

PRESS RELEASE

Trade fair for sustainable textiles, with well-known brands and exciting new arrivals

53rd INNATEX already 70% booked up with Green Fashion labels



Frankfurt am Main, 16 November 2023 Challenging times can harbour opportunities for growth and transformation – and it is in this spirit that INNATEX, the international trade fair for sustainable textiles, invites companies to its winter edition from 20 to 22 January 2024. Registration for exhibitors opened only a short while ago but already, 70% of the space at the exhibition centre in Hofheim-Wallau is booked up. Under the motto GROW, Green Fashion brands, buyers and experts will be getting together to network, exchange views and place orders.

Now more than ever it's a matter of commitment, courage and thinking out of the box

“When it comes to sustainable development on the part of the trade, strategic partnerships are especially important right now,” says Franziska Geese of the Hessen Retail Federation, which will also be present at the fair. “Our latest campaign, ‘handel.eco’, focuses on solutions in which sustainability goals go hand in hand with healthy growth in the retail trade.

Cooperation agreements such as that between the Federation and INNATEX are good examples of this and deliver added value for all active participants.”

First-time exhibitors can apply for the support programme

At INNATEX, those active participants include above all the exhibitors. In January, these will be well-known brands such as Vaude, Lanius, Knowledge Cotton Apparel, Recolution, People Wear Organic, Melawear, Mazine and Disana, as well as new arrivals such as Náz, with classic womenswear from Portugal, and hemp sneakers from 8000Kicks. Exciting DESIGN DISCOVERIES are also once again anticipated.

“The sector has been beset by crises for years. This has resulted in a general reluctance, such as we see now, when it comes to new investment in projects, activities and purchases,” explains Alexander Hitzel, INNATEX Project Manager. “Recently, for example, the weather

changes that may possibly be linked to the climate change, have been problematic. Autumn collections are piling up in the warehouses, because in practical terms, autumn 2023 largely hasn't happened.”

Traditional retail in particular is invited to come and be inspired.

Hitzel attributes the extraordinarily strong bounce-back in registrations for the 53rd INNATEX to the effort that exhibitors are now putting in, among other factors. Some of them aim to present themselves as reorientating towards new themes. “Traditional retail in particular is invited to come and be inspired by this commitment, creativity and courage,” says Hitzel.

The accompanying programme of Lounge Talks, guided tours and an expert panel on the Monday was very well received at the last INNATEX. The fair organiser, MUVEO GmbH, is capitalising on this with a programme of important themes put together with partners such as Greenstyle, Fashion Changers and the Hessen Retail Federation.

Since the topics and insights are so popular, the organisers will be recording the talks and making them available as podcasts. The first episodes are already available to listen to via innatex.letscast.fm.

The application deadline for DESIGN DISCOVERIES has been extended to 24 November 2023. Through this support programme, the organisers aim to make it easier for newcomers and first-time exhibitors to enter the market. For further information go to INNATEX.de

Print-resolution images: <https://innatex.muveo.de/presse/>

When using our photo material, please mark the copyright as follows:

'Photo: INNATEX / Anna Völske'

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.

Web: innatex.de | Facebook: facebook.com/innatex | Instagram: instagram.com/innatex
Linkedin: linkedin.com/showcase/innatex/

Press and communications contact:

Maike Thalmeier | UBERMUT | innatex@ubermut.de | +49 (0)179-7543292