



Fashion Fashion Tech News ISVP Smart Textiles Trending Whats New

# Future-Proofing New Concepts, KEYHOUSE Continues To Make An Unambiguous Statement

When you think of Technology, Smart Fibres, Sustainability, Resource Efficiency, Finishing and Functionality, think of MUNICH FABRIC START's KEYHOUSE.

Feb 2, 2017



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Launched 30th August 2016, KEYHOUSE is a progressive trade fair like no other. Celebrating innovation and creativity, KEYHOUSE is the space where you will find pioneering development from brands who show unrivaled potential.



**Soft Wearable Robotic Glove Made With Empathy, Science and Assistive Technology**  
Oct 14, 2016

**Energy Harvesting Textiles, Next-Generation Wearable Electronics?**  
Oct 1, 2016

**Designing for Smart Fabrics: Potential Drawbacks**  
Aug 16, 2016



Set against the backdrop of MUNICH FABRIC START, KEYHOUSE has positioned itself as an interactive communication platform. On this Bastian Klinder, Managing Director MUNICH FABRIC START shares, "With KEYHOUSE and CATALYZER we have made an unambiguous statement with a future-proof trade fair format for a high-octane market yearning for new concepts"

**"KEYHOUSE is the space where you will find pioneering development from brands who show unrivaled potential."**

**Styling Core Jewels**  
Aug 12, 2015

In the singy songy words of Marilyn Monroe "diamonds are a girl's best friend" and we couldn't agree more. So when we heard that...

**EDITOR'S MOOD: When Tech Is Workin' It**  
May 16, 2016

With Decoded Fashion London taking place this week, we felt inspired to put together a look that will easily complement all day mingling, networking and...

**Styling The Women of Vogue**  
Sep 1, 2015

Styling The Women of Vogue in tech. It had to happen at one point or another. So why not now. The FashNerd team decided...

As a progressive platform, KEYHOUSE invites global players to bring their creative design solutions to the forefront. So far they have attracted trendsetting smart textiles, future fabrics and technologies fully incorporated into textile products and high fashion. Charming attendees with its new technologies and forward-looking brands, KEYHOUSE, also dedicated to sustainability, focuses on sustainable developments, expert workshops and trend seminars.

**ALSO READ:** [Energy Harvesting Textiles, Next-Generation Wearable Electronics?](#)

Reflecting on the new dynamism paving the way forward, KEYHOUSE is, in a way, the think tank of *“technical textile expertise, individual product placement, strategic company cooperations, resource use and the synergy of crosssector technologies”*. KEYHOUSE exhibitors have included: Bolid’ster, Design for Circularity, Development Never Stops, [Elektrocouture](#), FabLab Berlin, i:collect, Mantis Green Tech, Montega, Mud Jeans, Odo, Officina+39, Orta Anadolu, Pauline [van Dongen](#), Perpetual, Recover, Remo, Sansirro, Santoni, Sourcebook, Tonello, Toyota Tsusho Cooperation, Unitin, Uvex Winter Holding, VAV Technology, BTB, Wear It Berlin.



Also offering expert workshops and seminars on trends, technology, finishing and research, Pierre-Henry Servajeau of [Bolid’ster](#), a brand that has exhibited at KEYHOUSE shared, *“The organizers have managed to create an inspiring setting at KEYHOUSE that links two mega trends. One driver is sportswear and the other technology. Both together sketches 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.”*

*“Organizers have managed to create an inspiring setting at KEYHOUSE that links two mega trends .....sportswear and technology.”*



**Smartphone Has Nowhere Else To Go, The Next Step in Simplicity is The Internet...**

Feb 21, 2017

Voice recognition in the cloud, along with the Artificial Intelligence (AI) to interpret and respond intelligently (which is a very different task to traditional...



**[IN MY OPINION] The Importance of Encouraging Female Role Models in Tech**

Feb 20, 2017

A week ago Donna and I set off to join the incredible group of women (and a few lucky men) at the Everywoman Technology...



**When The Internet Of Things Becomes The Internet Of Voice (Part 1)**

Feb 11, 2017

Forget the Internet of Things (IoT) - it's a bubble. The majority of products currently claiming to be IoT devices are just the same, vertical...



**Boundary Breaking Ivrevel Merging Fashion Creativity With Machine Learning**

Oct 10, 2016

We recently discovered Swedish brand Ivrevel, a label definitely after our #WearableTechStylist's heart. Breaking boundaries through innovation, the label has been praised for designing clothes with...



**Kassim Denim x Neue Labs: The World's First Connected Jeans**

Nov 4, 2016

Denim artisans Kassim, took center stage at Denim Premiere Vision in Paris this week. They were among the cherry picked brands exhibiting at the denim...



**LFW: Burberry Spreads The Love With AppleTV**

Feb 22, 2016

This London Fashion Week, the new "Burberry" label, a consolidation of the London, Prorsum and Brit lines, has announced that its first-ever consumer...

When it comes to setting new standards, KEYHOUSE seems to not only be successful in providing "a density of information" but they have also honored the most innovative and forward-thinking fabrics at their HIGH TEX AWARD. With the winners selected by a high-caliber jury, the award show covers specific areas like Technology, Smart Fibers, Sustainability, Resource Efficiency, Finishing and Functionality.



As the Smart textile movement gains momentum, there is denying that KEYHOUSE is playing a key role in the evolution of the textile industry. As they continue to influence the creative processes in a forward thinking manner we find ourselves looking forward to witnessing such events change the DNA of the fashion industry for the better.

Interested in the direction that the fabric/textile industry is going, but you missed this year's MUNICH FABRICS START: KEYHOUSE, which took place 31st January 2017- 1st February 2017, do not fret. Make sure you keep your eye on the [Visitor's page](#), so you do not miss the event when it comes round again. For those who are interested in showing their collections at MUNICH FABRIC START register [HERE](#).

*Share Your Tips & Corrections*

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centric shoppable...



#### Be In The Know With Uno

Jan 21, 2015

Meet Uno, the first wearable to use Spritz, which is a new reading compression technology that enables one touch reading. Want to be part of this...



#### It's About 'Time' - The New Pebble SmartWatch

Feb 25, 2015

Personally I have never really been that enthusiastic about the look or the design of the Pebble SmartWatch. The watch has always made me...



#### The Fleye, Your Personal Smart Home RoboDrone

When we think of drones, convenience isn't one of the first things that come to mind. But when we shine the light of today's technology...



#### The Cool, Calm & Collected Aleksandr Bernhard

Apr 6, 2015

This week we have the pleasure of being in the company of the confident and driven Aleksandr Bernhard. Founder of exclusive luxury brand Christophe...



#### Daniel Hirschmann: "Technology is not Creating a YouTube Video"

May 18, 2016