

PRESS RELEASE

Strong Names, Free Coaching

58th INNATEX Trade Fair Acts on Retail Feedback



July 9, 2026: The INNATEX – International Trade Fair for Sustainable Textiles – organised by MUVEO GmbH and taking place from 18 to 20 July 2026, is stepping up on several fronts: the exhibitor portfolio of around 200 green fashion brands at Messecenter Hofheim Rhein-Main welcomes new international names, while a new, targeted training offer for the retail trade has also been introduced.

A Strategically Curated Exhibitor Line-Up

'We asked buyers for their feedback and, where possible for the summer edition within the tight timeframe, acted on it directly,' says project manager Alexander Hitzel. 'In approaching and selecting first-time exhibiting labels, we deliberately focused on names that are in high demand – among them Elvine from Sweden, and Ecoalf as well as footwear brand Saye, both from Spain. These established labels are a valuable addition to our diverse portfolio. Overall, we notice that the heritage segment, with its more progressive labels, is growing significantly this summer compared to the pioneers.'

At the trade fair, also Spanish label Nouten celebrates its launch with what the responsible agency describes as 'casual, very stylish' menswear. Further exhibitors include Vaude, Kuyichi, Basic Apparel, Iriedaily and Knowledge Cotton Apparel.

The brands taking part in the second edition of the Evolution Stage are also confirmed. Making its debut, Komana from Switzerland presents elegant womenswear, some of it hand-printed. Noneed.Project brings generously cut unisex trousers made from deadstock fabrics. Returning from the previous edition of the showcase area are Jungle Folk, Makesomebodyhappy and Halt.Clothing. Curated by designer Jonathan Radetz, the format demonstrates what modern visual merchandising and creative product presentation can look like at the point of sale.

Topics Every Business Faces

As part of a collaboration with Textilwirtschaft, Ronja Hüttinger, strategy and communications consultant at BAM! Bock auf Morgen, and Kirsten Reinhold from Textilwirtschaft discuss the

Empowering Consumers Directive, which comes into force in September 2026 without a transitional period and has the potential to bring both challenges and significant opportunities for the fashion sector. The EmpCo affects all companies communicating with end consumers in Europe.

A series of Community Talks rounds off the programme as usual. 'The Power of Collaboration' is dedicated to the many benefits of working together also across industries – including in terms of reach, expertise and resources. In another talk, Tomas Schmidt from Ecoalf and Heike Hess from the International Association of the Natural Textile Industry (IVN) speak about a successful strategy that combines measures such as regenerative cotton and brand communications.

The first-ever Retail Summer Camp, taking place on the Saturday of the trade fair, has already generated strong interest among retailers. The free-of-charge offer is an initiative by MUVEO GmbH, CDH Mitte (Trade Association for Sales Agencies and Distribution) and Handelsverband Hessen (Hessen Retail Federation), aimed at providing specialist retailers with cross-sector tools to support their success and sales performance. Trainers guide participants through concrete case studies that can be applied directly in practice.

Trade visitors can register online for the 58th INNATEX at innatex.de.

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INNATEX | International Trade Fair 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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