



SALÓN INTERNACIONAL DEL CALZADO Y ACCESORIOS
INTERNATIONAL FOOTWEAR AND ACCESSORIES TRADE SHOW

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IFEMA
Feria de
Madrid

MOMAD Shoes will once again be the main showcase for the Spanish footwear industry in March.

From 2 to 4 March, the fifth edition of the International Footwear and Accessories Trade Show, organised by IFEMA, will bring together new collections and trends for the Autumn/Winter 2018/19 season.

Madrid, 27 December 2017.- Footwear and accessories companies will be presenting their collections for the Autumn/Winter 2018/19 season at the latest edition of MOMAD Shoes, the International Footwear and Accessories Trade Show, which will take place from 2 to 4 March at IFEMA-Feria de Madrid.

Like every season, prominent Spanish and international buyers will be at the trade show, organised by IFEMA, to discover the latest in fashion, design and innovation in Spanish-made footwear. Trade activity will take place in halls 4 and 6, where professional visitors will find exhibits classified by sector. Hall 4 will host *Espacio Metro*, a Premium space which will offer a distinctive setting for major footwear and handbag brands; *Casual*, dedicated to informal, urban and comfort wear; *EGO*, for emerging firms, and *Contemporáneo*, with traditional style based on craftsmanship. The *Urban&Young*, section, which will have urban and sports footwear and accessories, will be in hall 6.

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The area connecting the two halls will host the *Kids* section, where the colour and imagination of children's footwear will set the scene for an exhibition by the specialist brands taking part, as well as their stands. Finally, the *Sustainable Experience area* will bring together footwear firms committed to using sustainable processes to manufacture their products.

Alongside the trade activities, MOMAD Shoes will put on a broad range of activities aimed at enriching the visitor experience, such as the forum to debate current issues in the industry, the fashion show, and innovative proposals like the MOMAD 4.0 project, an innovative platform for retail solutions.

Diverse exhibitions and a leisure and food area will complement the multiple attractions at this trade show, where new trends, industry and business come together.