

munich fabric start

pre collections[®]

24th munich fabric start - pre collections: Outstanding start to the season

- + Around 14% more visitors
- + Fabrics for summer 2009: The perfect combination of techno and nature.

- Fabrics with a new feel, new compositions and subtle lustre
- + "fair for kids": The children's aid project meets with an impressive response

With 14,200 trade visitors (February 2007: 12,500) the German textile fair, munich fabric start - pre collections, once again registered record visitor figures at its 24th event. In Munich the entire German ready-to-wear industry along with international designers and sourcing teams informed themselves about the early fabric and colour trends for the 2009 Spring/Summer season. One third of visitors now come from the neighbouring countries Austria, Italy, Switzerland and the Eastern European nations. As a result, munich fabric start has confirmed its upward trend and increasing international significance once again with its 24th event.

Fears that the trade fair frequency could have been adversely affected by the start of the event on Ash Wednesday or also by the dates of Igedo Fashion Fairs Düsseldorf, were already allayed on the first day of the event. An "astonishingly strong showing right from the start", was how many of the 731 exhibitors assessed the event. This trend continued. In the Zenith Halle the 70 denim weaving mills and finishers also unanimously welcomed the restructuring of the stands. Their assessment: "A success."

Once again munich fabric start with over 1,000 international collections in the M, O, C, and the Zenith Halle was fully booked. "We were pushed to our limits", said Fair Manager Wolfgang Klinder in connection with the official press conference. Even now it is becoming increasingly difficult to cater for larger firms' concept stands requirements. The future of the fair probably lies at the Munich Exhibition Centre in Riem, Wolfgang Klinder said. There is no specific timeframe for this yet, but there are discussions with the city of Munich. The fair management will however only take such a step in close consultation with the exhibitors, Wolfgang Klinder emphasized.

Both munich fabric start Veranstaltungen GmbH and its partner organization, the children's aid organization terre des hommes, were both positive in assessing their "fair for kids" initiative - 6 months after the project had been launched. There was an impressive response among exhibitors, 70% of whom

supported the project. The sum collected up to that point was once again topped up to the total amount of 25,000 Euro for the first stage of the donation.

Before the end of this year construction is set to commence on the education centre in Karur, Southern India. The project's concept has been devised on a long-term basis, an initial foundation has however already been laid. "This is a powerful statement by the sector extending into the sector itself, especially as this is the first time that terre des hommes has cooperated with a trade fair company", said Barbara Küppers, spokeswoman for child labour at terre des hommes, commenting on the provisional result.

Fashion is also set for radical change. Under the motto "No Future", the 2009 fashion summer trends at the fair are sending out the message of fresh colours and joie de vivre. Flowing and compact fabrics come together as do natural fibres with artificial coatings ensuring that we can expect an exciting look to fashion. The subtitle for the season, "360 degrees joie de vivre", symbolizes the hope of a further economic upturn, the comeback of colour, but also for taking a look around the world", comments Joachim Baumgartner, trend expert at munich fabric start. Folk themes extending from Asia to Latin America are picked up and integrated into the fashion. "Trend Dipping" is the term Baumgartner uses to describe this process. Innovative, sophisticated coatings and the most exquisite fibre weaves deliver new fabric-feel experiences, surprising surfaces and softly flowing fabrics. In addition, compact fabrics ensure precise cuts and styles. An almost avantgarde-esque impression is conveyed by fabrics made using coarser yarns, e.g. with flame effects, which are paving the way for a new Folk Chic. Prints are regarded as a powerful theme and feature an abundance of patterns right across the spectrum in all sizes and variations.

An omni-present feature is the theme of sustainability, ethics and environmental friendliness. The range of fabrics featuring organic cotton, dyes with natural pigments and recycled fibres extends right into the denim sector. In the blue zone this sector and its total of around 70 exhibitors once again experienced large numbers of visitors and in terms of fashion perceived the following: the trend is once again towards a really authentic and raw look. Denim samples with small holes, in some cases under-laid, with rubbed, open selvages and creases were ordered by the ready-to-wear sector just as much as bleached themes. Fine light-weights for loose-fit pant styles or grainy 12oz-products for straight-pants, trench styles or biker jackets were highly finished using transparent, metallic or even double coatings.

Exhibitors' opinions on the new trend concept, which for the first time has formulated an own theme for the blue zone in the Zenith Halle and implemented it in the hall layout: Tecktronic.

"The set-up has impressed me. The diversity of colours has a positive, attractive effect on the hall. It would be even nicer to position the Trend area right in the centre of the hall." Frederica Zanzoretta, Intesa

"I liked the overall "Techtronic" concept very much. I think that this time the trends were presented much better than at the last event. In my opinion they could feature even more fabrics in the presentation." Ahmet Türkoglu, Gap

"The layout of the blue zone is extremely fresh and exciting. The many colours are a clear indication of where the market is going. There is a mood of radical change within the sector and "Techtronic" reflects this very well." Paula Palmedi, Cappio Tessuti

"This time we have quite a number of loud colours in our range, that is why the colourful Techtronic theme provides a fitting backdrop. We have however tended to orientate ourselves towards the 80s, but that is a matter of interpretation." Florian Gonser, Gonser Group.

"The concept is full of energy and has very successfully encapsulated the developments and trends in the denim and sportswear sector. I particularly liked features such as the washing machines and upturned furniture." Baris Özden, Isko

"A very attractive trend forecast and we hope that it will assert itself on the market." Noemie Cataneo, Itochu Corporation

Exhibitors' opinions on the 2009 S/S trend presentation in the M,O,C,:

"For me what is still much more important than a good trend presentation is the fact that you make work easy for the visitors and give them a friendly reception as is always the case here." Peter Mügge, Thermore

"These are well-elaborated themes and the presentation has been a success right through to the halls." Designteam, Avery Dennison

**The next munich fabric start - pre collections for the
2009/2010 A/W season:
3 - 5 September 2008**

We are looking forward to seeing you.

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