

## PRESS RELEASE

48th INNATEX near Frankfurt am Main spotlights special projects  
**Green fashion community to meet at INNATEX in two weeks**



**Frankfurt am Main, 16 July 2021** The 48th INNATEX is opening its doors at the Messecenter Rhein-Main in Hofheim-Wallau from 31 July to 2 August 2021. More than 200 labels are poised to appear at the international trade fair for sustainable textiles. Following a long string of industry gatherings being cancelled due to COVID-19, the summer trade fair is a first opportunity for the sector to get together.

“The community desperately needs a trading platform where people can meet face-to-face,” says Alexander Hitzel, Project Manager with organiser MUVEO GmbH. “This has become very clear in the many conversations we’ve been having with partners and exhibitors in recent months.” According to Hitzel, fashion and textiles are largely defined by their haptic qualities and need to be touched to be fully appreciated. As a result, the summer event is attracting strong interest.

### **Several premieres in store for traders**

The pandemic has presented an opportunity to launch new projects for the forthcoming INNATEX. They include a special zone created in collaboration with GIZ GmbH, the German society for international development, which will shine a light on African designers. 13 labels from Ethiopia, Kenya, Rwanda, South Africa, Tanzania, and Uganda will present their ideas for sustainable textiles and fashion products.

One of the labels, Yambee Baby from Ruanda, creates prints and designs for kids in collaboration with local artists. The scarfs and ponchos by Shimena have their origin in Ethiopia, where the label supports the local communities and features traditional craftsmanship.

The starting point for the special area is a virtual trade fair, commissioned by the Federal Ministry for Economic Cooperation and Development. GIZ GmbH has realised the joint project in cooperation with several partners; its physical extension can be visited at INNATEX.

“The general public seems to associate Africa with cotton-growing and the production of other raw materials,” states Jens Frey, Managing Director of MUVEO GmbH. “Very few people are aware that it also has a vibrant fashion and textiles industry. The digital/analogue hybrid event is designed, among others, to draw attention to the extraordinary creativity, diversity and innovative spirit across the continents whilst opening up business opportunities along the supply chain.”

### **Exhibitors include well-known pioneers and young newcomers**

The IVN (International Association of Natural Textile Industry), which sponsors INNATEX, is staging its own pop-up showroom. In doing so, the association is creating its own curated space, showcasing the diversity and special features of its members. The future objective is to expand this space with the organiser to create a growing Concept Area that introduces visitors to different ways of presenting green fashion.

Besides the IVN, the Global Organic Textile Standard, the Green Button and Fairtrade are among the other standardisation bodies represented at the fair. In addition, a special exhibition entitled “Fashion in the Hood” (Fashion im Kiez) and delivered by the young interest group “Frankfurt Fashion Movement”, helps visitors join the dots in the fashion industry. Among the labels exhibiting at the fair for the first time are Active Wear by Klitmøller Collective from Denmark, Organic Fashion by Bibico from the UK and Italian sneaker brand ACBC.

### **INNATEX withstands impact of Covid-19**

Even if the situation surrounding COVID-19 may change before the end of July, MUVEO GmbH is ready to adapt its hygiene and safety measures quickly and responsively to any changes in the current guidelines. Last summers’ INNATEX is proof that the concept clearly works. All visitors are required to register digitally in advance of the fair.

### **Further information:**

COVID-19 FAQs: [innatex.muveo.de/covid-19-faqs/?lang=en](https://innatex.muveo.de/covid-19-faqs/?lang=en)

List of exhibitors: [innatex.muveo.de/wp-content/uploads/2021/07/X48\\_Ausstellerliste.pdf](https://innatex.muveo.de/wp-content/uploads/2021/07/X48_Ausstellerliste.pdf)



**Images in a high-quality print resolution:** [innatex.muveo.de/download/](http://innatex.muveo.de/download/)

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**INNATEX | International Trade Fair for Sustainable Textiles:**

INNATEX is the world's only international trade fair for sustainable textiles to provide a sales and communication platform not only for the clothing sector but also for other textile product groups such as accessories, footwear, home textiles, fabrics, and toys. The trade-only exhibition has been taking place twice a year since 1997. The summer and winter editions are held in Hofheim-Wallau near Frankfurt am Main. In autumn 2014, organiser MUVEO GmbH extended its portfolio to include the Showrooms in Bern (Switzerland) and Salzburg (Austria).

Web: [innatex.muveo.de/?lang=en](http://innatex.muveo.de/?lang=en)

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