



N KLINDER

# THE FUTURE? DIGITAL AND NO SEASON

*SEBASTIAN KLINDER, MANAGING DIRECTOR OF MUNICH FABRIC START AND BLUEZONE, EXPLAINS WHY HIS SHOWS ARE NOT-TO-BE-MISSED APPOINTMENTS FOR THE INDUSTRY.*

Interview **Maria Cristina Pavarini**

**W**hat changes did MFS and the Bluezone present recently?  
Our trade fair formats are constantly developing by responding to the changes of the market. Throughout 2017 we have refocused our offer of shows aimed to be individually tailored and synergy-based trade fair formats.

Munich Fabric Start has grown to become one of the world's biggest trade fairs. For the September 2017 edition we launched a new trade show, Munich Apparel Source, running near MFS and hosting 200 firms and services for manufacturing and sourcing. Supporting this initiative we organized a special seminar focused on the future of the fashion industry and discussed digital verticalization, mass customization, 3D printing and similar other forward-thinking topics and involving, among others, key players such as Amazon, Asos and Abercrombie & Fitch.

The Bluezone, one of most important international denim events—together with our Keyhouse area—was prolonged an additional day and lasted three days instead of two.

Within Bluezone, we launched our new "The Infinite" denim trend area with the aim to explore the evolution of denim beyond seasons. On the first floor of Bluezone, we created our new Denim Club area, where we hosted talks dedicated to denim innovation and trend talks, but also workshops led by experts. Some most attended events were "Green Industry Down to Earth Reality" involving speakers from Arvind, Bluesign, Candiani, GOTS and Lenzing, and an influencers' engagement entitled "The Denim Regulars' Table Stammtisch" held in collaboration with SPORTSWEAR INTERNATIONAL. "MicroFactory," held at Keyhouse, also debuted and presented a live performance of Industry 4.0 demonstrating digitally connected production—from design to finished products.

#### **How do you support exhibitors while facing the current market challenges?**

We work with exhibitors and visitors helping them in doing successful business. For this reason we have created optimum—and in some segments unique—conditions in terms of logistics, location, atmosphere and service in our shows. We are constantly listening and networking with suppliers, buyers, product managers and designers.

#### **Does your organization continue consulting other shows?**

Yes, we continue collaborating with Premium Group for the Premium Order Munich and also maintain open and strong relations with other trade shows, like, for instance, Selvedge Run. Open communication and trustful collaborations are absolutely key in this industry.