

Bisutex technical sheet:

EVENT: BISUTEX, International Jewellery and Accessories Fair

EDITION: 2nd 2023 edition

TYPE OF EVENT: Trade

FREQUENCY: Biannual

DATES: 14 to 17 September 2023

VENUE: Hall 4, IFEMA MADRID

PARTICIPANTS: 300 brands

COUNTRIES: Germany, Austria, Brazil, Colombia, Spain, the USA, France, Greece, India, Italy, Portugal and Turkey

SECTORS: Travel items, leather goods, jewellery, glasses, belts, scarves, watches, bags, hair ornaments, hats and others. Zones: ARCHI and MINIS

PARALLEL ACTIVITIES:

- **The MOMAD, Bisutex and Madridjoya fashion show** (Hall 8) is an opportunity to see brands exhibiting at Bisutex on the catwalk. They will be joined by Madridjoya and MOMAD exhibitors, who will present their latest collections and designs of fashion, footwear, accessories, and fine and fashion jewellery. Entrance is free for visitors, press and exhibitors at the fair.
- **Image Forum** (in the communication hub between Halls 8 and 6). This information and training area hosts talks, conferences, and panel discussions on digitalisation in the textile industry and sustainability and circular economy in the sector. It is available for the three days of the fair. Entrance is free for visitors, press and exhibitors at the fair.

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- **Intergift Speaker's Corner:** (In Hall 5). This area hosts a wide range of conferences and presentations on decoration and interior design trends, new tools, and how to improve marketing and sales.

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Press Release

Intergift, Bisutex, Madridjoya and MOMAD kick off the trade fair season at IFEMA MADRID with the great lifestyle week

A total of 1500 companies and participating brands from 21 countries will be at this latest edition of the biggest business and trends event on the Iberian Peninsula for the decoration, gift, fashion jewellery, accessories, fine jewellery, fashion, and footwear sectors

Madrid, 12 September 2023. Trade fair activities at IFEMA MADRID restart in September with **lifestyle week, from 13 to 17 September**, with a host of new trends and market innovations. The four trade fairs making up this great event will start gradually. **Intergift** will be the first to open on Wednesday, **13 September, followed by Bisutex and Madridjoya on Thursday, 14 September**, and **MOMAD** will start on **15 September**. They will all close together on Sunday, 17 September.

The biggest trade event on the Iberian Peninsula has attracted 1,500 participating firms and companies. Once again, it will be a massive **meeting point** showcasing **the best national and international trends in decoration, gifts, fashion jewellery, accessories, fine jewellery, watches, fashion, shoes and accessories**. It is an excellent platform for **closing business deals, capturing customers, business collaborations, exploring new business opportunities, and sharing knowledge**.

One of the strengths of the event is its decidedly **international** flavour, with representatives from **21 countries** worldwide, such as **Germany, Austria, Belgium, Brazil, China, Colombia, Denmark, the USA, Spain, France, Greece, India, Italy, Morocco, Mexico, the Netherlands, Paraguay, Poland, Portugal, the United Kingdom, and Turkey**, giving access to new **international business routes**.

Intergift, the International Gift and Decoration Fair

The new edition has started strong, with **500 participating companies and brands** ready to set **trends in decoration and gifts**. As in previous occasions, the fair will have **two major themed areas: Home&Deco (Halls 3, 5 and 7)**, with the latest trends and innovations in **furniture, decoration, home textiles, tableware, crafts, etc.** and **Gift (Hall 7)**, featuring a great offer with original **gifts, back to school products, technological gadgets, souvenirs and toys**. Two complementary areas will display a **diverse offer, with plenty of international firms**, and will offer a **broad overview** of the latest trends in gifts and decoration.

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Press Release

Bisutex, International Jewellery and Accessories Fair

Jewellery and accessories will take centre stage at the latest edition of Bisutex, with numerous national and international firms. **More than 300 companies and brands will be hosted in Hall 4** for a spectacular display of **design and creativity** in the **Archi and Mini spaces**. It's the ideal showcase for presenting the most influential collections of jewellery, accessories, leather goods and travel articles.

Madridjoya, International Trade Fair for Urban and Trendy Jewellery and Watchmaking

Madridjoya has sold all available space to more than 200 participating firms in a show of **creativity and artisan excellence**. This edition, which sold out and required a waiting list to participate, will be housed in **Halls 1 and 6**. **Visitors will find a host of manufacturers, distributors, wholesalers and retailers** showing a huge catalogue of innovations in jewellery, silver and watches and the latest technology from a sector of related industries. Products that are sure to find their way to under the Christmas tree and the Three Kings sacks from major established international firms and emerging brands making a splash.

MOMAD, International Footwear and Accessories Trade Show

This record-breaking event in **Hall 8** will feature **more than 300 national and international firms**, presenting their **collections for the Spring/Summer 24 season and the ready-to-serve Fall/Winter 23-24 season**. At the same time, **Fashion Inspiration Day** will be an **inspirational training day** aimed at the multi-brand retail trade looking for new ways to develop and grow their businesses.

A programme of activities to complement fair activity

Speaker's Corners by Intergift

Speaker's Corner, located in Intergift Pavilion 7, will feature talks on different topics of interest to the gift and decoration trade, such as the challenges of the future for this sector in terms of **sustainability**, the importance of **interior design, visual improvements** in stores, **marketing and social network management**, and a tribute to the Colombian crafts courtesy of **Artesanias de Colombia**.

Bisutex, Madridjoya and MOMAD Image Forum

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This conference forum, shared by **Bisutex, Madridjoya and MOMAD trade professionals**, will take place in the connecting hub between **Halls 6 and 8** to offer a programme of lectures on topics such as **fine jewellery, the new REACH Regulation, sustainable fashion from Colombia, the creation of smart manufacturing styling and sustainability in the textile industry** to name but a few.

MOMAD catwalk

The **Pasarela de MOMAD** catwalk is an intrinsic part of this great event as a complement to this programme of activities. This catwalk in **Hall 8** will host shows by **brands and firms with innovative and exclusive proposals** from companies participating in **Bisutex, Madridjoya and MOMAD**.

Lifestyle Week will start on Wednesday, **13 September**, with **Intergift**. It will be followed on Thursday, 14 September, by **Bisutex** and **Madridjoya**. And lastly, **MOMAD** will kick off on **Friday 15**. **All four trade fairs** will end on **Sunday 17**.

For more information, see the websites [Intergift](#), [Bisutex](#), [Madridjoya](#), and [MOMAD](#).

Bisutex ventures on design and creativity in costume jewellery and fashion accessories for the next season

Companies coming from countries such as Germany, Brazil, Colombia, Spain, United States, France, Greece, Indonesia, Italy, Mexico, Netherlands, Portugal and Turkey (among others) will meet at this Show.

Major firms in costume jewellery and accessories, both domestic and international, will be meeting at the next edition of **Bisutex**, which will be held from **14 to 17 September 2023** and is organised by IFEMA MADRID.

With just over two months remaining before taking place, the **most important professional event in costume jewellery and accessories on the Iberian Peninsula is practically a complete marketing success**. Prestigious firms have already confirmed their participation, many of which are regulars at the event. They include **Adapell, Anekke, Aldazabal, Brocante, Ciclon, Coferpiel, Colores de Otoño, Daniel Espinosa, DCM Argentona, Ezpeleta, Katerina Vassou, Okkia, Oliver Hats, Pluma y Collar and Velatti**, among other brands, and they have chosen Bisutex to present their collections for the upcoming **Fall/Winter 2023-2024 season**.

This outstanding presence of leading domestic and international firms and their commitment to design and creativity are proof of support for the show in the sector. Moreover, **their presence confirms the highest business expectations for the show**, consequently bolstering **Bisutex** as a multi-sector commercial platform for fashion **and confirming this fair as the best showcase for getting to know the most representative collections in the sectors of costume jewellery, accessories**, leather goods and travel goods.

Its international appeal is also a success, given the participation of companies from 13 countries, thereby allowing the show to present the latest trends from **Germany, Brazil, Colombia, Spain, United States, France, Greece, Indonesia, Italy, Mexico, Netherlands, Portugal and Turkey**. Added to this, on the demand side, is the participation of a **considerable showing of international buyers** organised by Bisutex.

Bisutex will be held **from 14 to 17 September** in **Hall 4 of IFEMA MADRID**, and it will **take place at the same time as the Intergift, Madridjoya and MOMAD** fairs. This concurrence of fairs will serve to attract new buyers and generate synergies among the main agents of lifestyle fairs in our country.

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