

PRESS RELEASE

Term Schedule remains in place for 31 July to 2 August

48th INNATEX – International trade fair for sustainable textiles to run near Frankfurt am Main



Frankfurt am Main, 7 June 2021 Die The summer edition of INNATEX is still on track: The 48th International Trade Fair for Sustainable Textiles will take place as planned from 31 July to 2 August 2021 at the Messecenter Rhein-Main exhibition centre in Hofheim-Wallau. More than 200 green fashion labels will be exhibiting at the event.

“The way the pandemic is developing, the vaccination drive, testing strategies and our talks with the local health authorities in recent weeks are all giving us good reason to feel extremely optimistic,” states Alexander Hitzel, Project Manager of MUVEO GmbH who organises INNATEX.

Following many candid conversations with partners and exhibitors, Hitzel has found that the community is in desperate need of a trading platform that gives them the opportunity to meet their business contacts in person. There is also consensus among participants that the organiser should remain committed to the original dates rather than postponing the event until early autumn.

The pioneering trade fair for the green fashion industry certainly has no shortage of new concepts – MUVEO GmbH is planning, among others, a new store concept under the patronage of the IVN, International Association of Natural Textile Industry, and a special space celebrating African labels, created in collaboration with GIZ, the German Society for International Cooperation.

The safety and hygiene measures will be adapted to the latest regulations and approved by the health authorities. “We’ll do all we can to ensure that INNATEX, which is incidentally one



of the first trade fairs to run since the second lockdown, is as pleasant, productive and safe an experience as possible. The exhibitors are all offering encouragement, including Hermann Kohnen of LANA natural wear: "We're all longing for the trade fair to take place after everything that has happened over the past 18 months."

Images in a high-quality print resolution: <https://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.de | Facebook: facebook.com/innatex | Instagram: instagram.com/innatex

Media contact:

Maike Thalmeier | UBERMUT GbR | innatex@ubermut.de | 0179-7543292