

Discover the World of
**German Textiles
& Fashion**

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GESAMTMASCHKE

Knits from Germany - *Textiles for a Better Life*

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Martina Bandte, President of GESAMT-MASCHE and co-owner of a brand that has been operating successfully on the market for over a century, provides us with insights into the German textile sector and its remarkable characteristics.

6 *German Stories*

Join us on a journey of discovery!
Experience selected German brands and explore products that enrich everyday life — making it more beautiful, comfortable, and simply better.

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Imprint

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Exceptional quality, precious materials and cutting-edge engineering.



© Mayer TechConcepts

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Always searching for the extraordinary, constant renewal and innovation.



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German Pavilion 2026!*
The joint showcase of German brands.

Welcome to the World of German Textiles & Fashion



Dear Textile and Fashion Experts from Industry and Commerce,

German textiles and fashion enjoy an outstanding international reputation, built on innovation, precision, and the use of high-quality materials. For decades, German manufacturers have been among the world leaders in functional and smart fabrics. I am delighted to have this opportunity to present our industry to trade visitors from across the Gulf region and beyond at the Saudi Fashiontex Expo. Given the current upheavals in the world of international trade, there could be no better time to establish new, solid business relationships and discover shared opportunities.

For centuries, German textile and clothing companies have been pioneers of advanced manufacturing methods and creations. They have always been at the forefront of technological progress in terms of manufacturing efficiency and precision, but are also deeply in tune with the spirit of the times, continually exploring new materials and design concepts.

Textiles from Germany have always been more than just fashion. They are expressions of social trends, technical innovation, luxurious materials, and a rich fashion culture. Unique design, the use of premium yarns, and cutting-edge technology are the cornerstones of their international appeal.

These products are predominantly produced by owner-managed, medium-sized companies. Just as my own company was founded by my ancestors 105 years ago, there are numerous family-run businesses in Germany with a tradition dating back 100 years or more. There are clothmakers whose tradition even dates back to the 17th century and which are still family-owned. This long tradition of doing business in good times and bad, combined with an ever-alert inventive spirit, is the foundation for creating products of astonishing beauty and functionality. Manufacturers of these products have proven over time to be reliable partners with responsible production methods, focussing on long-term success in their business relationships.

On behalf of GESAMTMASCHE, our industry association, I warmly invite you to discover the world of German textiles and fashion. Be inspired by our GERMAN STORIES — and if we've sparked your curiosity, we look forward to connecting with you.

Yours sincerely,

A handwritten signature in dark ink, appearing to read 'Martina Bandte', with a stylized flourish at the end.

Martina Bandte
President of GESAMTMASCHE

Discover *Textiles for a Better Life*

German textiles are internationally renowned for their exceptional quality, creativity, and innovation. Generations of expertise are preserved, reinterpreted and combined with the latest research and technological advancements.



Designed to Last

Sustainable production and responsibility for future generations are embedded in the industry's DNA. Here, tradition meets technology: creativity, design, and engineering combine to deliver perfect fit, comfort and functionality.

Expertise passed down through generations ensures excellence in fabrics, fashion, fully-fashioned knits, and performance wear, with unwavering focus on quality and detail.

- **COMFORT**
Design expertise meets perfect fit
- **SECOND SKIN**
Soft fabrics, delicate lace, lightweight solutions and premium yarns
- **UNIQUE DESIGN**
Fashion meets engineering
- **HIGH-TECH**
2D, 3D and 4D fabrics, from automotive applications to performance wear



Responsible without Compromise

The sector is committed to ambitious social and environmental goals, driving the transition to a circular economy. German companies are pioneers in sustainable textile innovation — offering organic cotton, eco-friendly finishes, high-quality recycled fibres, and cutting-edge performance fabrics.

Meeting global demand for ethical textiles, they deliver responsibility **without compromise on style, function, or performance.**

Innovation *is the Elixir of Life*

Germany's leading position in high-tech materials and innovative clothing is no coincidence. It is the direct result of a strong commitment to research and development, which continues to set global benchmarks in the textile and fashion industries.



High-Tech for a Sustainable Future

The global market is placing increasing value on textile and fashion products that deliver **improved performance, enhanced functionality, and sustainability**. This creates significant growth opportunities for German companies and stimulates innovation across the sector. At the same time, Germany plays a leading role in large-scale innovation projects aimed at addressing central challenges within the textile industry, such as resource efficiency and environmentally responsible production.

A Comprehensive Research Landscape

Germany boasts a unique research landscape comprising a total of **16 textile research institutes**. Supported by both federal funding and private investment, these institutes collaborate closely with companies to deliver **practice-oriented solutions**. Every year, approximately **140 research projects** are conducted on a wide range of topics. Around **2,500 company representatives** participate in project committees, ensuring that research activities remain **market-driven and aligned with industry needs**.





EVERYDAY CIRCUS - WE ARE FAMILY.

The new collection is all about fun, freedom and feeling good - from the first yawn to jumping into the cool water and falling asleep in your favorite pyjamas. Whether cuddly pyjamas for sweet dreams, comfortable daywear for the whole day or colorful swimwear for little water lovers - our looks turn every day into a little adventure. With lovely prints, skin-friendly materials and well thought-out fits, we offer fashion that feels like childhood: carefree, cheerful and full of movement. For little artists, acrobats and daydreamers - and for parents who like it comfortable and special. Born as a manufacturer of daywear and nightwear, Sanetta is now run in the third generation since 1957. It stands for sustainable daywear and nightwear granting feel good moments. All products are manufactured fairly and sustainably in our own production facility in Europe.

SHORT STORIES®

SHORT STORIES is a brand of the **Sanetta** family and stands for sophisticated lingerie, loungewear and sleepwear. Produced fairly and sustainably in Europe, high-quality materials are used to create casual favorite looks for day and night for cosmopolitan and independent women.

NOT ONLY DIAMONDS, DARLING.

Bags? We love! So why don't we bring a potpourri of the most wanted designer pieces to our nightwear styles? Fresh colors and comfortable cuts meet in a casual way - for an exciting look and a legendary good feeling. All underneath and over the top.

COLOR UP YOUR LIFE - we love colors. The new Short Stories collection has them all. Colors are starring brand new in every shade of every nuance. Day and night. Whether sensual lingerie and nightwear or casual loungewear. They are more than a match to our new fashion and premium standards.

We celebrate life and welcome you to make your life even more colorful.

For cooperation request, please contact:

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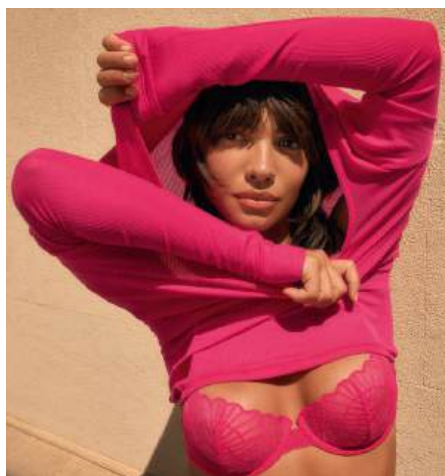


Triumph

MADE TO



MEASURE



We are the Triumph Group, a family-owned business, designing lingerie since 1886. Through our innovative brands, we craft comfort and quality — all day long, all life long. We are one of the leading manufacturers of lingerie and underwear in the world, being an owner-operated company with sales organizations in 40 countries and a presence in more than 80 markets.

Since 1886, we have dedicated ourselves to quality: unrivaled fit, technical craft, comfort without sacrifice. From an atelier based out of a barn in Southern Germany, to a global brand with stores across the world – our values remain true.

We craft products and experiences that are truly personal. When it comes to lingerie and intimate wear, one size does not fit all. Beyond physical fit, we care about emotional compatibility too — intimacy is a feeling. Feelings are not absolute. They can't be categorized and ticked off. They change throughout life, daily, or moment to moment. What feels best matters just as much as what fits best.



With the brand Triumph, the company develops, produces and sells underwear, sleepwear and swimwear for wholesale POS as well as for mono-branded Triumph stores (as well own operated retail stores and franchise operated stores).

Nearly 140 years of experience distinguish our daily activities, and this we are happy to support you with as a competent franchisor.

Each Triumph affiliated shop is constantly helped and supported to help grow both professionally and economically – with the backing and strength of a company that works constantly to ensure future success.

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FALKE

GERMANY 1895

**"This is not a sock -
this is FALKE"**

Actor Matthias Schweighöfer & his mother, actress Gitta Schweighöfer

from
GENERATION
to
GENERATION



130 Years Anniversary

FALKE is a 100% family-owned company, founded in 1895 and now in its fourth generation of leadership. The cousins Franz-Peter Falke and Paul Falke run the company and own it equally. Based in Schmallenberg, Germany, the company employs nearly 3,000 people worldwide and operates eight production locations. FALKE is known for its expertise in premium legwear, fashion and sportswear.

What sets FALKE apart is the combination of traditional craftsmanship and advanced technology - resulting in products that bring uniqueness to series production. The brand embodies uncompromising quality, creative design and a spirit of continuous innovation.

In a world defined by rapid change, FALKE remains a dependable partner and companion. Its products are designed to meet the functional and aesthetic needs of modern lifestyles, accompanying people of all ages through every phase of life.

To celebrate its 130th anniversary, FALKE is launching the campaign 'From Generation to Generation', featuring internationally acclaimed actor Matthias Schweighöfer (known from films such as Oppenheimer) alongside his mother Gitta Schweighöfer.

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VDMD

VDMD - The Strong Voice of German Textile and Fashion Designers

Discover the Exceptional

Over the past decades, Germany has become a hub for innovative fashion and outstanding textile design. German designers merge craftsmanship with cutting-edge technology, sustainability with style, creating a distinctive blend admired worldwide. Renowned for their creativity, precision, and bold mix of tradition and modernity, they set new standards in global design.

Quality at the Core

German fashion and textiles stand out for their unwavering commitment to quality. Designers place strong emphasis on sustainable materials and eco-friendly production methods. This dedication drives the success of brands that embrace slow fashion — focusing on timeless, durable pieces that are as ethical as they are beautiful.

VDMD – Your Gateway to Excellent Design

As the association of German textile and fashion designers, we represent our members internationally and connect them with global opportunities.

If you are seeking design services or trend consulting for the coming seasons, we are here for you.

VDMD e.V.

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NINA VON C.

we made it, you love it - since 1920.

NINA VON C. - founded in 1920 in Albstadt, Germany - stands for lingerie and underwear that unites tradition, quality, and feminine elegance. As a family-owned brand, it combines decades of expertise with a passion for contemporary design. Premium materials, precise craftsmanship, and timeless style make each collection a symbol of comfort and confidence. For generations, NINA VON C. has been dedicated to creating lingerie that not only looks beautiful but also makes women feel truly at ease in their everyday lives.

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NINA VON C.

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Phone: +49 7432 704-0

Mail: info@conzelmann.de

THE MOST
beautiful nothing
WOMEN CAN WEAR.

WWW.NINAVONC.DE

NOVILA

GERMANY

NOVILA is a traditional manufacturer of luxury homewear, pyjamas and underwear based in the Black Forest. Since its foundation in Titisee-Neustadt in 1946, the family-run company has stood for the highest quality in material selection and workmanship. From the very beginning, the company's philosophy has been characterised by an uncompromising attention to detail, perfect craftsmanship and the desire to offer something special for the skin.

NOVILA uses only skin-friendly, natural materials such as the finest cotton, sourced from the best European weaving and knitting mills. The famous NOVILA waistband is characterised by its fine air cushions, which ensure a perfect fit without constricting. Decades of expertise are evident in every product: buttonholes are sewn with the utmost care, facings are stitched firmly and collars are meticulously designed – mastery is often evident in the invisible details.

For NOVILA, underwear is a faithful companion in all situations – morning and evening, during exercise and rest, and in the most personal moments. The comfort, fit and fine workmanship ensure that the wearer feels completely at ease and at home. The collections appeal to people who value exclusivity, traditional craftsmanship and sustainable production. NOVILA also sets standards in sustainability and quality, as can be seen in the current brochures and catalogues. A passion for perfect fabrics, responsible production and a love of tailoring make each piece unique and timeless.



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SPORLASTIC®

The success story of SPORLASTIC is rooted in our company's origins: Together with LUISA CERANO GmbH, we are part of the HAUBER Group from Nürtingen near Stuttgart. Founded in 1870 by Ferdinand Hauber, SPORLASTIC has epitomised quality and textile expertise in two seemingly different worlds – fashion and orthopaedics – for over 150 years.

The combination of the two worlds unites textiles, fashion and orthopaedic knowledge – successfully implemented in the innovative supports and braces made by SPORLASTIC. As a family company for five generations, we serve as your competent partner when it comes to medicine and the orthopaedics and health care supply sector.

Working with physicians, therapists, and technicians, we develop products and solutions to comprehensively treat the human musculoskeletal system. After all, we know that the best results are only achieved when skills complement each other. We not only implement measures to reduce CO₂ emissions at the Nürtingen site but also design our products to be more sustainable. A breathable 3D flat knit was developed especially for the SUPREME line. Our ORGANIC series is characterized by its unique design, recycled materials and a reduced CO₂ footprint.





Luisa Cerano stands for strong femininity, effortless luxury, and modern sophistication. Based in Southern Germany and family-owned for five generations, the brand combines German craftsmanship with an international spirit.

With relaxed silhouettes, premium materials, and timeless designs inspired by art and culture, Luisa Cerano creates fashion for confident women who express themselves with style and purpose.

Luisa Cerano is distributed in over 40 countries, with a strong department store presence in the German-speaking region. We now aim to grow internationally by partnering with premium retailers who share our values.

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Marvin Raslan

www.haubergroup.com
www.luisacerano.com
www.sporlastic.de





Life demands clothing that adapts effortlessly and is reliable. TOM FYFE embodies precisely this conviction and stands for timeless clothing made from up to 100% merino wool. Each piece combines simple sophistication with tangible luxury and is made for people who understand quality and style as part of their lifestyle.

Merino is one of the finest natural fibres: soft, breathable, temperature-regulating and odour-resistant. With a soft, comfortable feeling on the skin, every garment offers maximum comfort at all times and becomes a reliable companion for leisure, travel or everyday working life.

TOM FYFE combines functionality with modern elegance to create clothing that transcends short-lived trends. Our collection is aimed at people who make conscious choices and value style, comfort and authenticity in every moment.

Contact:

TOM FYFE® is a brand of TVU Garnvertrieb GmbH
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Meet Us at the *German Pavilion 2026!*

At **SAUDI FASHIONTEX EXPO 2026**, the German textile and fashion industry will be showcased at the **German Pavilion**. Here, leading brands from across the industry will present their latest innovations and collections. The German Pavilion is a joint company stand officially supported by the German Federal Ministry for Economic Affairs and Energy. To give you a preview, GESAMTMASCHE will already highlight a selection of innovative manufacturers and share insights into the German industry at the **2025 edition** of the expo. Visit our information stand and don't miss our **GERMAN STORIES seminar**, part of the official conference programme.



GESAMTMASCHE – *Connecting you to the World of German Textiles and Fashion*

Founded in 1916, the **Confederation of the German Knitting Industry** (GESAMTMASCHE) is the leading national trade association representing German producers of knitted fashion and fabrics for both fashion and technical applications.

Today, GESAMTMASCHE represents not only knitting companies, but also textile and apparel producers ranging from spinning mills to fashion brands. What unites them is a tradition of **medium-sized, predominantly family-run businesses** with production facilities in Germany and Europe. One of GESAMTMASCHE's key missions is to connect international business partners with German companies for successful, long-term cooperation.

As the voice of the industry, GESAMTMASCHE represents the interests of the textile industry in politics, vis-à-vis

authorities and trading partners. In addition, the association offers a wide range of services in the areas of **economics, law, and technology**, supported by a wide network of institutional partners, educational establishments and research institutes.

Looking to connect with German textile and fashion manufacturers? We look forward to hearing from you!



Silvia Jungbauer
GESAMTMASCHE Director General

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3RD SAUDI
FASHION & TEX
EXPO

المعرض السعودي
للأزياء والنسيج

There are details

Designed

between dreams
and reality.

Visit us at the
German Pavilion
Saudi Fashiontex
Expo 2026

made
in
Germany