

## PRESS RELEASE

*Trends and tradition at the trade fair for sustainable textiles*

***The programme for the 53rd INNATEX speaks to labels and the trade in equal measure***



***Frankfurt am Main, 10 January 2024***

Growth, digitalisation and re-commerce – the forthcoming INNATEX (the international trade fair for sustainable textiles) is devoted to highly topical themes. From 20 to 22 January 2024 at the Messecenter Hofheim Rhein-Main near Frankfurt, over 200 exhibitors will be meeting up with retailers, experts and journalists. The motto for the winter trade fair is GROW, representing the call for sustainable, social and commercial growth that will not be possible without the green fashion movement.

### **Optimistic expectations despite the challenges**

“In recent weeks I’ve been in constant contact with people involved in the sector. Again and again, the issue of the divided mood in the sector comes up in conversation,” says Alexander Hitzel, INNATEX Project Manager. “We are currently experiencing a very challenging period, of course, and one which may well continue. But overall, what seems to dominate is an awareness that sooner or later, there has to be a huge rise in sustainable solutions. The European Supply Chain Act, which was passed very recently, is further evidence of this and we should be constantly reminding ourselves of the fact.”

According to Hitzel and the organisers, MUVEO GmbH, various new trends are opening up that might, if exploited strategically, unlock new business areas. These range from ‘quiet luxury’, travel, internationalism and focused storytelling to services for specific target groups. On the Monday, members of the expert panel will be discussing re-commerce with the Hessen Retail Federation in the Community Lounge.

### **From storytelling to digital tools – the INNATEX themes**

“Second-hand is in fashion,” says Julia Frings of IFH Köln. “Sales of used and recycled products have been on an upward trend for some years now and with the rising importance

of sustainability, their relevance will continue to grow. There is great potential in this area for the trade to reach new target groups and expand the range on offer. To be successful, though, it is essential to have a concept tailored to the needs of consumers.”

Alongside Julia Frings of IFH Köln, other Federation panellists will include Steffen Riegel of Hessnatur. The first Lounge Talk at the start of INNATEX will deal with Strategies for Sensible Growth, borrowing from the motto for the fair. This topic will be followed by Fair Wages in the Global South, Storytelling as a Strategy, and Digital Trends. Given how much interest was aroused by the guided visits at the last INNATEX, the programme will again be rounded off in January with two thematic tours.

## **AMD, Fashion Campus 2030 and other new partners at INNATEX**

The collaboration with the Hessen Retail Federation, like that with Fashion Changers and Greenstyle Munich, has already proved its worth at previous fairs, as a way of adding variety to a well balanced fair programme. The new collaborative partners include AMD Academy of Fashion and Design (AMD) in Wiesbaden, the Fashion Campus 2030 Initiative and the Enterprise Europe Network (EEN, a network promoting internationalisation among smaller and medium-sized businesses).

The brand portfolio includes fashion for all generations, tastes and occasions. Labels exhibiting for the first time include businesses such as Fuza Wool from Denmark with its high quality traditional knitwear, and the hemp-based accessories of 8000Kicks from Portugal. The DESIGN DISCOVERIES comprise Anfisa Roumelidi, C/OVER and Consci.

“Sadly, the trade fair landscape in the fashion sector has thinned out somewhat,” says Hitzel with regret. “This makes us all the more grateful at being able to present a range that is as broad as ever. The firm foundation of INNATEX has always been in each individual brand.”

The complete programme, and an index of exhibitors, are available on the [INNATEX.de](https://innatex.de) website.

**Print-resolution images:** <https://innatex.de/presse/?lang=en>

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## **INNATEX | International trade fair for sustainable textiles:**

INNATEX is the only international trade fair for natural textiles in the world that offers a unique sales and communication platform not only to the traditional clothing sector but also



to countless other textile product groups, including accessories, shoes, home textiles, fabrics, toys and many more. Since 1997, this fair for trade visitors has taken place twice a year – once in winter and once in summer – in Hofheim-Wallau near Frankfurt am Main. Since 2014, Showroom events in Bern (Switzerland) have complemented the portfolio offered by trade fair organiser MUVEO GmbH.

The DESIGN DISCOVERIES project was developed for INNATEX by MUVEO GmbH to support selected newcomer labels and new exhibitors at the fair with subsidised stands and special business communication activities.

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