



MODTISSIMO 59

The meeting point of the textile industry in the Iberian Peninsula

A PROMISING RETURN TO EXPONOR

The expectation of making one of the best Modtissimo ever is getting closer and closer to becoming a reality. The 59th edition of the Portuguese textile fair, scheduled for February 16th and 17th, is already overbooked, with more than 200 confirmed exhibitors, especially in the fabrics and clothing accessories category.

Dates: February 16th and 17th | Venue: Exponor | Schedule: 10a.m.-7p.m

Exponor's pavilion 5 will host Modtissimo's 59th edition, on February 16th and 17th, from 10:00 am to 7:00 pm. The oldest fair of the textile sector in Europe opens its doors to fabrics and accessories exhibitors, adult clothing companies (both with their own brands and/or in a private label regime), service companies, and to the iTechstyle Showcase, in partnership with CITEVE. "Porto Airport was very interesting because it allowed us to host a one of a kind trade show, unique in the world, but given the circumstances of growth in which we found ourselves, the space was no longer enough" says Manuel Serrão, director of the fair. "That is why we returned to Exponor, a house where we were once very happy", he stated.

Exponor, in addition to providing a larger exhibition area, also allowed the creation of a new stand model (free stand), and the advantages do not stop there! Now it's also possible to bring together stands and forums in the same space, the area allows for greater accessibility, easier parking, and provides a more diversified offer of bars and restaurants.

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The registration of both national and international buyers is also proceeding at a good pace. “At an international level, we count with the help of AICEP delegations to select buyers to visit Modtissimo, while in Portugal the registration of our regular buyers is proceeding at a good pace” explains Manuel Serrão. “We feel a great demand from European buyers who are looking for proximity production, and Portugal presents itself as a very complete solution with a robust cluster”, the director of the fair continues.

Thus, pavilion 5 is less than three weeks away from filling its 6 thousand square meters with innovation, decades-old know-how and a lot of sustainability. The iTechStyle Showcase, organized in partnership with CITEVE, will once again exhibit the innovations of Portuguese companies, and will be divided into a fabrics forum, accessories forum and product showcase. The best and most revolutionary proposals will be distinguished as usual in the iTechStyle Awards contest. This time it will occupy a very large space, with a totally different layout, where innovation and sustainability talks, with experts in the field, will take place.

Also in this edition of Modtissimo, the Sustainable Fashion From Portugal project by ATP (Associação Têxtil e Vestuário de Portugal) will be highlighted, aiming to link Portuguese fashion with sustainability, and with that conquer markets where green is quite relevant, as well as consolidating those in which it already operates.

The highly attended trends presentations are also part of the Modtissimo calendar. The major world offices in the area – WGSN, Carlin and Peclers – will be responsible for the presentations.

The spring/summer 2023 trends are the business card of the fair. The Fabric Forums at the entrance to the pavilion is a valuable guide for buyers. A traditional fresh produce market is the motto for the Color and Fabric Trends Forum, enriched by flowers and aromatic herbs. The Exhibitor Selection and Sustainable Future Forum will be an area filled with fruits and vegetables.

www.modtissimo.com

Manuel Serrão: +351 96 252 66 66 | ms@portofashionweek.com

Vânia Canha: +351 96 153 42 24 | vania@portofashionweek.com

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