



## MOMAD Metrópolis was a commercial success, with 14.4% more international buyers

The International Fashion Trade Show, organized by IFEMA, received some 15,000 professional visitors, 10% more than in February 2016, over 1,700 of whom were international buyers

Taking part in the show were 900 fashion and accessories brands displaying their range of exhibits throughout more than 15,000 square metres of floor space

The next edition of the Fair will be held on 1 to 3 September at IFEMA-Feria de Madrid.

**Madrid, 6 March 2017.-** MOMAD Metrópolis, the International Fashion Trade Show, the Iberian Peninsula's major platform for business, fashion and trends, organized by IFEMA, ended its third edition as a commercial success and demonstrating its growing international appeal. The event, held at IFEMA-Feria de Madrid from 3 to 5 February, was visited by 14,854 buyers, 10% more than in February 2016. 1,721 of them were foreign buyers, 14.4% more than in February 2016.

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Among the buyers' 56 home countries, Portugal, France and Italy were the most well-represented. The attendance of professionals from Latin America, a target area for the buyers' programme, was also notable, as was the rebound in buyers from Russia and the Baltic republics.

Among the local visitors, MOMAD Metrópolis received professionals from every region of Spain, although there was a significant increase in the number attending from the Basque Country, Murcia, the Canary Islands and Madrid.

### Newcomers joined the regulars

These record numbers show the highly favourable reception of the monothematic approach to the show, now in its third edition. 900 fashion and accessories brands took part and their designs occupied a total exhibition area of 15,000 square metres in Halls 4, 12 and 14 of Feria de Madrid. This time around the Autumn-Winter 17/18 collections and their prêt-à-porter designs for Spring-Summer 2017 were organized by sector.

Among those at the show were the regulars, including **Vilagallo**, winner of the prize for this edition's best stand, **Javier Simorra**, **Alba Conde**, **Morgana**, **Okky Coky**, **Escorpión**, **Strena**, **Coronel Tapioca**, **Matilde Cano**, and **The Extreme Collection**, and some newcomers, such as **Gloor**, **Vila Clothes**, **Freequent**, **Dina&Dess**, **Panamá Hats**, **Zenia** and **Privata**. Also participating in this edition of MOMAD Metrópolis were **J&M**, **José Gómez Benet**, **Groenlandia**, **Corty Bennet** and **Banhof**, among others.



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## Fashion From Portugal

The fair's international relevance came through in the high level of participation by foreign firms, including 36 brands from Portugal, 30 from France and 16 from Italy. Other countries, such as the United Kingdom, Greece, Belgium, the Netherlands, the United States, Canada, Hungary, Lithuania, San Marino, Turkey, Peru and Sweden were also well-represented at the fair. **Lollipop, Cocotier, Princes Nomade, Pho Firenze, Goa Goa and Ana Sousa** were some of the international brands at this edition.

This edition of MOMAD Metrópolis welcomed a wide variety of firms from our Atlantic neighbour, participating under the *Fashion From Portugal* programme promoted by the ATP (Portuguese Textile and Clothing Association). They could be found throughout in the various sectors of the show. Among the Portuguese brands attending were **Tiffosi, Ana Sousa, Lanidor, Cotton Brothers, Paulo Araujo, Vandoma, Cristina Barros, Caia, Cubosdalgodao, Collove, Maloka, A Showroom, Loco Luxo, Scripta, Univest and Concreto**, among others.

## New MOMAD Sustainable Fashion area

The new MOMAD Sustainable Fashion area, introduced in this edition, confirmed the commitment of the show to responsible fashion. This area featured a variety of activities and remarkable commercial participation from firms like **Slow Clothes, Puntoamano, Pamukkaleworld, Lofs, The Pez, Veganized, Skunfunk and Bricoshoe**. MOMAD Sustainable Fashion also included a Speakers' Corner, a meeting place for analysis and debate, where a variety of talks and presentations on Sustainable Fashion took place.

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## New MOMAD Catwalk and parallel activities

Alongside the commercial activity, the show hosted an interesting collection of events and activities on all three days. They included the talks and round tables of MOMAD Forum, where experts analysed the new marketing strategies and big challenges facing the textile and clothing trade and industry. The show also hosted the second edition of MOMAD Fashion Lab, the specialist multi-brand channel hub organized by MOMAD-Fashion Events in Madrid, in collaboration with Modaes.es and ACOTEX, to once again analyse the multi-brand fashion channel's sales performance in Spain using the latest data provided by the Multi-brand Monitor, which is prepared monthly by Modaes.es with the support of Momad-Fashion Events in Madrid. The meeting also included statements from multi-brand fashion channel operators and the participation of long-time experts from the industry, who took part in the different talks and round tables that were organized.

One of the great new features of this edition was the **MOMAD Catwalk**, which showed off the designs of a range of exhibiting firms from **Sustainable Fashion**,



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**Party Fashion, Leather and Accessories, and prêt-à-porter** at three daily performances.

MOMAD Metrópolis also hosted a number of exhibitions by the **Seville Fashion School, SDMM-Centro Superior de Diseño de Moda de Madrid from the Madrid Polytechnical University, and ESNE, the University School of Design, Innovation and Technology**, the last of these with the support of Piel, Saga Furs and the Spanish Fur Association. The Spanish Fur Association (SFA) also organized a display by the finalists from the **Peletería Remix international design contest**, which paid homage to natural fur. Complementing the exhibition and activities section were the show **"10x10. Art and Fashion"** and the **Jacket Design Contest** organized by the Francisco de Vitoria University, in collaboration with The Extreme Collection, MOMAD Metrópolis and the Fashion Confederation of Spain.

#### Positive outcome for participating brands

At the end of this edition, most of the brands taking part were very happy with their experience at the show, exceeding their initial expectations and profiting from their presence. We can thus now speak of greater confidence and stability in the sector and look more optimistically toward the future, after years of economic uncertainty and last year's difficult winter campaign. In addition, some of the new features at this edition, such as the MOMAD Catwalk, were warmly received by exhibitors and buyers.

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This view was confirmed by Nora Aparacio, director of **Slow Clothes**, who said that she was very satisfied with how the show had gone as it had allowed her to make contacts and expand her network of buyers. "We noticed a greater flow of visitors and more enthusiasm in the buyers when confirming short-term orders," she said. She also greatly appreciated the decoration of the halls, the brand segmentation and the creation of the new Catwalk. Marta Pinart, the manager of **Yaya** in Spain, had a similar opinion, as did Gloria Orellana, a saleswoman at **Gloor** who also noted the higher turnout compared to other editions and made new business contacts.

Alberto Madroño, who heads the firm **Suela**, which was taking part in the show for the first time, felt that MOMAD Metrópolis had more than met his expectations and even considered his results better than in other venues on the international show circuit. Gema del Hoyo, a saleswoman with the firm **Free-Quent**, which was also taking part for the first time, expressed her satisfaction at the results of their participation in the show, even though buyers are still displaying a certain caution when placing orders. For their part, designer **Eba Cruz** and José Antonio Campello, manager of **Blover**, highlighted MOMAD Metrópolis's support for the brands parading on the Catwalk. Likewise, "the concurrence with other events, such as Bisutex and Intergift, was very engaging and added value to the show," according to José Gil de Montes, owner of the firm **Miusa**.



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