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Munich Fabric Start Elevates Show Presence

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Photo: Courtesy of Munich Fabric Start

Munich Fabric Start is expanding its floor lineup for the Spring/Summer 2018 season.

The International textile show, set to take place from Jan. 31 to Feb. 2 in Munich, is elevating its show presence with more than 1,000 international producers and vendors, in addition to a collection of more than 1,700 fabrics and accessories.

"Transform is the headline for the trend statements for Spring/Summer 2018," Munich Fabric Start managing director Wolfgang Klinder said. "We are called upon to break down traditional structures, generate new impulses and create innovations."

More than 800 fabrics and 280 accessories lines will be on display at the show. Halls will feature companies from the Fast East at Asia Salon and the stand-alone concept Design Studios, which will showcase individual prints. Bluezone, the show's independent concept for the denim and sportswear, will be receiving the greatest expansions this year. Emphasizing the idea of a future-proof trade fair, Bluezone's new sections include Catalyzer to present heritage-oriented denim blueprints and Keyhouse, which will have a "Fashion goes Technology" focus and feature more than 40 suppliers with sustainable textile innovations.

"Denim and Sportswear continue to be the most dynamic and progressive product categories on a highly competitive market," Klinder said. "At Munich Fabric Start we identified this aspect early on and—thanks to our know-how in this segment—have responded professionally and in line with the high requirements made by a branch of industry that is strongly lifestyle-focused."

To provide visitors with an immersive show experience, the agenda at Munich Fabric Start will include awards and new seminars to highlight evolving textile concepts. The show will feature the High-Tex Award, which recognizes innovative product developments that fall under finishing, functionality, smart fibers and sustainability. Renowned trend expert, Li Edelkoort, will also present on Spring/Summer 2018's "Transform" theme and provide her forecast for the next Fall/Winter season.



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As the textile industry prepares for 2017 and shoppers favor e-commerce, Munich Fabric Start will be at the forefront of these changes. The show aims to merge style and innovation, while promoting the next class of consumer goods.

"This new generation of products will sustainably change our consumer behavior in the medium and long term," Klinder said. "We will see a link maybe even a fusion between conventional fashion and state-of-the-art technology."