



MUNICH
FABRIC
START

Autumn Winter 20/21

Strong Themes Progressive Formats New Areas

Munich Fabric Start with Bluezone, Keyhouse and the individual presentations of over 1,000 international suppliers of fabrics and additional once again set new standards in concept forecasting. The current format has been expanded, complemented and deepened in terms of both quality and quantity. On September 3-5, 2019, a broad spectrum of fabrics, additional, prints or denim, manufacturing services and a supporting programme were kept on offer to the 20,000 trade visitors in Munich, offering unprecedented dimensions of information and inspiration.

According to Sebastian Klinder, Managing Director Munich Fabric Start, "Over the last few years we have successively expanded the exhibition space. We have supplemented BLUEZONE with the CATALYZER, the KEYHOUSE is successfully established as a think tank and now, we have re-launched the ever essential area of SOURCING. With this evolved structure we are focused on the strategic approach of showcasing new fields of inspiration in a unique, exclusive and appropriate setting. We are presenting three trade fair days with an unparalleled range of products and topics, offering the industry many new products, innovative process solutions and cutting-edge material resources."

Highlights at Munich Fabric Start

- Trend Presentations took a brand new form in the MOC
- The ReSOURCE Area was once again extended and established itself as the centre for sustainable fabrics and additional with proven expertise and know-how
- A special opening was the SOURCING Area
- The KEYHOUSE, as a think tank of Munich Fabric Start, spans the fashion spectrum from technology to sustainability, from digitalisation to new material resources and manufacturing processes, offered a wealth of cutting-edge research projects, inspiring collaborations and high-tech product and process developments. Future-oriented: The new Sustainable Innovations Forum at KEYHOUSE, curated by Simon Angel
- The All Related Collab Project by BLUEZONE was an innovative concept for future collaborations and network cooperation
- The HighTex Award was presented for the 7th time. The Munich Fabric Start Innovation Prize honours outstanding initiatives and commitment in the fields of intelligent process solutions, innovative highlights, biotech, digitalisation and sustainable innovations
- The start of the side event program marked the start of the fair 3rd of September, SusTECHability – How Trends & Technology Influence Sustainability In Fashion with an expert panel
- On the 3rd of September Li Edelkoort introduced the latest shapes, textiles and colours for Autumn Winter 20/21 in an exclusive trend presentation. Providing the first glimpse of the colours for Spring Summer 21 and point to the comeback of Casual Wear with Recreation

Beyond Aware – Global trend

Beyond Aware, the overarching trend theme for Autumn 20/21 analyses the multi-layered levels of awareness on different planes of perception – personal, global, regional, mental, rational, emotional and transcendental. It's all about self-awareness and contemplating the status quo. Beyond Aware stands for a new way of thinking and rethinking that goes far beyond our previous understanding of fashion. It's about more than just fashion!

Beyond Aware calls for the observation and very responsive reaction to the changes in consumer and clothing habits – one that is dynamic, attentive and bold. Combined with the demand for change in trends as well as values, which is currently manifested in two ideological concepts. On one hand is Bold Expressions presents an individual, very enthusiastic lifestyle and fashion style. On the other hand is Forward Ethics for conscious, responsible consumption. Two very different concepts that polarise and attract attention. The affirmation of Beyond Aware.

Sections

Fabrics

Winter fabrics featured woolly, new-twist classics, comfort and aesthetics coupled with modern casualness. Most manufacturers are now focusing their collections on sustainably produced goods and processes. Sustainability has become a natural part of the upstream stage. New consumer awareness and transparency have led to fundamental shifts. Both in fabrics as well as colours trends, not least in the styles expected. More than 800 international fabric suppliers hosted in the FABRICS areas at Munich Fabric Start demonstrated the versatile and individual ways this trend can be understood and translated. Sometimes progressive, classic or sporty, sometimes masculine or with new femininity. Often with a voluminous, soft finish. But always with the greatest possible lightness.

Additional

Perfectly coordinated buttons, striking zippers, decorative rhinestone appliqués, individually designed labeling. The latest creations for buttons, ribbons, decorative stones, fasteners, lace, embroidery and labels were presented by over 200 leading international suppliers of additional and accessories for Autumn Winter 20/21 in the ADDITIONALS Area of Munich Fabric Start.

Design Studios

Inspiring print designs and creative energy are provided by the most important international textile designers and trend agencies hosted in the DESIGN STUDIOS at Munich Fabric Start on the first FLOOR. Setting impulses for future prints, always in search of the special and truly unique.

Sourcing Area

The launch of the SOURCING Area in the recently opened Business Club Munich opposite the MOC provide direct connection to Munich Fabric Start and BLUEZONE. Over 80 international apparel manufacturers and producers showcased their services for womenswear, menswear, accessories, corporate, couture and tailored segments among others, at this independent and suitable space thus meeting the growing demand for manufacturing services.

“The idea of this new segment is based on creating an inspiring and efficient atmosphere in a contemporary and high-quality setting. And thus also a unique environment for network communication and work. With the new SOURCING area we can now map the textile supply chain at one location in Munich,” Frank Junker, Creative Director Munich Fabric Start. The exhibiting companies included established manufacturers from Portugal, Tunisia, Morocco, Italy, Macedonia, Greece, Turkey, Bosnia and Herzegovina and Hong Kong among others.



ReSOURCE

Awareness of ecologically sustainable certificates and seals of quality is on the rise. With ReSOURCE, Munich Fabric Start has established a broad sourcing platform that provides sustainable solutions for innovative and future-oriented production processes. Supported and established by experts, the forum offers concrete solutions informing visitors about relevant developments and the latest standards through a series of seminars and lectures, in a bid to bring together potential cooperation partners. ReSOURCE showcased over 600 innovative articles certified and/or produced in an environmentally friendly way.

In the emerging circular economy of the future, nothing is treated as waste. What is left over from one process becomes input to another, so keeping it circulating. Refibra technology gives a second life to pre-consumer cotton waste from garment manufacturing - which would otherwise be sent to landfills or incinerated - by up cycling it into brand

new cellulosic fibre materials for clothing and home products. In a special installation, Lenzing showcased closed-loop recycling with its complete production process for TENCEL™ x REFIBRA™ at the ReSOURCE area.

Through personal discussions on site, visitors were able to learn key details about the respective certificates and seals directly from the responsible certification organisations and institutes. The entire portfolio of innovations shown in the ReSOURCE Area is available all year round on the new website:

Keynotes & Seminar

At the Munich Fabric Start there was an incredibly concentrated and top-class programme of events with exciting panel discussions, polarising keynotes and trend seminars led by international experts such as Li Edelkoort (Trend Union), Muchaneta Kapfunde (FashionNerd.com), Natasha Franck (Eon Group Holdings), Pauline van Dongen, Pantone, Swarovski and the pioneers of the All Related Collab Project.

A special highlight was the panel discussion on September 3, 2019: SusTECHability – How Trends & Technology Influence Sustainability In Fashion Lifestyle & Design. Sustainable Resources & Circular Processes. Big Data & Artificial Intelligence. Areas that in the past were completely separate now impact each other and become the ‘melting pot’ of our fashion future.

Li Edelkoort | Founder and President of the Parisian trend forecasting agency Trend Union Michael Stanley-Jones | Co-Secretary, UN Alliance for Sustainable Fashion - United Nations Environment Programme Tricia Carey | Director Global Business Development - Denim at Lenzing Fibers Natasha Franck | CEO & Founder EON Group Holdings Inc. Erik Bang | Innovation Lead H&M Foundation Muchaneta Kapfunde | Founding Editor-in-Chief FashionNerd.com Presenters: Jana Kern & Alex Vogt | KERN. Consulting.