

**munich fabric start - pre collections profiting from great number of domestic and foreign visitors**

The 24<sup>th</sup> munich fabric start – pre collections with the segments collections/additionals/blue zone/asia salon ([www.munichfabricstart.com](http://www.munichfabricstart.com)) from 6 to 8 February in the M,O,C, and the neighbor-hall Zenith Halle with the new fabric and color trends season spring/summer 2009 had a considerable plus in visitors of around 14% and altogether 14,200 fair guests, compared to February 2007 with 12,500.

Fair director Wolfgang Klinder told Textination that an increase in visitors was recorded, where 70% were domestic guests and 30% foreign guests. Visitors from abroad were mostly a greater number of Italians. Meanwhile, one third of the visitors come from the neighboring countries Austria, Italy, Switzerland and Eastern Europe. According to Klinder is Munich closer to Eastern Europe than Paris, which is therefore a location advantage. Generally there are in this region now also more fashion producers. A large number of visitors came from Romania, Bulgaria, Poland, Hungary and Russia. This time 731 international exhibitors with more than 1,600 top collections were registered, including 42 new participants. It was, compared to February 2007 with 680 companies a clear exhibitors-plus the fair was bursting at the seams and was again booked to the last sqm. Especially since the organizer met the wishes of exhibitors strong in the market for bigger stands.

Klinder stressed that the fashion summer 2009 opens up new dimensions. The visitors and exhibitors experienced in Munich the end of the No-Future-Age and a Comeback of

fresh colors. One of the five trend subjects was named “Tecktronik” - dedicated especially for the blue zone - summarized 70 Denim weavers and –finishers for the jeans- and streetwear trends. New was also the trend forum in the Atrium 2, where the international trend institutes with their presentations, publications and lectures were concentrated.

The issues sustainability, ethics and eco-friendliness were omnipresent. The offer in fabrics with bio-cotton, colorations with natural dyes and recycled fibers stretched even into the denim part. The high quality Asian area of the exhibitors shall be increased, since the market demands this. According to Klinder the three textile fairs in Munich, Milano and Paris have each their own clientele. There is, of course, competition, “however, I think that all three events can exist well next to each other. Only with scheduling I see some problems sometimes. In favor for Munich is clearly the blue zone, since the most important denim weavers and launderers are on location. This is, besides confection, a whole own target group.”

Considering the booked up exhibition area Klinder said there are first talks with the Neuen Messe München (New Fair Munich). However, details are not yet available. Also concerning the scheduling question they cannot say anything official yet. The biggest problem so far is the target date, that is the time pressure of the exhibitors and the visitors, and also the unsolved question of space.

The initiative by the fair management “Fair for Kids“ was very well received by the exhibitors. Even this year the building of a school center in the South Indian textile city Karur will be begun, together with the renowned children`s relief organization terre des homes ([www.tdh.de](http://www.tdh.de)). The fair says they started the project for working Indian children under the slogan “Schule statt schuften“ (school instead of working) from the heart and not as a publicity gag.

According to Harald Krane of the marketing management Lorenit Stoffe GmbH ([www.lorenit.de](http://www.lorenit.de)) the munich fabric start is the most important trade fair, where the event in February 2008 was a good and successful as the fairs before. “Date, organization, stand and hall building were good, and the supporting programme very good.” Jürgen Breuer of

wolbo-fashion GmbH ([www.wolbo.de](http://www.wolbo.de)) explained that they exclusively exhibit in Munich, “this is for us the most important fair, and it ran comparable to the year before. On the first day of the fair were more visitors to see, the second and third day were then like the year before. The trend themes, however, could be structured better.”For the Wilhelm Zuleeg GmbH ([www.zuleeg.de](http://www.zuleeg.de)) is according to Stefan Zuleeg the Premiere Vision in Paris still the most important fair. “Otherwise, everything was fine at the munich fabric start, and we were pleased like always.”

The next fair will take place from 3 to 5, September 2008 for the season fall/winter 2009/2010.

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