



MODTISSIMO 56 LINKS RECOVERY AND SUSTAINABILITY

“Linked” is the theme of the next edition of MODtissimo, the only Portuguese textile salon, scheduled for September 23rd and 24th, at Alfândega do Porto. With registrations open for about two weeks ago, more than 80 companies have already confirmed their presence, booking about 75% of the exhibition space. The Green Circle and iTechStyle forums will also be back at an event where the Portuguese textile industry will accentuate its connection to sustainability, innovation and responsible production.

This event marks the recovery after the peak of the Covid-19 pandemic, and the Portuguese companies won't let the opportunity pass by. Two months before opening its doors, MODtissimo 56 already has more than 80 companies confirmed and 75% of the exhibition space booked: an unmistakable sign that the Portuguese textile industry wants to resumption activity as fast as possible, has new collections to present and is ready to welcome national and international buyers.

“The scheduled exhibitors already occupy 75% of the area of last year's edition. It is a way for the industry to start recovering”, says Manuel Serrão, Associação Selectiva Moda’s CEO, organizer of the textile show. “There will be fewer fairs in the rest of the world, so we are convinced that a fair at this time may even be of special interest,” he adds.

Under the “linked” theme, **MODtissimo will highlight the connection between the Portuguese textile industry and responsible and sustainable production.** The green commitment is increasingly linked with the made in Portugal label, a feature that will be showcased at Alfândega do Porto. Companies from the various sectors - raw materials, fabrics, knits, manufacturing and services - will present their latest novelties, highlighting their sustainable solutions, which have increased exponentially, with a greater variety of products with less environmental impact, either by reusing resources or combating waste.

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A link with responsible production that will also be highlighted in the innovation and sustainability forums iTechStyle and Green Circle, where the most technological and avant-garde innovations of the Portuguese industry will be showcased.

To guarantee the greatest security for all exhibitors and visitors, MODtissimo is also planning a set of hygiene and social distance rules, in order to allow commercial contacts in the pandemic context. **“In the short term, indicative rules will come out. We are talking with the health authorities to understand which measures have to be taken so that everything can take place safely”**, guarantees Manuel Serrão, Associação Selectiva Moda CEO.

MODtissimo Portugal is the largest Portuguese textile salon and the oldest one in the entire Iberian Peninsula. Held twice a year - in February at Porto's Airport, and in September at Alfândega do Porto - it brings together the entire Portuguese textile sector, from yarn producers to clothing manufacturers, showcasing one of the largest textile clusters in all of Europe. Thousands of visitors usually stroll through its corridors, especially international buyers, who, in addition to the entire commercial offer, have the opportunity to visit the beautiful city of Porto.

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