

26th munichfabricstart – pre collections

bluezone: the international denim meeting place in Munich is ready

- + Top international denim weaving mills and washing plants ready to go
- + Fabric trend towards authenticity prompts hopes of good business
- + Trend partner wgsn.com becoming more heavily involved
- + Xfit project: Invista, Bogner Jeans and Hanover University of Applied Sciences and Arts
- + Spring/summer 2010 trend theme: Playground

The bluezone at munichfabricstart – pre collections will once again be the meeting place for the international upstream sector bringing together the suppliers of denim, sports and streetwear at its next event in Munich from 3 to 5 February 2009. 59 weaving mills, washing plants and finishers are set for the 2010 Spring/Summer season with their fabric collections and new finishes representing both an established as well as innovative product range. Due to the early scheduling for the denim sector, in addition to the trend information the industry is already expecting specific business transactions during this period along with incoming orders for moda pronta lines. The fashion trend towards used-looks, authentic denim and fresh summer colours is giving rise to hopes in the sector for stable sales if not growth.

Four new exhibitors are freshening up the denim range, for example Swift Denim from France and Soorty Enterprises, the denim specialist from Pakistan with headquarters in Karachi. The newcomers will come together with a top-ranking, international range of entrepreneurs such as Hellenic from Greece, Kurabo and Kuraki from Japan, Orta Anadolu from Turkey, ITV from Italy, Montebello (I), Tejidos Royo (E), Textil Santanderina (E), Uco Sportswear (B), washing plants such as Kosmos Textile (BG), who is also heavily involved as a full-packaging specialist, Denim Services (TN) and the Gonser Group (D). For years this field of specialists has guaranteed the international jeans sector an efficient working fair.

Increased cooperation with wgsn.com

More trends and more innovation is the maxim of the event organizer, munichfabricstart exhibitions GmbH. It has therefore further extended its cooperation with the internationally recognized trend experts from wgsn, the British provider of the same-name web portal. In addition to the daily seminar programme, trend videos will be continuously shown in the wgsn.com cinema. The adjoining lounge is the place for discussions and taking a break.

XfitLycra project in the bluezone: Future meets Fashion

The fibre specialist Invista is presenting the Invista Lycra project, which was initiated in cooperation with the Munich fashion brand Bogner Jeans and Hanover

