

28th munichfabricstart – pre collections

Residence:

Fashion immerses itself in a secluded world full of poetry that refreshes the fading memories of aristocratic “art de vivre” with fine arts, classy materials, sumptuous wallpaper patterns and timeless chic. Mellow colour harmonies in skin and neutral tones as well as Mediterranean blue shades plus a touch of gold are reminiscent of Oriental and Mediterranean bathhouse cultures.

Linger: When the world is your home fashion becomes borderless. The result is a modern “laissez-faire” look that fuses function with adventure styling and cultural concepts from the tropical regions of Asia as well as from the Wild West. Colours centre on faded mid tones with a grey veil over them, vegetable but cool colours also translated into monochrome, ornamental jacquards and braids.

Rapa Nui:

Mystic and exotic. Lagoon and rainforest colours clash here. The intense, iridescent blue-green shades of the sea go hand in hand with the silvery violet shimmer of fish and the radiant red of corals, crayfish and flowers that are interpreted more often than not to look hyper-real and technically overdrawn. Wet looks encounter fluorescent eye-catchers, shot fabrics meet with rippled surfaces.

Beach Boys (Denim, Sportswear):

The retro surfer culture of the 60s and 80s is revisited. These looks and their fabrics stand for the ultimate summer feeling and the corresponding easygoing attitude. Wave junkies meet with yesteryear’s hippies. Cheerfully fresh patterns are in evidence alongside faded and washed-down materials with a vintage slant and high-tech details. Sand tones and fruity pastels such as faded hibiscus and mango convey this youthful light-heartedness.

Rascals (Kids):

Come and see the modern world of Huckleberry Finn with cross-country biking, hiking, camping and swimming in the lake. This theme is all about liberty and nature. Just as natural are the colours inspired by the earth, the skies, forests, lakes and traditional fruit such as apples and pears. Prints and appliqués look naive featuring little flowers, silhouette and collage techniques. Fabrics are functional and robust but also have a rural air, natural and lightweight. We have attached visuals for these trend themes.

Trend Visualisation at the Trade Fair:

- The Trend Areas now showcase the theme-related trend highlights of the season at the centres of Halls 1 – 4. In detail: Hall 1: Rapa Nui, Hall 2: Linger, Hall 3: Residence, Hall 4: Dew Drops, The Trend Area Kids built on the Rascals theme remains in the Foyer of Hall 4, Hall 5/ bluezone: Beach Boys.

- The Sample Areas provide information on the ranges presented by the exhibitors in each hall and are spread across the entire exhibition space all the way down to Hall 5.

- The central Colour Forum is located in the Foyer in front of Hall 2.

Your dates at munichfabricstart – pre collections:

Tuesday, 02/02/10

11.00 am | WGSN

Helen Palmer, Materials Senior Editor | Fabric and Denim Directions Spring/Summer 2011 |

wgsn.com cinema | bluezone (H5)

(English)

11.00 am | Lectra Deutschland GmbH

Susanne Buss | More Assured Decision-Making through Rapid Visualisation of Knitted, Woven and Printed Designs | Atrium 4 Room E 106 (1st Floor)

(English)

12.00 noon | Promostyl

Ina Wurbs | trends – colours – shapes – Spring/Summer 2011 | Room K4

(German)

13.00 Uhr | munichfabricstart featuring ZOOM

Joachim Baumgartner | Ease | Trendvision Spring/Summer 2011 | Room K4

(German)

1.00 pm | Lectra Deutschland GmbH

Susanne Buss | Time Savings and Process Safety during Collection Design | Atrium 4 Room E 106 (1st floor)

(German)

2.00 pm | IMO – Institut für Marktökologie

Susanne Gommeringer | Global Organic Textile Standard (GOTS) | Room K4

3.00 pm | WGSN

Helen Palmer, Materials Senior Editor | Fabric and Denim Directions Spring/Summer 2011 | wgsn.com cinema | bluezone (H5)

(English)

3.00 pm | Lectra Deutschland GmbH

Susanne Buss | More Time for Creativity – Easy Sketch Generation and Management for a Collection | Atrium 4 Room E 106 (1st floor)

(German)

Wednesday, 03/02/10

11.00 am | WGSN

Helen Palmer, Materials Senior Editor | Fabric and Denim Directions Spring/Summer 2011 | wgsn.com cinema | bluezone (H5)

(English)

11.00 am | munichfabricstart exhibitions GmbH

Official press conference | Fabric Club, Studio E/F (2nd floor above Hall 4)

11.00 am | Lectra Deutschland GmbH

Susanne Buss | More Assured Decision-Making through Rapid Visualisation of Knitted, Woven and Printed Designs | Atrium 4 Room E 106 (1st floor)

(German)

12.00 noon | mode...information

Gottfried Pank, Creative Director of mode...information | Global Trends Spring/Summer 2011 | Room K4

(German)

1.00 pm | munichfabricstart featuring ZOOM

Joachim Baumgartner | Ease | Trendvision Spring/Summer 2011 | Room K4

(German)

1.00 pm | Lectra Deutschland GmbH
Susanne Buss | More Time for Creativity – Easy Sketch Generation and Management for a Collection |
Atrium 4 Room E 106 (1st floor)
(English)

2.00 pm | Mudpie Design
Ben Harris, Director of Mudpie | consideration spring/summer 2011 | Raum K4
(English)

3.00 pm WGSN
Helen Palmer, Materials Senior Editor | Fabric and Denim Directions Spring/Summer 2011 |
wgsn.com cinema | bluezone (H5)
(English)

3.00 pm | Lectra Deutschland GmbH
Susanne Buss | Time Savings and Process Safety during Collection Design | Atrium 4 Room E 106 (1st floor)
(German)

3.30 pm | IMO- Institut für Marktökologie
Susanne Gommeringer | Global Organic Textile Standard (GOTS) | Room K4

From 6.30 pm: munichfabricnight

Thursday, 04/02/10

11.00 am | Lectra Deutschland GmbH
Susanne Buss | More Assured Decision-Making through Rapid Visualisation of Knitted, Woven and Printed Designs | Atrium 4 Room E 106 (1st floor)
(German)

1.00 pm | Lectra Deutschland GmbH
Susanne Buss | Time Savings and Process Safety during Collection Design | Atrium 4 Room E 106 (1st floor)
(German)

Susanne Buss | More Time for Creativity – Easy Sketch Generation and Management for a Collection |
Atrium 4 Room E 106 (1st floor)
(English)

Our Services for You:

- Public Transport:

The M,O,C, can be accessed from the city centre by line U6 direction “Garching-Forschungszentrum”.

Your stop: Kieferngarten.

- Shuttle Service:

As usual, buses will be shuttling at regular intervals between the airport, Terminal 2, and M,O,C,. For exact arrival and departure times consult our timetable at the “Messebüro” office. Or feel free to contact our Press Team should you have any questions.

- Press Office and Press Lounge:

The Press Office for registration, your staff badge and all other relevant documents can be found in Room B 009 between Halls 1 and 2 at the Foyer of the M,O,C, opposite the "Messebüro"(B 001). The Press Lounge with Internet access and computers, the retreat for working, taking a break or conducting interviews is situated in Room F 203, 2nd floor above Hall 4. You can also take a deep breath and revive yourself at the end of the aisle at the Fabric Club, Studio E/F or with complimentary coffee at various coffee bars and the free lunch at Atrium 4 and Studio E/F, 2nd floor.

28th munichfabricstar



http://www.fibre2fashion.com/news/textile-news/newsdetails.aspx?news_id=81166