

munich fabric start | post office box 86 08 09 | 81635 Munich | Germany

press kit

blue zone

munich fabric start

collections | additional | blue zone | asia salon

6th-8th February 2008

press / 7th February 2008

24th munich fabric start - pre collections:

blue zone: the leading fair for denim is continuing with its successful concept

- + High-quality newcomers
- + Re-structuring of exhibition space
- + What's happening? Techtronic - the world of the "Electronic City Rockers"

blue zone, the leading trade fair for denim specialists and professionals, is refining its successful concept for the next event. With around 70 exhibitors, the fair, which will be held from 6 to 8 February 2008 within the framework of munich fabric start - pre collections in Munich's Zenith Halle, will once again bring together the Who is Who of the international denim weaving mills' and washers' scene. Apart from the established top companies - Kurabo Denim (JPN), Hellenic (GR), Orta Anadolu (TR) and Isko (TR), new, renowned weavers and finishers have also registered such as Central Fabrics (HK), Kuroki (JPN), Yilteks (TR), Denim Services (TN) as well as full-packaging specialist Kosmos Textile (GB). A total of nine new participants (please note: detailed list follows at end of text) will strengthen and expand the product range. At the same time the waiting list is growing. As a result, a renewed expansion of blue zone to a further hall by September 2008 is under discussion.

With its first-time exhibitors, blue zone is reinforcing its regular and expanding core sectors of fabrics, finishing and full packaging for the 2009 summer season. Complementing this strategy, the visitors will have direct access to the giant additional pool at the M,O,C with its total of around 150 exhibitors, including the Cadica Group, Okinawa, Gritti or also

Mindtag.

Munich is therefore synonymous with a unique full range extending from trend research up to full-service business, which offers the jeans specialists the whole range of business opportunities in a compact package. The continuity and competence that Munich Fabric Start Veranstaltungen GmbH has demonstrated since 2004 with its blue zone, makes the event today's foremost event for the jeans pre-production industry. The 20% increase in visitor figures compared to the last

event underlines the attraction along with the growing interest shown by international brands. "We will not only retain the clear concept, which we as denim specialists are pursuing, but also successfully further extend it", promises Project Manager Sebastian Klinder.

As of February 2008 this also includes the more effective utilization of the 5,000 m² of exhibition space in the fully booked Zenith Halle. The visitor guidance system is being further improved, the trend sectors arranged and structured more spaciouly, and on the 1st Floor, the "Blue Angelo" restaurant will provide an "enjoyable culinary break". There have been clear investments in the new development of the trend areas which are supported by top-ranking lectures. Blue zone is immersing itself in the scene trends deeper than ever before. The current scene hypes will be shown in greater detail and more clearly than ever via video installations, trend-setting fabrics, ingredients and findings. "Techtronic" is the topical slogan and stands for Denim Vibes between Hip Hop, Electro and Techno.

Techtronic is a dance style inspired by Hip Hop, which characterizes a new generation of art-minded "Electronic City Rockers". They only want one thing: to feel life every second. They are looking for an aggressive sound mix, the physical challenge, and if possible, the new street-style wave. They are at home in half worlds caught somewhere between virtuality and reality, and aim to provoke with loud, attention-grabbing statements and fluorescent colours. In this connection blue zone is set to become the party mile for the individualists' community: trend and business have their fingers on the pulse of time.

The newcomers to the blue zone, February 2008:

Kuroki (Japan)
Central Fabrics (Hong Kong)
Mimatras (Turkey)
Premium by Parras - CDI (Mexico/USA)
Artistic Fabric Mills (Pakistan)
Yilteks (Turkey)
Clariant (Switzerland)
Kosmos Textile (Great Britain)

Denim Services (Tunisia)

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