

**GESAMTMASCHE**

Confederation of the German Knitting Industry

*Get in touch with our Stuttgart office:*

**Gesamtmasche e. V.**

Confederation of the German Knitting Industry

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**Who *we* are.**

**What *we* do.**

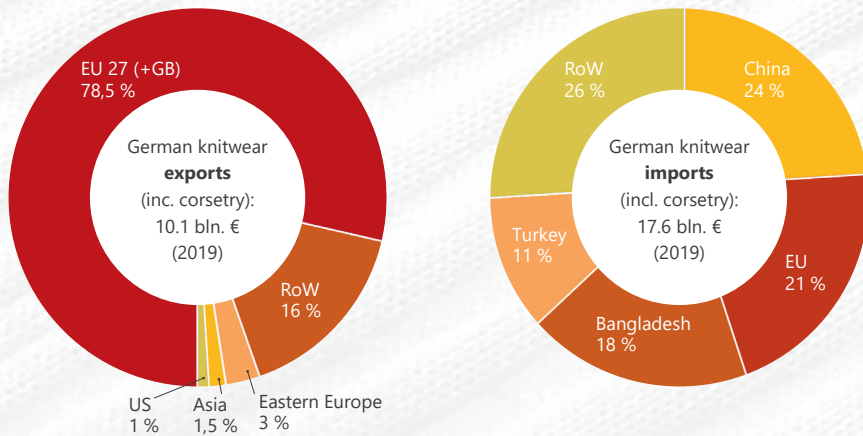


## GESAMTMASCHE - a strong connection

Founded in 1916, the Confederation of the German Knitting Industry – GESAMTMASCHE – is the leading national trade association representing German producers of knitted fashion, bodywear and knitted fabrics for fashion and technical applications. German knitwear brands are successful worldwide and hold a prominent market share in Europe. German knits have always been more than just fashion: they incorporate social trends, technical innovation, new materials and fashion culture. Unique design, the use of superior yarns and state-of-the-art technology form the basis of their international success. 250 companies belong to the sector which represent 10.1 billion Euros of exports per year.

## International trade

The German knitwear sector was one of the countries first industries to invest abroad in order to make use of competitive advantages and access to foreign markets. Today, German knitters possess a highly internationalised value chain. Nevertheless, they rely on a strong home base and an added value in Germany and Europe, which is significantly higher than the average of the entire textiles and clothing sector.



## GESAMTMASCHE - we are your voice

We represent textile related interests vis à vis policy makers, authorities and other institutional partners. As the sector's platform, we are in touch with retail, media and partners of the entire textile chain.

Our members build a strong alliance. Close cooperation with other associations, chambers, research institutes, textile and fashion schools and universities makes us highly effective and well networked.

GESAMTMASCHE offers a broad variety of services around daily business and strategic planning. We offer vast access to networks and regularly organize seminars and workshops on economic, trade and legal topics.

## Industry summary

Fashion meets technology; a powerful combination. In modern knitwear, function and design are closely connected by mutual inspiration. A dense network of textile research institutes is located in regional clusters. At the same time, German machine builders play a leading role in international textile and knitting technology.

Knits from Germany - *Textiles for a better life*

### Bodywear

- lingerie
- underwear
- corsetry
- legwear

### Fashion Knits

- apparel for women & men, children & babies
- accessories
- fabrics

### Sport & Leisure

- sportswear
- swim & beachwear
- night & loungewear

### GESAMTMASCHE

### Home & Living

- bedding
- interior decoration
- fabrics

### Medical & Health

- medical care
- orthopedic applications

### Technical Knits

- automotive
- functional fabrics
- smart textiles
- protection & environment

- International markets
- Legal issues
- Textile technology
- Sustainable production