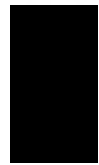




SALÓN INTERNACIONAL DE MODA  
INTERNATIONAL FASHION TRADE SHOW

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## MOMAD presents the coming editions of its Fashion Footwear trade shows in Spain and Italy.

**The recognition of MOMAD Metrópolis and MOMAD Shoes, organised by IFEMA, enhances the brand image and improves the competitive advantage of participating firms.**

**Madrid, 21 December 2017.-** During the past few weeks there have been several hosts, both inside and outside of Spain, of IFEMA presentations of the next MOMAD Metrópolis and MOMAD Shoes editions. Both trade fairs are a hub for the Clothing and Footwear industries and will respectively be held between 2 and 4 February and 2 and 4 March in IFEMA-Feria de Madrid.

The aim of the travelling meeting agenda designed by MOMAD has been to bring the Metrópolis and Shoes trade shows closer to the top companies in both industries and report on the changes planned for the trade shows structurally, their development, and the advantages for for firms of participating in these events aimed at enhancing business and strengthening both industries.

The Sheraton Diana Majestic Hotel in Milan was the venue selected by MOMAD to start off this schedule of presentations, with the joint promotion of its International Clothing and Footwear trade shows. The event was held at the world benchmark Italian city of fashion last 24 October.

For their part, Alicante and La Rioja, regions where most Spanish footwear industry is concentrated, respectively held MOMAD Shoes presentations for industry entrepreneurs on 23 and 29 November. The first was held at the headquarters of Avelcal, the industry association in Alicante, and the second at the Centro Tecnológico del Calzado de La Rioja (CTCR), a pioneer in research and technological developments generating added value for businesses.

The Federation of Spanish Footwear Industries (FICE) participated in both, and for the first time did so alongside the agency specialised in digital communication, Hey Av, which manages the MOMAD Metrópolis and MOMAD Shoes social media accounts. This agency gave a practical class about how to be successful by pursuing a digital strategy on social media, based on practical cases from previous MOMAD Shoes editions.

MOMAD Metrópolis will present the new collections for the 2018/19 Autumn/Winter season, and Fast Fashion proposals for the 2018 Spring/Summer season, acting again as a hub for the entire fashion sector to get together. Its activity will take place in halls 2, 12 and 14.

Meanwhile, MOMAD Shoes will cover halls 4 and 6, presenting the Footwear and Accessories collections for the 2018/19 Autumn/Winter season in the

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different market segments, confirming once again that it is the major event for supply and demand in the Iberian Peninsula.

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