



The Momad Trade Fair sets new dates for the celebration of its next edition, which will take place from 12 to 14 September

The show, organised by IFEMA, has decided to move its dates to coincide with the Intergift, Bisutex and MadridJoya fairs. This will facilitate and expand the business opportunities available to the participating companies, and offer visitors a bigger overview of the fashion sector and the trends that will mark the new season

The sale of space for this upcoming edition of the event has already begun

Madrid, April 2019.- Momad, the International Fashion, Footwear and Accessories Trade Fair, has rescheduled its upcoming September edition. The Iberian Peninsula's most important Commercial Fashion event, organised by IFEMA, will now take place from 12 to 14 September - from Thursday to Saturday - in Halls 2, 12 and 14 of Feria de Madrid, coinciding with the Intergift, Bisutex and MadridJoya fairs.

Having all these shows at the same time means that professional visitors will have a comprehensive overview of Fashion and the trends of the new season all on the same easily navigable premises, in addition to expanding the business opportunities available to the participating companies. Furthermore, the fact that Momad is being held well into the month of September will give professional visitors more time to analyse sales at their stores during the summer season campaign, and establish their needs for the new season.

The change of dates for Momad reflects surveys carried out among exhibitors and visitors at the last edition in February '19, which also coincided with the Intergift, Bisutex and MadridJoya fairs and created important synergies between all the shows. That event stood out for its good business environment, in which Momad received 15,250 visitors and reinforced its role as the Iberian Peninsula's most important commercial and trends forum for the Fashion sector. Meanwhile, Intergift, Bisutex and MadridJoya received 41,013 professionals from 77 countries.

For further information:

Nuria de Miguel
Press Officer
Tel.: (+34) 91 722 50 98/627 70 61
ndm@ifema.es

http://www.ifema.es/momad_01/ A series of promotional actions will be launched shortly to inform all professionals in the textile and clothing sector of this change.

Helena Valera
International Press Tel.: 0034 91 7 MOMAD September 2019 will be open uninterruptedly from 9:30 a.m. to 7:00 p.m. over the show's three day duration.
evalera@ifema.es

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