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33RD MUNICH FABRIC START: 4 TO 6 SEPTEMBER 2012 “CLASH OF PLENTY”

Kicking off the 2013/14 Autumn/Winter season MUNICH FABRIC START – the international trade fair for fabric and additional suppliers – sends out a strong signal for a positive new season boasting a record number of 850 exhibitors and backed by the stable German fashion industry. A wealth of fabrics not seen in a long time adds even more suspense to the design and sourcing business. Munich awaits the nearly 20,000 visitors with a huge range of information on trends, innovations in the sourcing segment as well as on the future of sustainability in fashion, which are all presented at the Munich Exhibition Centre MOC as well as in the neighbouring Zenith Hall.

MORE EXHIBITORS, MORE NEW AREAS

Incidentally, the increase in exhibitors is spread equally across all areas. The Asia Salon, for example, reports growth to some 70 exhibitors. “Our strength lies in consistently asserting the selective approach of the trade fair by presenting just the best from each segment and country for our visitors,” says trade fair boss Wolfgang Klinder.

The Shirtings area, which celebrated its debut at the previous trade fair in January, also proved to be of relevance for the market. The number of exhibitors who present high-end shirting fabrics in this dedicated area of Hall 4 doubled from 20 to 40 and included the likes of Brennet, Canclini, Testa, Getzner and Somelos.

For the team at MUNICH FABRIC START, however, this does not mean they can rest on their laurels. Avid exchange with the industry and short decision-making channels give rise to ever new ideas and impulses for presenting attractive ranges at the trade fair. The new Area Pattern Studios is the trade fair’s response to the growing need in the textile industry for creative design solutions. The idea underlying Pattern Studios is that of a workshop where artists and textile designers can showcase and market their fabric designs, genuine artwork and one-off pieces.

The Pattern Studios are located in a specially signposted area on the first floor of the MOC offering a circle of fine exhibitors like Gibson Design, Amsterstampa, LICA Design, Bernini, Fluxus and Antepima a new creative platform.

This creative Infopool completes MUNICH FABRIC START’s wide offering in terms of information, technical lectures and panel discussions. In the Foyer between Halls 1 and 2 visitors can find the trendsetting Colourforum, which relates to the

different themes of the colour card of MUNICH FABRIC START. Thanks to the extensive research efforts undertaken by the MUNICH FABRIC START team the trade fair itself becomes an important trend scout and information provider for the approximately 20,000 designers and sourcing experts that get together in Munich twice a year.

CLASH OF PLENTY

Mix and reassemble in a new way – this is the principal theme of the season and recurring one for all segments – and do so as excitingly and consistently as ever. A multitude of materials are mixed into a wild array as are styles and epochs.

Standards are abolished and in the process contrasting components such as matt and shine, angular and rounded, masculine and feminine, past and future, east and west and heaven and hell all come together. Maximalism – minimalism. The wealth of ideas and the diversity of the past season are consistently continued making even more use of silk, wool, fur and leather. Instead of plain cotton everything revolves around interesting new surfaces: patterned, raised, padded, voluminous, over-printed, appliquéd, combined, patched. Fashion becomes jewellery, simple things are upgraded – they are finished in a technical or playful way with, for instance, big, eye-catching additional elements such as pearls, gold and bling. More bling bling, more luxury. Everything is higher quality, more chic – even in the denim segment.

BLUEZONE: TREFFPUNKT DER DENIM-BRANCHE

After seasons packed with chinos and coloured "at wovens denim is now in the starting blocks to make a striking comeback. The question is when rather than if this blue classic will find its way to end users' hearts again. The BLUEZONE is already perfectly set for the next denim boom now offering over 55 exhibitors – including such market leaders as Isko, Candiani, Tejidos Royo and New Bramatex – who will provide an extensive preview of the innovations and trends for the 2013/14 season for two days. The denim industry again focuses on sustainable manufacturing techniques ranging from water-saving laundry and finishing processes to innovative recycling methods demonstrated in the Green Zone.

INFORMATION, TALKS AND ENTERTAINMENT

MUNICH FABRIC START's newly designed seminar forum Trend Visions offers non-stop interesting talks about trends, innovations and ecological themes.

Making their debut at the past trade fair, the Sustainability Talks will be continued with high-calibre speakers in cooperation with Textile Exchange at the Cinema of the Trend Platform WGSN in the BLUEZONE.

Sustainability is also the core theme of the papers delivered by Ulrike Kallee of Greenpeace Germany. At the Eco Village she will introduce visitors to the new Detox campaign on Tuesday, 4 September, from 2.00 – 3.00 pm and on Wednesday, 5 September from 11.00 -12.00 noon.

“Sourcing 2.0 – Creativity and Cost Pressure” is the title of the panel discussion of MUNICH FABRIC START with TextilWirtschaft magazine on the second day of the fair (5 September) from 5.00 pm at the Kesselhaus venue opposite the BLUEZONE.

Free registration at:

www.textilwirtschaft.de/mfs2012

Following the roundtable we're off to the legendary “Oktoberfest” of MUNICH FABRIC START.

Here tradition meets with modernity. Bavarian “humpa bands” with fashion business. From 6.30 pm the party will kick off again in the marquee next to the Zenith Hall. Like every year catering will come care of Feinkost Käfer.

SERVICE, SERVICE, SERVICE

MUNICH FABRIC START offers an ever wider service portfolio not only for press representatives but also for buyers.

The new Buyers Club provides selected teams of buyers with a suitable retreat for internal meetings and treats them to Bavarian specialities.

The “counterpart” for the media can be found – as before – at the Press Office in Room K2B in the foyer of MUNICH FABRIC START. Here refreshing drinks and quiet workstations await you plus a plethora of information.

Such as our completely re-edited, high-gloss trade fair magazine providing you with all the relevant high-level coverage about the sector. Should you require support for planning your visit to Munich in the run-up to the trade fair, do not hesitate to contact us.

Again on offer daily from 1.00 pm is a free lunch for exhibitors and visitors; this time located at the Free Lunch Lounge of Atrium 2, at Studio E / F as well as at the BLUEZONE restaurant. As usual, 13 Segafredo Café Bars will serve free specialty coffees to all visitors and exhibitors with the compliments of Lenzing.

The press conference will be held at 3.00 pm on Wednesday, 5 September at the Fabric Club Studio E/F.

High-resolution visuals can be found from day 2 of the trade fair on our website:
www.munichfabricstart.com

The blue shuttle bus with the compliments of Cotton USA will again shuttle you free of charge and at regular intervals from the MOC to Munich airport. The first bus to MUNICH FABRIC START will leave from the airport on Tuesday and Wednesday morning at 8.30 am and on Thursday from 9.15 am. After that every 45 minutes.

For MUNICH FABRIC START please register at our PR agency or at the Press Office on site.

Start off a successful season with us! We look forward to seeing you!

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Messe München

Messe München is one of the world's leading trade show companies. In Munich alone it organizes around 40 trade shows for capital and consumer goods, and key high tech industries. Each year more than 30,000 exhibitors and around two million visitors take part in the events held at Messe München exhibition center, the ICM – International Congress Center München, and in the MOC Veranstaltungszentrum München. The leading international trade fairs of Messe München are all FKM-certified, i.e. exhibitor and visitor numbers and the figures for exhibition space are collected in line with agreed standards and independently audited on behalf of the FKM (Gesellschaft zur Freiwilligen Kontrolle von Messe- und Ausstellungszahlen), a society for the voluntary monitoring of fair and exhibition statistics. In addition, Messe München organizes trade shows in Asia, Russia, the Middle East, South America and South Africa. With twelve affiliates abroad – in Europe and in Asia – and over 60 foreign representatives actively serving over 90 countries, Messe München has a worldwide business network. The Group also takes a pioneering role as regards sustainability: It is the first trade-fair company to be awarded energy-efficiency certification from the technical inspection authorities TÜV SÜD.