

Charo Izquierdo is now manager of IFEMA's Fashion and Beauty fairs and events organised

She has taken the baton from Jaime de la Figuera, now the trade fair institution's International Expansion Manager.

Madrid, 5 April 2018. IFEMA has appointed Charo Izquierdo, currently manager of Mercedes-Benz Fashion Week Madrid, to manage the Fashion and Beauty trade fairs and events organised by Feria Madrid throughout the year. She is taking over from Jaime de la Figuera, who will henceforth be the organisation's International Expansion Manager.

Charo Izquierdo, after a long, prestigious career in the communication, fashion and beauty sectors, will now be managing MBFWMadrid and MBFWIbiza, and all trade events organised for this sector and sponsored by IFEMA: MOMAD Metrópolis, the International Fashion Trade Show; MOMAD Shoes, the International Footwear and Accessories Trade Show; SALON LOOK INTERNACIONAL, the International Image and Integral Aesthetics Exhibition; SALON LOOK CHILE, as well as fairs that promote products and services for celebrations, such as 1001 BODAS, and 1001 BODAS PREMIUM. Long-running shows with have solid sales teams behind them to keep driving their success.

IFEMA is Spain's leading Fashion and Beauty event organiser. The annual line-up of events includes more than a dozen leading trade fairs in fashion and trend-related sectors.

Charo Izquierdo's appointment as head of Fashion and Beauty events is part of a management team reshuffle at IFEMA, the purpose of which is to strengthen its position in different sectors and deepen its specialisation to gain an in-depth understanding of the different situations in each industry.

Meanwhile, Jaime de la Figuera, who has been Fashion and Beauty events manager since 2015, is now taking on new responsibilities at IFEMA as head of International Expansion. Developing IFEMA trade fairs in other countries is one of the strategic goals set by the Institution. Activities in this area include launching new products abroad, specialised management and consultancy and advisory services outside Spain, as well as collaborations with other operators in different countries for holding IFEMA events on different continents.

For further information:

Nuria de Miguel
Press officer
Tel.: 91 722 50 98 – 627 706 149
ndm@ifema.es