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TRADE SHOWS

Bluezone - to last one day longer - kicks off with new energy

by **Maria Cristina Pavarini** – February 02, 2017

Impressions from
Bluezone at Munich
Fabric Start

From September 2017, Bluezone, Catalyzer and Keyhouse will no longer last for the first two days of the show only, but will extend to three like all other pavilions of Munich Fabric Start.

The Munich show kicked off on 31 January, communicating great energy to visitors and insiders. For this occasion, they presented a series of interesting seminars and events, and displayed a pool of innovative ideas and products. The Bluezone area - with refreshed trend areas and booths - registered a lively attendance. The Catalyzer and Keyhouse - confirming their focus on high-quality manufacturers, mostly from Europe - also attracted attention from denim and fashion insiders.



Bluezone.trend@for.um

Sebastian Klinder, CEO, Munich Fabric Start, commented enthusiastically: "Stability, reliability and continuity again proved guarantors for Munich Fabric Start's steady growth.

Even before the doors officially opened on the first day of the trade fair long queues of visitors formed at the entrances and counters in the MOC and on the Zenith premises. This meant a focused working atmosphere already prevailed at a very early hour to continue for the entire duration of the fair. Buyers and creative workers reacted positively to the newly staged and thereby upgraded Additional Trend Area in the foyer of Halls 1 and 2.

Opened last autumn, the Keyhouse again met with broad-based approval. Even now numerous requests for the following event have been received so that we are giving some thought to a possible extension here, too. The same can be said of the Bluezone, which proved one of the strongest ever since its inception. All of these success factors have prompted our decision to also prolong both the Bluezone with the Catalyzer extension and the Keyhouse as an "Innovation and Creativity Centre" to three days from September 2017 in line with the event at the MOC."



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Keyhouse

Sustainability is a must

A major trend the show focused on is sustainability. Not only did they host the second **Sustainability Panel**, but also many exhibitors showed all their concern and agreed on the importance of this aspect for the industry today and for years to come.

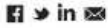
Jeanologia presented a selection of new products clearly focused on preserving the environment, while increasing productivity without raising costs. They have developed new jeans processing technologies that can save up to 95% of chemicals, thanks to the employ of laser, ozone and Eflow technologies. This way rather than employing about 70 liters of water per garment – as normally required – they can simply use a glass of water per pair of jeans. They also developed interesting laser treating techniques, creating effects that are very similar to real creases, stitching, pockets and ribs, though are obtained with laser and require almost no water.



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496 Fabric Lab at Bluezone

Candiani Denim has developed a new combination of techniques that employ both Save The Water Kitotex technology and their own Indigo Juice technology. Kitotex, derived from shrimps' exoskeletons, is employed in the dyeing and finishing process and helps reducing water, chemical and energy consumption, similarly to the Indigo Juice technology. Thanks to these two combined technologies Candiani's fabrics can be treated employing 22 liters of water only (75% less than with normal processes) and 0.2 kilos only (65% less than with traditional technologies) per treated garment.

More commitment on show

Also Orta showed great interest in preserving the environment. They developed their two new techniques Reserve Flow and Clean Flow that can be either employed separately or in combination and have lower impact on the environment. Their Reserve Flow advanced indigo process employs a GOTS certified fixing agent that can save up to

70% of water and save energy. The Clean Flow process is a unique process employing an organic reducing agent that guarantees 60% less BOD (biological oxygen demand) and COD (chemical oxygen demand), therefore waste waters are cleaner at the end of the process. They also developed some new denims that release curing properties thanks to naturally developed substances. Among them there is a denim added with Sea-smooth, an Iceland seaweed extract obtained very naturally and infused with Lyocell. Wearing denim garments with this substance helps revitalizing and smoothing the skin.

Among other trends seen at the show some great new surface treatments recalled great attention. Among them lots of fringes completed fabrics or characterized double strata denims as seen at 496 Fabric lab. Superfine rib corduroys were also around and great emphasis was put on weights – from weights above 14 oz. and many others below 7 oz. – no in-between seems to be cool for s/s 2018.

Cordura kicked off its 50th anniversary celebrations in Europe through Munich Fabric Start. They launched a series of special pieces inspired by space expeditions, as when Cordura was born in 1967, also the first space expeditions started. They presented new fabrics born from cooperation with three partners – Artistic Milliners, Schoeller and Lenzing. Among the fabrics on show there was a special Cordura denim with Schoeller PCM (Phase Change Management) technology with thermos-regulating properties, Cordura Combat Wool (a special abrasion resistant cotton-wool denim) and a Cordura denim employing Tencel. The special garments were designed by Struktur Studio, a design studio from Oakland.



GALLERY

Highlights from Bluezone Munich

Open gallery →

Multi strata denims, fringes and cords – the new cool

Pushing innovation further

ITV Denim presented a new fabric, the Stretch-No-Stretch fabric obtained thanks to a highly innovative weaving technique, an ITV Denim patented system, through which they created a product that takes its shape and adapts itself to body shapes and movements in an absolutely natural way, although made with pure cotton fabric that does not contain elastomers. They employed a technology that also guarantees flawless washing, reducing consumptions and production costs.

They also presented their capsule collection “Glow in the dark” produced in collaboration with the Dutch designer Anbasja Blanken. Thanks to this fabric the company won the Global Denim Award 2016.

