

PRESS RELEASE

Markets, communication, processes in flux

INNATEX 57 discusses the need for strategic development



Hofheim am Taunus, January 20, 2026: Brands and retailers alike agree: the demands and expectations towards the fashion trade are ever more complex. That was evident at INNATEX 57 January 17-19, 2026. The international trade fair for sustainable textiles welcomed a slightly higher number of visitors compared to previous years. And there was talk of a return of optimism.

At the same time, the situation remains complicated. This holds true for all product segments and there is no change in sight. All the more reason to continue to scrutinize communication and processes in the interests of strategic development.

Cooperation as a leveraging tool in shaping the future

"Resiliency has to do with how well one responds to transformation", claims Jonathan Radetz, designer and founder of halt.clothing. Radetz, a new cooperating partner for INNATEX, developed and curated Evolution Stage, premiered at INNATEX 57. This space brings together varying perspectives on product presentation and strategic alignment.

"Sustainable fashion must emancipate itself from the mechanisms that define fast fashion." Radetz continues. „Businesses have only a brief moment to convince a consumer to buy. If however industry players work together, as they do at INNATEX, this can ideally lead to the exploration of unprecedented avenues. Evolution Stage aims to be a space for new insights, new developments and methods that make a real difference".

Longterm resource investment makes the difference

To establish oneself in a dynamic market and offer decisive impulses, an ongoing investment of resources feeding into continuous development is essential. Sustainable fashion brands are uniquely positioned to benefit from developing systematic and selective relationships.

The supporting discussion program showed the depth of turmoil in the fashion trade, but also where specific levers lie, beginning with AI-supported sales applications, new design processes beyond short-lived trends to longevity as a strategic success factor. Topics also

included how retailers can respond to changing consumer expectations and the significance of clear brand profiles.

“Ongoing success and a proactive role in shaping change requires the courage to think long-term paired with continuous development. Acting with an eye to the future and remaining open to critical exchange establishes a basis for future growth.”, states Markus Schelkle, head of sales outdoor sports for VAUDE. “Important, if not decisive, is a clear definition of your own goals to really know the actions and consequences they require.”

Multi-Purpose-Styles are positively received

From the perspective of product segments, narrowly focused garments such as evening wear, business suits or lounge wear have lost consumer favor. This development was confirmed by Franziska von Becker of h+p hachmeister + partner partner, who shared her expertise on the topic of ‘How sustainability becomes a competitive advantage’ in the new ‘TextilWirtschaft Expert Talk’ format.

There is a demand for styles that are appropriate for varying situations, from every day to business to leisure. Fall/winter 2026/2027 shows a tendency to favor styles that can be combined and layered in many looks. In contrast, strong statements and conspicuous prints respond to a need for self-expression and differentiation. Functional fabrics free of polyester address the continuing trend towards fitness/wellness.

The INNATEX Showroom Bern on February 22 and 23, 2026 will close this order cycle. The next INNATEX is scheduled for July 18-20, 2026.

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INNATEX | International Trade Show for sustainable Textiles

INNATEX is the only international trade show that offers a sales and communication platform not only to the traditional clothing sector but to countless other textile product groups as well, including accessories, footwear, home textiles, fabrics and toys. Since its premiere in 1997, INNATEX takes place twice a year, once in winter, once in summer, in Hofheim-Wallau near Frankfurt am Main. A Showroom in Bern (Switzerland) has complemented the portfolio offered by fair organiser MUVEO GmbH since 2014. The INNATEX podcast consists of recordings of the talk programme, offering insights into the fashion business.

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