

MUNICH FABRIC START UNVEILS NEW PRIME MANUFACTURING SOLUTIONS AREA THE SOURCE

MUNICH FABRIC START once again underlines its **market importance as one of the leading European meeting points** for fashion designers, product managers, buyers and decision-makers: This season, besides the well-established areas Fabrics, Additional, Design Studios, ReSource, Sustainable Innovations, Bluezone and Keyhouse, the **high-quality portfolio gets a new destination for Prime Manufacturing Solutions**.

The **holistic ecosystem of MUNICH FABRIC START and BLUEZONE** offers a platform for developments from DOB and HAKA to sportswear, from affordable luxury through contemporary to off-price as well as for targeted trend inspiration. The **fully booked** International Fabric Trade Show will welcome up to 20,000 fashion professionals from **30/08 - 01/09/2022** in Munich.

Unveiling THE SOURCE, the one-stop solution for holistic fashion sourcing

MUNICH FABRIC START becomes a **fully-integrated fashion sourcing destination twice a year** by unveiling THE SOURCE. The new **area for international manufacturing** offers a platform for **all-in-one providers** who present turnkey, end-to-end solutions from PLV to white-label in a brand-new ambience and set-up.

"Sustainability, transparency, digitalisation, nearshoring – the most relevant topics currently affecting the fashion industry cannot be tackled singularly in one value-adding step, but must be implemented in a contemporary, vertically integrated manner. With our new hall 8, we are offering exactly what's needed the most at the moment: a place for reliable and flexible sourcing solutions for adjusted quantities and rethought logistics chains. And it has been confirmed that a place like this is much needed: all available booths are already booked by a high-quality supplier selection. Let's see each other at THE SOURCE."

Sebastian Klinder, Managing Director MUNICH FABRIC START

THE SOURCE is **staged in the new hall 8**, directly opposite to MUNICH FABRIC START's MOC event space and next to BLUEZONE's Zenith area. Both sourcing providers and visitors benefit from the close proximity. **Short distances and synchronicity** allow initial ideas to be discussed directly with everyone involved, and material sourcing to be combined with the placement of production orders.

"In a newly created event space of around 2500m², we will welcome exhibitors and visitors in a perfectly equipped location with a spectacular architecture. An aesthetic stand system, tailored specifically to the ambience, completes the contemporary sourcing experience and creates the ideal atmosphere for constructive working. With this special set-up, we value the high importance of all garment specialists selected to present their service and know-how at our next show. We simply can't wait to show the industry our new one-stop platform for fashion sourcing!"

Frank Junker, Creative Director MUNICH FABRIC START

MUNICH FABRIC START

INTERNATIONAL FABRIC TRADE SHOW

PRESS RELEASE

VIEW Premium Selection sets high standards for Autumn.Winter 23/24

As the **exclusive preview textile trade show** of MUNICH FABRIC START, VIEW Premium Selection will introduce the newest developments for Autumn.Winter 23/24 as well as the first colour and material trends on **21 - 22 June 2022** in Munich's MVG Museum. Europe's fashion professionals are invited to experience the selected, high-quality product portfolio and the uniquely **personal and professional atmosphere**. Also, the longed-for industry exchange won't come too short - at the **VIEW summer vibes** evening event.

Details VIEW Premium Selection

Event hours

Tuesday, 21 June 2022, 9.30am - 6.30pm
Wednesday, 22 June 2022, 9.30am - 5.00pm

Location

MVG Museum
Ständlerstraße 20, Munich, Germany

>> Register via www.viewmunich.com

Next Show Dates

VIEW Premium Selection

21 - 22 June 2022

MUNICH FABRIC START

30 August - 01 September 2022

VIEW Premium Selection

29 & 30 November 2022

BLUEZONE

30 - 31 August 2022

www.viewmunich.com | www.munichfabricstart.com | www.bluezone.show | www.thesource.show