

Bread & Butter Barcelona surprises with fabrics fair "The Source"

On the upcoming Bread & Butter Tradeshow for selected Brands in Barcelona from 2 to 4 July 2008 the organizer is running for the first time simultaneously in the same area the new event "The Source – meet the Origin" (www.breadandbutter.com.thesource) with the symbol of the Alpha-sign, where the international fashion exhibitors can visit their textile presuppliers, that is fabrics- and accessory offerers, and get informed about the newest trends. The fair is supposed to take place twice a year.

They are advertising with the early point in time of the current event and the 1,000 fashion exhibitors at the BBBarcelona. In July 2007 2,600 designers alone have visited the fashion event, they said. The Source takes place in July this year in the halls 6 and 7 of the upper part of the Fira de Barcelona. With the fabulous Palau Nacional in the background the fair area is „unique“. Altogether the exhibition area amounts to 25,000 sqm gross. More than 100 exhibitors with an average stand size of 60 to 70 sqm are announced. A diversity of exhibitors is not only desirable but important. One hall has the focus on Denim, the other concentrates mainly on Casual Dressed Up. For producers of buttons, rivets and zippers a separate fair area does not exist.

Jenny Boers, PR – The Source Editor (jenny.boers@breadandbutter.com), explained to Textination that with the exhibitors they bank on quality instead of quantity. The number of exhibitors is not the important thing, as was stressed. Slogan: Small, but good. According to Jenny Boers they are expecting for The Source in the Denim hall (Hall 6) about 40 to

50 exhibitors, in the Casual Dressed Up-area (Hall 7) the same number. However, it was stressed that they are still in the acquisition phase. Leading exhibitor's names which are confirmed already from the areas denim weavers, denim washers, accessory producers, wool- and cotton weavers the following have been named already: Martelli (denim washers), Tejidos Royo (denim weavers), Tessilgraf (labels), Paoletti (wool weaver), Union Knopf (buttons).

According to company spokesman Thomas Kötter the Igedo Company (www.igedo.com) has not addressed the subject sourcing so far, since their fair dates are too late in the season for this segment. The fair team Klinger of Munich fabric start (www.munichfabricstart.com), leading preview-fair for clothing fabrics in Europe, did not want to comment on The Source. The next event here is in the Munich M,O,C from 3 to 5 September 2008. This organizer arranges also the JAM Jeans Affair Munich (www.jeansaffairmunich.com), for the first time after being in Munich now on 13 and 14 July, 2008 on the fair area in Cologne in the Rheinparkhallen.

Margit Jandali – Mode.Medien. Messen (mjandali@jandali.biz) - gave Textination the following statement: "To get concentrated information at the earliest point in time is a great need in the branch. Furthermore there is a diversification in different segments. E.g. the Salon de la Lingerie in Paris is successful with the extended SIL with presuppliers of the Bodywear-producers. The Source parallel to the BBB can be a great information platform for the young area. Certainly the organizer

will also offer innovative ideas in the presentation form. With the CPD Fabrics the Igedo has not been really successful, probably also due to the closeness to the biggest platform for the pre-supply, the Premiere Vision (www.premierevision.fr) and Texworld in Paris. The Source can also offer further production solutions, like the already successful Magic-Sourcing in Las Vegas, which runs parallel to the Magic in Las Vegas. Especially in the course of niche formations and the steadily growing importance of early information the date beginning of July in Barcelona offers certainly trend information for the organization of the fall/ winter season in the following year.”

A fabrics fair during the BBB is, however, judged by Dr. Klaus-Jürgen Kraatz (klaus.kraatz@ivgt.de) from the industrial association yarns – fabrics- technical textiles e.V., Eschborn, only restrainedly. For the German market the munich fabric start is the leading fabrics fair, internationally this is still the Premiere Vision, while Milano Unica is also important for certain German weavers, as was stressed. “The experiment, to run a fabrics fair at the same time as a fair for the manufacture was not successful in Düsseldorf. That is due to the fact that the manufacturers as customers of the weavers do not have time during a fair where they themselves are exhibiting to look for fabrics for a different collection. The weavers will also not think a further extension of the number of fairs and additional costs attractive in the face of the current situation”.

Stephanie Keukert (Stephanie.Keukert@MesseFrankfurt.com) – contact person for the Texworld 2008 Autumn from 22 to 25 September 2008 (www.texworld.messefrankfurt.com) in Paris Le Bourget of the Fair Frankfurt France S.A.S. – said to Textination concerning The Source: “When a fair organizer and

connoisseur of the branch brings a further fair into life we can assume that he has investigated the chances and risks of such a new event. There are always more events oriented on a specific market segment, of which one or the other might certainly have a chance to survive – maybe also Barcelona. Paris, Milano and more and more Munich will in the long run quite certainly remain the internationally most important textile fair hubs.“

Harry Stock, bugatti product manager and sales director sport coat/ suit (www.bugatti.de) of the Brinkmann-Group, Herford, commented: “From our perspective an additional fabrics fair is not necessary. Meanwhile, it turned out that the munich fabric start is one of the most important fairs in Europe. Furthermore Paris and Milano are in the segment of the clothing industry an important platform”.

The statement of the VDMD Verband Deutscher Mode- und Textil-Designer (www.vdmd.de) (association of German fashion- and textile designers), press officer Claudia Ollenhauer-Ries, concerning The Source: “With the concept The Source the organizers serve very accurately the exhibitors of the Bread & Butter. The combination of stylish ambiente with need-based lighting and parallel timing to the guide fair BBB could help to make The Source an important event for this specific fashion segment – when the organizers are able to win the relevant offerers of fabrics, finishings and accessories as exhibitors. Designers working for this segment find a high informational value in the combination of the two fairs – here pre-stage, there collections. This is currently not offered by the other denim-events in Paris, Munich and Cologne”.

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