

PRESS RELEASE

Connected, determined, award-winning

Green Fashion looks confident at the 58th INNATEX



July 21, 2026: The sustainable fashion sector is facing the challenging economic situation with realism and pragmatism – this is the note on which INNATEX closes its doors on 20 July 2026. The Green Fashion community is not letting itself be discouraged by the crisis warning issued by the German Retail Federation (HDE) a few days ago.

"The reluctance to spend among consumers, as perceived by the retail sector, is naturally a concern," says Alexander Hitzel, project manager at INNATEX. "Nobody is expecting a major breakthrough at the moment, but the industry is taking a constructive approach and is ready to implement the necessary measures. It appreciates that the trade fair is a reliable partner. We, too, recognise new challenges and are addressing them."

Whilst the Kids section is currently showing a decline this summer, international brands' interest in INNATEX is growing. The trade fair will therefore focus more strongly on well-known and international newcomers and reorganise its offering into new clusters at the Messecenter Hofheim Rhein-Main in the future. The organiser, MUEVO GmbH, intend to further expand the Retail Summer Camp and link it more closely to strategic partnerships and campaigns.

Green Fashion with a Future

As part of the trade fair, the Association of German Fashion and Textile Designers (VDMD) presented its Design Award for Sustainable Collections to Vaude, Jan'n June, Wote and Sweersocan. The laudation was delivered by Dr Jürgen Janssen, Secretary-General of the German Council for Sustainable Development. He praised the award winners for remaining true to their vision.

"We now need companies that stay on the course. The headwinds we are currently experiencing on many sustainability issues will turn around," predicts Dr Janssen. "After all, we are not just talking about costs, but also about benefits that are evident, for example, in higher quality and durability. And the fact that the use of sustainable raw materials, as well as transparency and fairness in the supply chain, receive less public attention than they did just

a few years ago does not in any way mean that these issues are irrelevant, including from a business perspective. These values will regain importance. We are simply dealing with trends that are constantly changing. I am convinced that companies such as those exhibiting at INNATEX are fit for the future."

Conscientious Companies Benefit from the EmpCo

The "Textilwirtschaft Expert-Talk" session has now become a fixture on the INNATEX programme. In this edition, correspondent Kirsten Reinhold spoke to Ronja Hüttinger, sustainability consultant at BAM! Bock auf Morgen, about the impact of the Empowering Consumers for the Green Transition Directive (EmpCo) on the industry. Both agreed that EmpCo gives small and medium-sized fashion companies a strategic and financial edge over the large, conventional corporations.

"EmpCo is about putting an end to brazen environmental lies," said Hüttinger. "Instead of sweeping generalisations, what counts now are concrete, verifiable facts. Companies that have poured their heart and soul into their products for years – those that work with natural fibres, produce fairly and recycle – have a clear advantage because they know their supply chain. This is precisely the advantage the big players don't have: they lack the evidence. Under no circumstances must the EmpCo lead to greenwashing. On the contrary, it should finally highlight the difference between genuine, conscientious work and greenwashing."

"Industry players need to join forces"

One of the most important ways for companies to move forward is through collaboration – that is the general consensus among fashion designers and experts. The possibilities range from partnerships between brands and retailers to charity projects and joint events.

„When we created a T-shirt with our favourite falafel shop in Mülheim an der Ruhr, we didn't expect it to sell out so quickly," says Henry Canton of Mazine Streetwear. "People love it because it makes them feel part of a movement. Collaborations don't always have to follow the classic patterns. Alongside large campaigns, smaller, local partnerships can have just as strong an impact. What it takes above all is openness and creativity – and exchange with a community that inspires one another. That's exactly what makes INNATEX special to me."

The INNATEX Showroom in Bern on 16 and 17 August 2026 rounds off this ordering season. The next INNATEX will take place from 16 to 18 January 2027.

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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 MUEVO GmbH since 2014. The INNATEX podcast consists of recordings of the talk programme, offering insights into the fashion business.

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