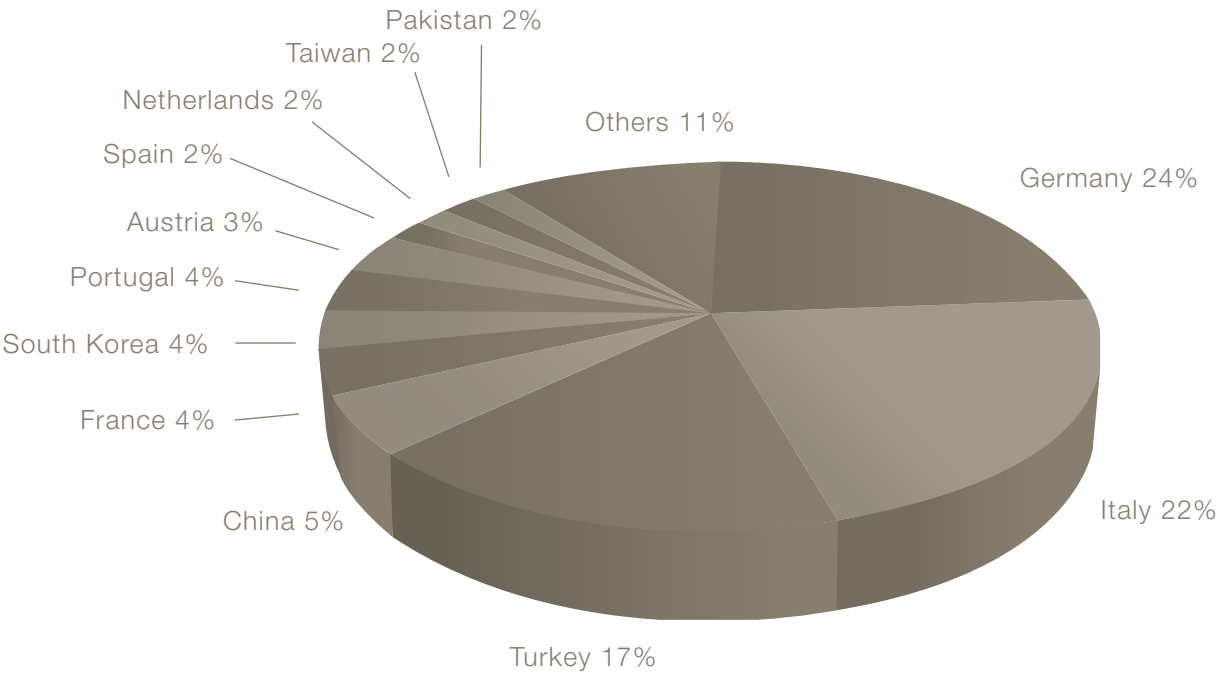
EXHIBITOR DISTRIBUTION BY COUNTRIES AT MUNICH FABRIC START
AUTUMN.WINTER 18/19

Country	No. of Exhibitors
Germany	230
Italy	210
Turkey	167
China	48
France	36
South Korea	35
Portugal	35
Austria	33
Spain	18
Netherlands	17
Taiwan	17
Pakistan	16
Switzerland	13
Great Britain	13
Japan	13
Hong Kong	10
Greece	9
India	7
Denmark	5
Belgium	5

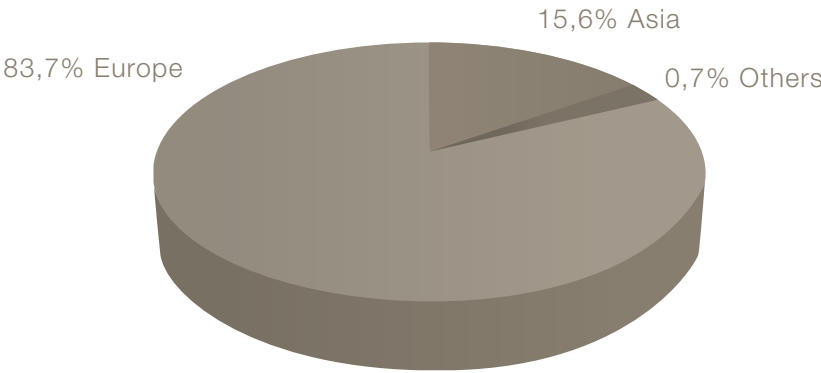
Poland	4
Lithuania	3
Romania	3
Thailand	2
Czech Republic	2
Bangladesh	2
Egypt	2
Marocco	2
USA	1
Bulgaria	1
Tunisia	1
Liechtenstein	1
Sweden	1
Mauritius	1
Australia	1

Total	964
Total no. of Countries	35

SPREAD OF EXHIBITORS



SPREAD OF EXHIBITORS BY CONTINENTS



LIST OF NEW EXHIBITORS

// ADDITIONALS

Company	Country	Hall	Booth Number	Website
Conquista Desfile Acessorios De Moda Lda	Portugal	H1	D 07	www.conquistadesfile.com
DBS mode	Italy	H2	D 20	www.dbsmode.it
Dogus Plastik Makine Kalip Aski	Turkey	H1	C 14	www.dogusaski.com.tr
Lila	Turkey	H1	B 05	www.lila.com.tr
RebilDesign Fashion Labeling & Packaging	Turkey	H1	D 11	www.rebildesign.com
Yenel Label	Turkey	H1	E 21	www.yeneletiket.com

// KEYHOUSE

Company	Country	Hall	Booth Number	Website
Assyst GmbH	Germany	H5	1	www.assyst.de
caddon printing & imaging GmbH	Germany	H5	1	www.caddon.com
Coldenhove Papier BV	Netherlands	H5	1	www.coldenhove.com
DITF	Germany	H5	1	www.ditf.de
ErgoSoft Ag	Switzerland	H5	1	www.ergosoft.net
FashNerd	Great Britain	H5	26	FashNerd.com
Flocus	China	H5	25	www.focus.pro
Mimaki Deutschland GmbH	Germany	H5	1	www.mimaki.de
Multi-Plot Europe GmbH	Germany	H5	1	www.multiplot.de
Naveena Denim Mills	Pakistan	H5	10	
Nilit Ltd.	Israel	H5	29	www.nilit.com / sensilnylon.com
Pfaff Industriesysteme und Maschinen GmbH	Germany	H5	1	http://www.pfaff-industrial.com
Pirates Luxury SARL	Switzerland	H5	12	www.pirates.ch
Zünd Systemtechnik AG	Switzerland	H5	1	www.zund.com

// DESIGNSTUDIO

Company	Country	Hall	Booth Number	Website
Breitenbach und Töchter, Designstudio	Germany	S1 DS	E 103	www.breitenbachundtoechter.com
buntastic design studio	Germany	S1 DS	E 103	www.buntastic.design
Dea Dessins	Switzerland	S1 DS	E 105	www.dea-dessins.com

// ASIA

Company	Country	Hall	Booth Number	Website
Able Fashion Textile	Korea	A3	C 117	www.ablefashion.co.kr
Anhui Huamao Weaving & Dyeing Co., Ltd.	Korea	A3	C 112	www.chinahuamao.net
Asia Sun (Taiwan) Inc.	Taiwan	A3	D 109	www.asiasun.com.tw
Changzhou Longcheng	China	A3	C 113	
Cobee International (H.K.) Limited	Hongkong	A3	D 106	www.cobeegroup.com
Dongguan Jinxing Button	China	A3	D 111	
Free Yarn Textile Co., Ltd.	Taiwan	A3	D 110	
H.Y.W. Textil GmbH	Germany	A3	C 121	
Hangzhou Xiangfu Textile Co., Ltd.	CHina	A3	D 111	
Hoshin Textile	Korea	A3	C 117	www.hoshintex.com
Huzhou Daystar Textile Co., Ltd.	China	A3	D 111	www.daystartex.com
Huzhou Silkpride Textile Co., Ltd.	China	A3	D 106	www.silkpride.com
Jet Well Fabric Enterprise Ltd.	Taiwan	A3	D 109	
K & K Garment Accessories Co., Ltd.	Hongkong	A3	C 120	www.knkt dg.com
Kaiping Upper Universe Textile Co., Ltd.	China	A3	D 111	www.upperuniverse.com.hk
Katrims Industrial Co., Ltd.	Taiwan	A3	D 110	www.katrims.com
MandI Guangzhou Import and Export Trade Co., Ltd.	China	A3	D 111	www.zhongxuchina.com
PLPTEx Co., Ltd.	Korea	A3	C 117	
Seojin Textile Co., Ltd.	Korea	A3	C 118	www.garmentdyeing.co.kr
Shaoxing Greet-Treasure Imp&Exp Co., Ltd.	China	A3	D 111	
Shun Yuan Sportswear Co., Ltd.	Taiwan	A3	D 110	www.sysports.com.tw
Shyang Faang Shin Textiles Co., Ltd.	Taiwan	A3	D 108	www.shyangfaang.com
Suzhou Kaijiang Textile Co., Ltd.	China	A3	C 115	
Suzhou Shiwen Textile Technology Co., Ltd.	China	A3	C 115	www.yunfeitextile.com
Suzhou Zeeberry Textile Co., Ltd.	China	A3	C 112	
Texmod	China	A3	D 106	
Unique Way International Inc.	Taiwan	A3	D 108	www.ukwinc.com
Wujiang Donghui Textile Technology Co., Ltd.	China	A3	C 113	www.lh-textile.com
Wujiang Maple Textile Co., Ltd.	China	A3	C 115	
Wujiang Oumei Textile Co., Ltd.	China	A3	C 114	
Wujiang Yuli Textile Co., Ltd.	China	A3	C 113	www.yulitextile.com
Wujiang Zehui Textile Co., Ltd.	China	A3	C 112	www.zehuitex.com
Youngbo Textile Co., Ltd.	Korea	A3	C 119	
Zhangjiagang Pukun Worsted Textile Co., Ltd.	China	A3	D 111	www.chinapukun.com
Zhejiang Fantasy Textile Co., Ltd.	China	A3	C 116	www.fantasytextile.com
Zhejiang Mizuda Printing & Dyeing Group Co., Ltd.	China	A3	C 112	www.mizuda.com

// FABRCIS

Company	Country	Hall	Booth Number	Website
6dias	Portugal	S1	E 117	www.6dias.pt
Beyhan Tekstil	Turkey	S1	E 118	www.beyhantextile.com
Clothius - Tecelagem Ltd.	Portugal	S1	F 111	www.clothius.pt
Cotton Trend S.r.l.	Israel	S2	E 223	www.cottontrend.it
Diva Kumascilik	Turkey	H3	F 11	www.divakumascilik.com
Division Textil S.L.	Spain	S1	F 118	www.divisiontextil.com
Ghioldi Srl	Israel	A4	21	www.ghioldi.com
Kucukcalik Tekstil Sanayi Ticaret A.S.	Turkey	S1	F 119	www.kucukcalik.com.tr
Lanificio Italmode srl	Israel	S2	E 208-211	
LIME by Luce Tessillario Spa	Israel	S2	E 215	www.lucelime.it
Manifattura Tessile Pierozzi Srl	Israel	S2	F 204	www.manifatturapierozzi.it
Mecatex s.r.l.	Israel	S2	E 215	www.mecatex.net
Novalansa	Spain	S1	E 112	www.torrespradas.com
Paltex	India	S2	F 204	www.paltex.co.in
Pan Tekstil Ltd.Sti	Turkey	S1	E 118	www.panderus.com
Plauener Seidenweberei	Germany	S1	E 117	www.seide.de
RDD	Pakistan	S1	F 111	www.rddtextiles.pt
Ribanateks Tekstil	Turkey	S1	E 118	www.ribbonateks.com
Swiat Lnu Sp. z o.o	Poland	S1	E 111	www.swiatlnu.pl
Takihyo Co., Ltd.	Japan	A4	7	www.takihyo.co.jp
Teias de Lona	Poland	S1	E 108	www.teiasdelona.pt
Tessitura Uboldi Luigi S.R.L.	Israel	S2	E 215	
Tintoria Butti srl	Israel	S1	E 113	www.tintoriabutti.it
Viebon Ike	Great Britain	S1	E 109	www.viebon.eu
Yelkenci Tekstil San. ve Tic.Ltd.Sti	Turkey	S1	F 118	www.finiturafelice.com

// OTHERS

Company	Country	Hall	Booth Number	Website
coloro -The Color Code	Germany	H2	Foyer	www.coloro.com

// BLUEZONE

Company	Country	Hall	Booth Number	Website
Akkus Textile San. Tic. AS	Turkey	H7	C 02	http://www.akkustextile.com
Artistic Fabric & Garment Industries	Pakistan	H7	B 02	www.artisticfabricmills.com
Blue Diamond	China	H7	ST 03	www.bluediamonddenim.com
Carlo Bonomi from 1860 Division of E.I.T.*	Israel	H7	B 23	www.carlobonomi1860.com
Indigo Textile (Pvt.) Ltd.	Pakistan	H7	A 18	http://www.indigo.com.pk
Matesa Tekstil San ve Tic AS	Turkey	H7	C 32	www.matesa.com.tr
Monaco Duck	Germany	H6	B 12	www.monacoduck.com
Paul Kruize Jeans	Netherlands	H6	C 02	www.paulkruizejeans.com
Rantex	Pakistan	H7	A 02	www.ran-tex.com
Seven Senses Fabrics	Netherlands	H6	A 01	www.sevensensesfabrics.com

ORGANIC SELECTION – FABRICS

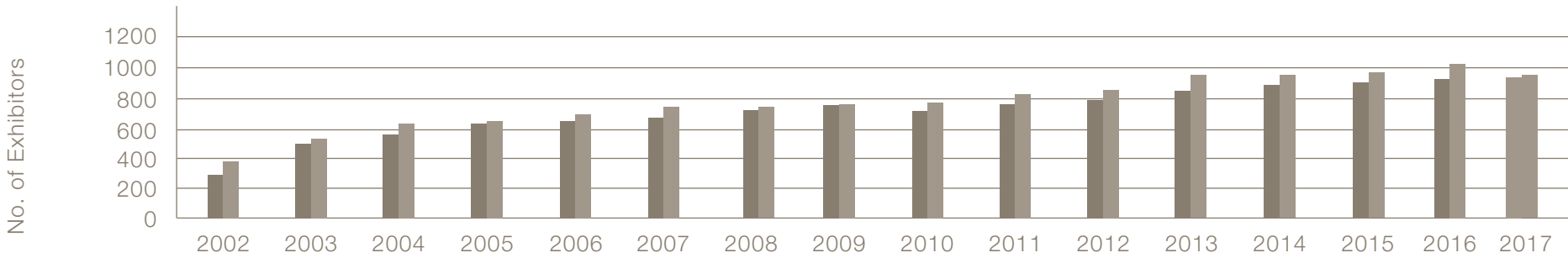
Company	Country	Hall	Booth Number	Certifications
A. Sampaio & Filhos - Texteis, S.A.Italien	Portugal	H4	G15	GOTS
Alarga Textile	Turkey	S1	F118	BS, GOTS, GRS
Alberto Bardazzi Spa	Italy	S2	F 213	Organic / Bio
Altoteks Tekstil	Turkey	H3	F 25	BCI, GOTS
Anthyia Inc.	Germany	H4	C 19	OCS BLENDED, Organic / Bio, STeP by Oeko-Tex
Artistic Fabric & Garment Industries	Pakistan	H7	B 02	GRS, OCS BLENDED
Arvind Limited	India	H6	A 03	BCI, GOTS, GRS, Organic / Bio
Be Be Cotton Knitting	Taiwan	A3	D 109	GOTS
Bezsan Tekstil	Turkey	S2	F 217	GOTS
Bossa	Turkey	H7	ST 02	OCS 100
Brennet Fashion GmbH	Germany	H4	D 04	Oeko-Tex, Organic / Bio
Bugis SAS	France	A4	7	Organic / Bio
c.pauli GmbH	Germany	S1	E 114	GOTS
Carvico / Jersey Lomellina	Italy	H3	C 14	GRS
Clothius - Tecelagem Ltd.	Portugal	S1	F 111	GOTS, OCS 100
Cocccoon Crafts & Loom	India	S2	E 225	GOTS
Daechun Co., Ltd.	Korea	A3	14	GOTS
Dienpi S.R.L.	Italy	H3	E 07	FSC, GRS, Oeko-Tex
Elastic - LE Textile GmbH	Germany	H4	G 20	-
Everest Textile Co., Ltd.	Taiwan	A3	9	BS
Familitex - Tecelagem Lda	Portugal	S1	F 111	GOTS, OCS 100
Feinjersey Fabrics GmbH	Austria	H4	F 05	GOTS
Fieratex SA	Greece	H4	F 19	GOTS
Firemount Textiles LTD	Mauritius	H7	B 01	BCI
Gebr. Elmer & Zweifel	Germany	H3	B 12	GOTS
Gottstein	Austria	H4	B 06	GOTS
Ideas by Glarotex AG	Switzerland	S1	F 102	GOTS
Intra-Tess S.N.C.	Germany	S1	F 125	GOTS
Ipeker	Germany	S1	F 109	GRS
J. Areal - Artigos Texteis, Lda	Portugal	S1	E 111	GOTS
Jeune Tricot by Maute + Renz Textil GmbH	Germany	S1	F 125	GOTS
Kassim Textile (PVT) LTD*	Pakistan	H5	22	GOTS, GRS, STeP by Oeko-Tex
KBC Fashion GmbH & Co. KG	Germany	S1	E 126	CMIA, BCI, GRS, OCS 100
KG Denim Limited	India	H7	C 14	GOTS, GRS
Kilim Denim	Turkey	H7	C 10	GOTS, GRS

Kindermann GmbH	Germany	H3	F 01	GOTS
Lanificio Paultex Srl	Italy	S2	E 216	-
Larma Tekstil San. Tic. AS	Turkey	H3	D 21	GOTS
Lebenskleidung	Germany	S1	E 108	GOTS, Organic / Bio
Leinenweberei Vieböck GmbH	Austria	H4	C 21	GOTS
Matesa Tekstil San ve Tic AS	Turkey	H7	C 32	BCI
Modespitze Plauen GmbH	Germany	S1	F 125	GOTS
MR - creation	Germany	H4	F 07	GOTS
Orta Anadolu	Turkey	H7	B 40	GOTS, GRS, OCS 100
Pisa Tekstil	Turkey	H4	F 11	GOTS
Print Unlimited BV	Netherlands	S1	F 111	GRS, Organic / Bio
Pulse of Fashion S.A.	Germany	S1	F 125	GOTS
Rajby Textiles (Pvt.) Limited	Pakistan	H7	C 17	GOTS, GRS
Ribanateks Tekstil	Turkey	S1	E 118	GOTS
Riopele	Germany	S2	F 220-225	-
Riopele - Têxteis, S.A.	Portugal	H5	6	-
Satel Örme	Turkey	S1	E 117	GOTS
Savcan Tekstil	Turkey	H3	F 10	GOTS
Seidra Textilwerke	Austria	H4	C 17	GOTS
Selcuk Iplik	Turkey	H3	F 05	CMIA, BCI, GOTS
Seojin Textile Co., Ltd.	Korea	A3	C 118	BS
SNT Tekstil Sanayi ve Ticaret Ltd. Sti.	Germany	S1	F 122	GOTS
Söktas Dokuma A.S	Turkey	H4	E 11	GOTS
Soorty Enterprises (PVT.) Ltd.	Pakistan	H7	A 14	BCI, GOTS, GRS, OCS 100, SOA
Teseo	Italy	S2	E 213	GOTS, Organic / Bio
Tessuti & Tessuti S.r.l.	Italy	S2	F 203	GOTS
Thermore (Far East) Ltd.	Hong Kong	A3	10	GRS
Tintex Textiles SA	Portugal	H3	D 22	GOTS, GRS, OCS BLENDED
Trimalhas Knit Inspiration S.A.	Portugal	S1	E 108	BCI, CSR 100, GOTS
US Group	Pakistan	H7	C 31	GOTS, GRS, OCS 100, OCS BLENDED
Vilartex	Portugal	S1	E 110	GOTS, GRS
Yeniceri Tekstil	Turkey	H4	G 12	GOTS
Zeynar Tekstil	Turkey	H4	G 09	GOTS

ORGANIC SELECTION – ADDITIONALS

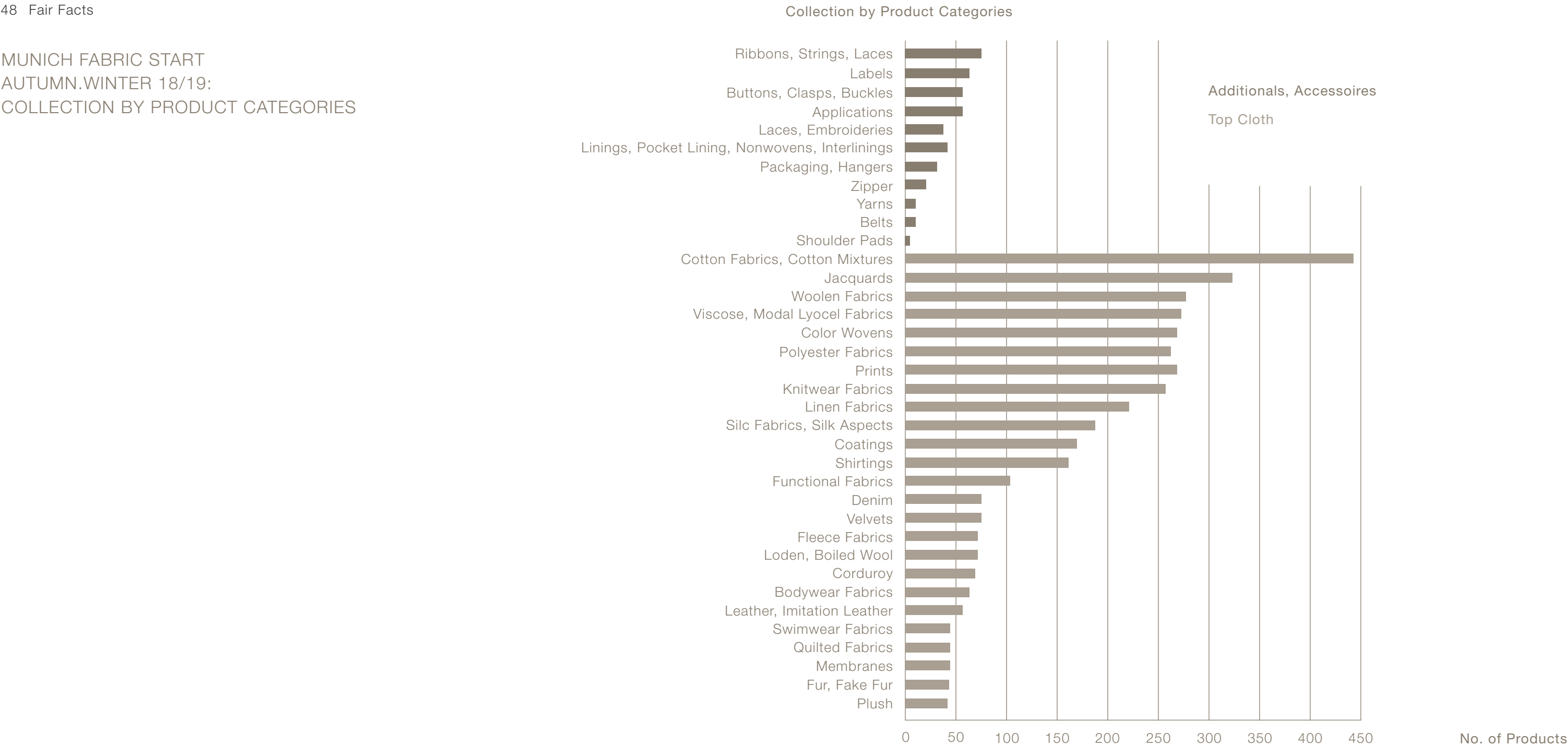
Company	Country	Hall	Booth Number	Certifications
Swarovski	Liechtenstein	H1	B 02	Oeko-Tex
Industrie Perfect GmbH	Germany	H1	B 12	GOTS
Bodo Jagdberg GmbH	Germany	H2	B 18	Oeko-Tex
Ploucquet GmbH	Germany	H2	C 18	GOTS, GRS, OCS 100, Oeko-Tex
CadicaGroup SPA	Italy	H2	D 04	FSC, Oeko-Tex
Bottonificio B.A.P. SPA	Italy	H2	B 16	GOTS
Lanfranchi SpA	Italy	H2	A 04	GOTS
Kufner Holding GmbH	Germany	H2	C 18	GOTS, GRS
Nilorn Germany GmbH	Germany	H2	B 01	FSC, Oeko-Tex
Signs & Marks ApS	Denmark	H2	C 06	GOTS
Reca Group SpA	Italy	H2	B 14	GRS

EXHIBITOR GROWTH AT MUNICH FABRIC START 2002-2017



February	282	496	580	637	648	668	728	762	727	768	792	847	897	910	925	956
September	381	541	639	650	706	755	745	765	775	823	857	952	952	976	1028	964

MUNICH FABRIC START
AUTUMN.WINTER 18/19:
COLLECTION BY PRODUCT CATEGORIES



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