

press kit

introduction/

facts

munich fabric start

collections | additional | blue zone | asia salon

6th-8th February 2008

press / 7th February 2008

24th munich fabric start - pre collections: Trends and concepts showing the way to the future

- + 09 Summer season launch: Munich meets the international textile sector
- + mfs trend offensive with new Trend Forum and round-the-clock lectures
- + "fair for kids": a clear statement of compassion for others
- + ~~No~~ Future: powerful colours and joie de vivre for the 2009 fashion summer

The 24th munich fabric start - pre collections is getting ready. From 6th to 8th February 2008 it will present the first fashion trends for summer 2009 and open on a different day than usual, namely Wednesday. This shifting of days became necessary because the Bavarian State capital is firmly in the grip of Carnival fever up to the beginning of the week and a smooth organization of the event would have been impossible.

At its seasonal sector get-together, the organizer of the event, munich fabric start Veranstaltungen GmbH, once again expects to attract over 13,000 fashion designers and buyers to the M,O,C, and Zenith Halle. They are hot on the heels of the first trends for urban and outerwear, denim, street and activewear and will be shown new products and innovations by leading international weaving mills, printers and finishers.

731 exhibitors are registered, including 42 newcomers such as Giesswein Walkwaren from Austria, Tessilmaglia and Moda Più from Italy and Fetish Tissu from France. As a result, munich fabric start - pre collections is once again recording a clear increase in exhibitors compared to last February when it attracted 680 firms. For the individual trade fair sectors that means: 447 exhibitors in the collections segment. 157 collections and thus a top-ranking international range of findings for denim and streetwear as well as urbanwear will be

presented in the "additional" sector. With around 70 of the world's leading denim weavers and finishers, the blue zone (Zenith Halle) has once again confirmed itself as an international trade fair platform for the denim and streetwear pre-production stage. Finally, although the Asia Salon will be more compact with 57 companies due to the Chinese New Year celebrations, it will still deliver the usual expertise and competence. First-time exhibitors from India such as the high-quality silk specialist Bharat Silks, Fabro de Orient and Soma Textiles will come together with renowned collections from Japan, Thailand and South Korea.

Overall the fair is once again fully booked down to the last few square metres. This is also due to the fact that the organizers have accommodated the wishes of the big market players and suppliers for larger stands.

TREND PERSPECTIVES

~~No~~—Future is the season's slogan and ~~No~~—Future strongly characterizes the entire trade fair scene. The subdued colours of recent seasons are now a thing of the past. Fashion can expect 360 degrees of joie de vivre. It is being inspired by a mixture of technology and nature, music and art, science and ecology. Travel and dreams are also adapted as are mystic and spiritual elements. People seek tangible aspects and values of their forefathers, appreciate and know how to use them such as old craftsman's skills. In the progressive and up to now unknown beat mix of bush drums and techno rhythms, fashion is sending out a message of tolerance and surprising us with unusual forms of expression.

mfs has defined five themes from the current lifestyle trends:

Charisma: Fine, exquisite materials and calm, elegant colours convey a balanced mood with subliminal Seventies Appeal: opal glass, grey shades, truffle, menthol, ebony, the yellow beige of butter cookies. Matt and shiny surfaces are repeatedly contrasted with each other.

Respectknowlogy: Green is the new black and the interaction of chemistry and nature represents people's thinking and actions along with the colours featuring straw, skin shades (light or darkened) similar to the effect of self-tanning, avocado green, acid yellow, light blue and fresh summer green.

Fantasy: Light and bright, fragile and light, sometimes also weird and kitschy, the colours paint poetic images: frivolous pink shades, red tones, which are reminiscent of English jelly beans, come together with the transparent colours of mountain crystal and dandelion.

Worldfolk: The world lies at fashion's feet. In an unconventional approach, Savile Row attitudes are combined with naive art and folklore-esque ornaments. Warm colours such as the copper of desert sand, emerald, the bold colonial blue of Indochina or also the bright yellow of the brimstone butterfly determine the scene.

Techtronic: In a bizarre and vibrating presentation a new

street style announces itself with fluorescent colour highlights such as acid orange, green and pink, light blue, artificial white and shimmering black.

The trends as well as the corporate cultures will continue to be characterized by the current debate on the environment and sustainability. The three days of the fair will also act as a barometer showing to what extent and at what speed the textile sector is advancing these themes.

NEW TRENDFORUM

munich fabric start will deliver a clear plus in terms of trend information with its new Trend Forum, which will be located in Atrium 2, 1st Floor M,O,C,. Here, in the immediate vicinity of Atrium 3 with its high-quality collections, 10 trend institutes and design studios will form a separate, independent trend world. At this venue, accompanied by lots of light and air and a specially created stand design, we will find among others WGSN, Peclers Paris, Promostyle, Offermann, Anteprema and Mysticstyle to name but a few. Season-related lectures will be held around the clock in a 250-sq.m. Forum including a giant cinema screen. In addition, Forums and Trend Areas will provide concentrated information on the current trends: four Colour Forums and the Additional Forum in the M,O,C, Foyer, the Trend Areas located at the entrances to Halls 1 to 4 and finally the Sample Areas in the individual fabric segments covering wool, cotton/sportswear, silk and silk-like fabrics.

Trend power also strongly characterizes the blue zone, which as usual, will be held in the Zenith Halle. Here the Trendzone has been expanded and designed as a much more progressive feature, clearly enhancing the profile of the blue zone. Here, where street and jeanswear come together, there is no room for pussyfooting around as the season motto already proclaims. "Techtronic" stands for three days of hot trend beats.

FAIR FOR KIDS

The "fair for kids" project, which munich fabric start Veranstaltungen GmbH initiated last season in cooperation with terre des hommes aimed at giving children in India the chance of a school education, has also really caught on with the exhibitors. Through their stand booking they were able to participate in the project with a donation of one Euro per square metre and have done so in an impressive manner. The project organizers have thus already come considerably closer to achieving their objective of building an education and training centre in the southern Indian region in the vicinity of Karur. The organizers hope that in addition to the exhibitors, they will now also be able to win over the visitors for this major community project.

SERVICES

As usual the trade fair has a sophisticated and refined service package to offer its visitors. Shuttle buses operate between

the Airport and fair, but there is also a service to the Idea Prisco on the Prinzregentenplatz. Firmly anchored in the schedule is the major Get-Together on the second day of the fair, 7 February 2008, from 18.00 hrs in the Kesselhaus, opposite the Zenith Halle, in which organizers, visitors and exhibitors can come together for an exchange.

The next munich fabric start - pre collections will take place from Sept. 3rd - Sept. 5th, 2008. We would like to welcome you again.

###

press office munich fabric start

Krauts PR, Büro für Public Relations GmbH
Thomas Briel / Michael Müller
Sternstr. 21, 80538 München
Tel ++49(0)89-34 69 66, Fax ++49(0)89-34 69 22
munichfabricstart@krauts.de