



MODTISSIMO 60+2 WILL FILL PAVILION 5 AT EXPONOR TOWARDS RESUME

September 13th and 14th | 9:30 am – 6:00 pm

With Pavilion 5 sold out, Modtissimo is preparing, under the theme Visual, its return to Exponor on the 13th and 14th of September. Greater usable area and new features in terms of exhibitions and competitions are other highlights of the 60+2 edition.

“We return with another edition of the iTechStyle Green Circle, which will be the biggest ever, and the iTechStyle Showcase, in partnership with CITEVE and the Fabric Forum. One of the other new features will be in the entrance hall: an exhibition of regional Portuguese costumes called Vestir Português”, reveals Manuel Serrão, CEO of Associação Selectiva Moda, responsible for organizing the event.

Innovative fabrics, products, and accessories from the national textile industry again stand out in the iTechStyle Showcase space, organized in partnership with CITEVE. “In total, around 70 proposals are on display, divided into three categories, resulting from the contribution of more than 30 companies”, says Cristina Castro, public relations at the Technological Center. Remember that from this range, the first finalists of the iTechStyle Awards will emerge, which, as always, has an expert jury that “seeks to distinguish the most innovative and disruptive things produced in Portugal”. The usual iTechStyle Talks will take place in the same space. A group of protagonists and projects “that deal with the themes of Fashion, Sustainability, and Digitalization” will take to the stage during the two days of the event”, says Cristina Castro.



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Worthy of mention is also the **iTechStyle Green Circle**, the sustainable exhibition in this edition features the “**presentation of 45 coordinates**”, the “most attended” ever. “In total, **it involves 100 materials, 52 companies, and around 20 creatives and designers**”, explains the spokesperson.

The **Fabric Forum** will once again highlight the offer of national textile exhibitors. **Dolores Gouveia**, curator of the space, highlights an “**important investment in the development and production of articles with recycled content, namely, the most consumed fibers globally – polyester and cotton recycled.**” The choice of organic cotton as a raw material remains strong. However, the trend expert notes an “emergence of proposals with cotton of regenerative origin”. At the Forum, merino wool also gains expression, namely “in the supply of the circular knit subsector”, and a “shy” focus on “noble fibers, such as cashmere”. In this section, it will also be possible to see new mixtures with artificial fibers up close – “orange, mushroom, soy” –, lists Dolores Gouveia.

The **Vestir Português** exhibition will be held in partnership with **Portugal à Mão Association** and **Between Parallels Association** and “shows a note of works and projects that have been developed in recent years, combining tradition and design, costume and fashion, memory, and challenge, in an attempt to keep the Portuguese identity present in what we wear”. Embroidery, lace, weaving, knits, and burel are the mix that can be expected in this area, which will promote, among other techniques, embroidery from Castelo Branco, bobbin lace from Vila do Conde, embroidery from Guimarães and Viana do Castelo and the Mirandese honor covers.

A presentation of **Trends Autumn Winter 24-25** is also planned via streaming by WGSN, with the support of CITEVE. Those interested in attending on September 14th at 2:30 pm must register in advance [here](#). The presentation happens on the first floor of Hall 5, room B1.



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As for the registrations of buyers, “they are taking place at a good pace, with a great demand already registered from international buyers”, adds Manuel Serrão. “The work carried out in collaboration with the AICEP delegations is already underway. We already have more than a hundred foreign buyers confirmed”.

Given the record number of visitors registered in the last edition, exhibitors have high expectations. Participating for the first time, Casa da Malha emphasizes: “due to the diversity of markets present in the latest editions of Modtissimo, this will be fair to keep on our calendar”, says the company that it will be presenting its DRIVE collection.

Pinha Mansa will also make an absolute debut, “the products include almost the entire outwear segment, with our main product being trousers and shorts for men and women”, promotes.

“More than a fair, Modtissimo is a meeting of Portuguese ITV and a unique place to feel the pulse of the sector and have contact with some national clients”, highlights Hélder Rosendo, business director at TMG.

“Since participating in the fair, our assessment has been very positive. The evolution of the fair is notable and very relevant”, gives feedback to Lima e Companhia, a more than usual presence.

“Modtissimo allows us, as a small company, to make international contacts on our doorstep”, adds Ana Machado, CEO of Riscas Sucessivas, who hopes to meet with Spanish clients. “Since our first participation, we have acquired new contacts from interesting brands, in addition to a wide range of new national partners”, adds.

“We praise the evolution of the event, as well as the work developed by Selectiva Moda”, said Manuel Rodrigues, Schoeller representative in



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Portugal. “We have been noticing a growing presence in the international market, which reinforces the belief in the positioning of made in Portugal”, says Joana Forte, responsible for the innovation and design department at Trimalhas.

Adifafe already has scheduled meetings with buyers: **“Actually, the central European market has the best potential for us, particularly Germany. We even have an important client coming to the fair”**, said Carlos Vaz, consultant in the international area.

The growing internationalization of the oldest textile show in the Iberian Peninsula is also welcomed by **Rioplele, Idepa, and Paula Borges**. The latter commented that Modtissimo is a **“credible and high-quality event, in terms of organization and exhibitors”**. Seeing the quality of contacts that exhibiting companies achieve at this fair has been a remarkable driver for the organization, which once again works to break records and exceed the best expectations.

Modtissimo is the only international exhibition in the Portuguese textile sector, and the oldest in the Iberian Peninsula. Held twice a year – in February and September – it brings together the entire Portuguese textile sector, from yarn producers to clothing manufacturers, serving as a showcase for one of the largest textile clusters in Europe. Thousands of visitors pass through its corridors, especially international buyers, who, in addition to all the commercial offerings, also have the opportunity to get to know the beautiful city of Porto.

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