26th munichfabricstart – pre collections (3-5/02/2009)

Fixture for the Industry

+ Fully booked in all segments
+ Significant rise in exhibitor numbers for additionals
+ Strong trend input by WGSN in the bluezone
+ Preview Trends for S/S 2010

The appeal of **munich**fabric**start** – pre collections continues unabated. The current status of registrations for the 2010 S/S season proves the textile trade fair is now also perfectly set to kick off its 26th edition from 3 to 5 February 2009. Over 740 exhibitors from 29 countries have registered already. This promises trade visitors from the fashion industry and trade a concentrated trend input of 1,300 international collections, starting with the basics through to exclusive top collections, spread between the collections, additionals, asiasalon and bluezone areas. The four halls and the atriums in the M,O,C, as well as neighbouring Hall 5 are again fully booked. This means **munich**fabric**start** offers trade buyers, designers and stylists not only a strong information platform for a smooth entry into the season but also, especially in times of crisis, proof of the event's position as a fixture in the sector. "We will provide the same reliability next season tha twe have given our customers and visitors in th past," said Wolfgang Klinder, head of the organising trade fair company **munich**fabric**start** exhibitions GmbH. He stressed: "After all, stability is the best you can offer markets these days."

The most growth amongst newcomers was posted in the additionals segment with a rise of 14 exhibitors – which is why this segment of the fair is, for the first time now, to be extended via Hall 2 into Atrium 2. Here another 21 firms will be presented on 1,000 m^2. Newcomers in this area include German firms like yarn factory Madeira Garnfabrik and label specialist Mindtag.
A total of 78 newcomers from 14 countries have joined the event thereby extending the sourcing and business possibilities for visitors. These firms include from Italy the jersey specialist Alberto Bardazzi and Bamboojersey (Gruppo Tintorale) as well as weaving mill T.B.M with shirt and blouse fabrics. Waiting to be discovered from Turkey are new collections like Kimteks (with cotton, linen, polyester, viscose, stretch and coloured wovens) and Semada Tekstil (including silk effects, lace, embroidery, prints, jacquards and shirt fabrics).

"Full steam ahead" is the also the motto in the bluezone. This special creative zone with its denim weaving mills, washing and finishing plants is the trend pool for jeans and sportswear. A push to further exploit trend potential is also being made for the coming season because England's WGSN experts are now playing an even more active role here than they already did before. This renowned online provider of trend services has been a close partner of the trade fair in the bluezone for a long time now. In addition to the regular trend lectures held by

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WGSN the wgsn.com cinema will present a non-stop screening of the latest fashion news. Top-flight trend events will also accompany the trade fair at the M,O,C, as usual.

The Preview Trends at munichfabric**start SS 2010: "Amazing"**

A preview of the five women and menswear themes plus a separate theme for Kids & Youth.

High Couture

Inspirations:
Deformation, asymmetry, high-tech, sculptural, clean, antique accordion pleating, dressy, complex constructions, the essence of elegance, 3-D textures, tranquillity, elegance.

Colours:
Platinum, cement, steel blue, silver grey, porcelain complexion, pale marble, black shadows, enamel beige

Fabrics:
Organza, taffeta, lace, vinyl, chiffon, poplin, cool wool, compact cotton, tone-on-tone prints

Smoovy

Inspirations:
Water colours, plastic, transparency, light, retro-future, 50s freshness, naivety, simple sport, coloured white tones

Colours:
Morning light, honeydew melon, pale lime, pool, powder, cherry blossoms, copper blond, crushed ice

Fabrics:
Simple stripes, small repeat gingham checks, simple checks, naïve graphics, voile, herringbone, synthetics, viscose, lightweight fabrics, matrix designs, Asian designs.

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Reloaded

Inspirations:
Good old America, pioneer, land of unlimited opportunity, prairie, road movies, grunge, cactuses, coarse materials, authentic

Colours:
Sand, agave, green brass, sunset, stallion brown, grey-blue, thistle flowers, Japanese denim

Fabrics:
Natural colours, used looks, cotton, ramie, hemp, linen, bamboo, western checks and plaids, heavy fabrics, raw finish, textured plains, leather, skins

Calexico

Inspirations:
Hot soul, Latinos, Andes, beliefs, pride, superpositions, métissage, mixing the Hispanic style universes of Mexico and Argentina, haciendas, tango, ceremonies, folk spots, rituals, dressed in black or white, traditional costume, life & death

Colours:
Ash grey, bronze medal, dried mandarin, papaya, magenta, blood red, pitch black, innocent white

Fabrics:
Cotton blends, linen, traditional patterns, coloured prints, fringes, Paisleys, leather, reptile designs, tattoo motifs, ribbons

Playground

Inspirations:
Coney Island, gambling houses, pinball, fruit machines, transgression, tweenager, girl-woman, too sexy, freedom, soft hippie, masquerade, David Lynch films, weird & spooky, disco, glitter, fun, wallpaper patterns

Colours:
Misty blue, Barbie pink, pink Cadillac, mermaid green, high- gloss copper, metallic turquoise, seventies blue, shimmering off-white

Fabrics:
Bleached ocean blue tones from pale blue to almost white, heavily destroyed effects, washes for mid tones, arty and moon-washed fabrics, coloured and

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washed-out-denims, striking graphics, coloured prints, raw denim, though dark, denim in shirt weights, glitter effects

Girls & Boy Scouts (Kids & Youth)

Inspirations:
Expedition, science, awareness, neo ecologist, recycling waste, lab, robot, patchwork, artistic, map designs, multi-functional, wacky, primary colours

Colours:
Astronaut white, balloon orange, Smarties blue, Astroturf green, bitter lime, navy, earthy brown, chalk

Fabrics:
Cotton & nylon, light sportswear coatings, mesh, coloured checks, prints with naturalistic designs, with motif or map prints or themes from the natural sciences.

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