

CMAI Launches TRENDHAUS 2026 Booking Fair With Top Indian Fashion Brand

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The **Clothing Manufacturers Association of India (CMAI)** has announced the launch of *TRENDHAUS 2026* — *India Brands Collective*, a first-of-its-kind by-invitation **booking fair** showcasing some of **India's leading fashion brands**, aimed at strengthening industry collaboration and boosting business growth.

Scheduled to take place early next year, *TRENDHAUS 2026* will bring together **11 prominent Indian apparel brands** under one roof for an exclusive opportunity where retailers, buyers, and trade partners can engage directly with decision-makers and brand representatives in a curated business environment.

Exclusive Platform for Fashion Business

Unlike typical consumer fashion shows, *TRENDHAUS 2026* is an **invitation-only booking fair** — meaning participating brands will present their upcoming collections to industry buyers with business intent, facilitating **pre-season orders, long-term sourcing partnerships, and strategic collaborations**.

Industry insiders say this format reflects CMAI's renewed focus on business-to-business engagement, helping Indian fashion labels scale domestically and internationally by connecting them with key stakeholders across retail, distribution, and export channels.

A Boost for India's Apparel Sector

The initiative comes at a time when the Indian apparel and fashion industry is experiencing robust demand and evolving rapidly with global trends. Trade platforms such as *TRENDHAUS* play an increasingly important role in promoting Indian brands, providing visibility and networking opportunities that drive commercial growth.

The event also aligns with CMAI's broader efforts to organise industry-focused trade events that support India's textile and fashion ecosystem — similar in spirit to the association's participation in major exhibitions and national garment fairs that bring together manufacturers, buyers and policymakers.

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