

PRESS RELEASE

What's new at the International Trade Fair for Sustainable Textiles

54th INNATEX responds to feedback from the trade



Frankfurt am Main, 22. May 2024 Between 20 and 22 July 2024, the Hofheim Rhein-Main Exhibition Centre near Frankfurt will once again become the meeting point for the sustainable textiles sector when international Green Fashion labels present their Spring/Summer 2025 collections at INNATEX.

Among first-time exhibitors and in DESIGN DISCOVERIES, organisers MUVEO GmbH have been receiving increasing numbers of enquiries from exhibitors working, for example, with residual and waste products from the textile industry and other sectors. The summer fair will be putting the spotlight on this form of circular economy, as well as a number of other topics.

DESIGN DISCOVERIES with an urban look

“The creative approaches taken by many brands are impressive,” states Alexander Hitzel, Executive Manager of INNATEX. “Upscaling and recycling can also present challenges, though, such as limited scalability. These and other aspects are worth tackling.” With, for example, technical and logistical improvements and networking opportunities, says Hitzel, the circular economy would be able to take a substantial step forward.

Appropriately enough, three of the five DESIGN DISCOVERIES selected so far are located in the area of textile waste reduction. Tentation uses discarded tents to create modern and generally outdoor-compatible products. And while Halt clothing promotes an innovative upcycling concept, clothes label Avonté works with deadstock. Softclox with its flexible soles and the eminently feminine women’s fashion brand Verlinne, from Romania, also feature in this Special Area.

Sales strategies for retail on the Monday

INNATEX is responding to feedback from buyers and on the Monday, together with the Hessen Retail Association, is putting on a specific expert panel to come up with effective sales strategies. In conjunction, MUVEO is planning to introduce a new coaching format. Cheryll Mühlen, Editor in Chief of Textilmitteilungen, J'N'C and Green Knowledge will co-



create and moderate the talk. On the Saturday and Sunday, a total of three Lounge Talks will take place with Fashion Changers and Greenstyle Munich.

In association with the Wiesbaden-based AMD Academy of Fashion and Design, INNATEX is developing innovative and sustainable floorspace concepts that will be presented at the fair. Here and there, students on the Interior Design course will be using materials salvaged from construction work for the fair.

The slogan for the forthcoming fair, 'BLOOM', underlines the confidence in sustainable solutions, despite challenges in the Green Fashion sector. "INNATEX remains a consistent platform aimed at providing the sector with the ground in which to bloom," says Hitzel in conclusion. "Alongside orders, inspiration, enlightenment, vision and networking, high on the agenda here is partnership."

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INNATEX | Internationale 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. In total, over 200 labels will be exhibiting their collections of womens-, mens- and childrenswear for all occasions, styles and generations. This fair for trade visitors has taken place since 1997 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 many years ago by MUVEO GmbH to support selected newcomer labels and new exhibitors at the fair with subsidised stands and special business communication activities. There are now a large number of brands that have launched their (trade fair) career as one of the DESIGN DISCOVERIES at INNATEX.

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