

### MOMAD technical sheet: September 2023 edition

**EVENT:** MOMAD, International Exhibition of Fashion, Textile, Footwear and Accessories

**EDITION:** 2nd 2023 edition

**TYPE OF EVENT:** Trade

**FREQUENCY:** Biannual

**DATES:** From Friday, 15 to Sunday, 17 September 2023

**VENUE:** IFEMA MADRID

**OPENING HOURS:**

- Exhibitor opening hours:  
Friday, 15 and Saturday, 16, from 9 am to 7.30 pm.  
Sunday 17: from 9 am to 5.30 pm.
- Visitor opening hours:  
Friday, 15 and Saturday, 16, from 10 am to 7 pm.  
Sunday, 17: from 10 am to 5 pm.

**HALLS:** Hall 8

**PARTICIPANTS:** 300 brands

**COUNTRIES:** Germany, France, Italy, Denmark, Greece, Portugal, United Kingdom, Poland, Turkey, Venezuela, Paraguay, Colombia, the USA, India, Indonesia, Pakistan, Australia.

**EXHIBITOR PROFILE:** Manufacturers, importers, designers, agents, distributors of textile garments and men's and women's fashion, footwear, accessories and fashion accessories, technology and point-of-sale services.

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**VISITOR PROFILE:** boutiques, online stores, shoe shops, designers, agents, chain stores, hypermarkets, department stores, concept stores.

### **SECTORS:**

#### **Textile Garments:**

The latest fashion collections and trends. From classic elegance to the latest trends, from cocktail dresses to smart casual, chic casual, resort wear and streetwear.

#### **Footwear and Accessories:**

They add personality and individualism and express individual tastes, personal perceptions of shapes, colours, and fashion sense. No look is complete without the perfect shoes and accessories. Finding the balance between fashions and timelessness, comfort and elegance, craftsmanship and design, MOMAD is a fabulous showcase for the season's creations and innovations from national and international brands in the footwear and accessories sector.

#### **EGO:**

Emerging firms present new creativity and groundbreaking designs. These emerging talents in the textile industry are taking their first steps in the fashion world and need this platform to reach multi-brand commerce.

#### **Sustainable Experience:**

MOMAD is committed to promoting sustainability and environmental, social and economic responsibility in the fashion industry and provides this area for brands invested in ethical production and marketing.

#### **MOMAD 4.0:**

MOMAD takes a leap toward the sector's digital transformation and dedicates a space to companies providing innovative retail solutions such as services for e-commerce, logistics and payment and financing platforms, internationalisation and support, audiovisual equipment, digital marketing and sensory marketing.

### **PARALLEL ACTIVITIES:**

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# MOMAD

## Press pack

- **The MOMAD, Bisutex and Madridjoya fashion show** (Hall 8) is a place to see Bisutex exhibitors' designs on the catwalk. They will be joined by Madridjoya and MOMAD, presenting their latest fashion, footwear, accessories, fine and fashion jewellery collections and designs. 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 for the sector hosts talks, conferences, and panel discussions on digitalisation in the textile industry, sustainability and circular economy. It runs for the three days of the fair. Entrance is free for visitors, press and exhibitors.
- **Intergift Speaker's Corner:** (In Hall 7). 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.

**COLLABORATORS:** Spanish Federation of Clothing Companies (FEDECON); National Association of Textile, Accessories and Leather Trade (ACOTEX) and the Spanish Association of Manufacturers of Leather Goods, Travel Items and Related Products (ASEFMA).

**ORGANISED BY:** IFEMA MADRID

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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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### **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](#).

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### **MOMAD showcases the latest trends in fashion, footwear and accessories**

**The International Fashion, Footwear and Accessories Trade Show will be held on 15, 16 and 17 September to coincide with Intergift, Bisutex and Madridjoya to create the largest lifestyle showcase in southern Europe.**

**Madrid, 4 July 2023.** Organised by IFEMA MADRID. from 15 to 17 September, **MOMAD, the International Fashion, Footwear and Accessories Trade Show** will be a great commercial hub for the fashion trade and the perfect opportunity to see what the fashion industry has in store for the Spring/Summer 24 and the ready-to-serve Autumn/Winter 23-24 collections.

#### **Avant-garde trends at MOMAD**

**Minimalism** will abound in next season's fashion collections, with plenty of **neutral colours** and **simple cuts** for **elegant aesthetics**. At the other end of the scale, there will be **exuberant, eye-catching prints** featuring flowers and animals to geometric and abstract patterns, as well as **oversized** garments with **loose silhouettes** for **stylish comfort**. Another major trend is **sustainable production** using environmentally friendly materials.

In **footwear**, the trend is for **retro designs** inspired by **bygone eras**, with **extravagant details** for eye-catching shoes. **Sporty shoes** are still front and centre in shop windows, having become necessary for any up-to-date **casual, urban look**. Designers have factored in **natural materials and comfort** to manufacture these popular **ergonomic designs**.

Likewise, the trends in **accessories** have a **minimalist vibe**, with **simple, elegant pieces**, as well as **sophisticated prints and geometric shapes**. Designers have gone for **versatility and timeless style** to offer a touch of chic to any outfit, along with **retro designs** that are such a popular option.

All these styles and many more will be on display at **MOMAD**, which will feature the latest collections of **renowned firms and designers** well as exciting, **innovative proposals from emerging brands**.

MOMAD will be held from 15 to 17 September under the **IFEMA MADRID Lifestyle Week** umbrella to coincide with **Intergift**, from **13 to 17 September**, and with **Bisutex and Madridjoya**, both from **14 to 17 September**.

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[For more information, see the website.](#)

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### MOMAD is well on the way towards its next edition

**Hall 8 at IFEMA MADRID will become the epicentre of fashion, footwear and accessories, with a comprehensive range of brands on display on 15, 16 and 17 September.**

**Madrid, 19 July 2023.** The **International Fashion, Footwear and Accessories Trade Show** will launch during lifestyle week from 15 to 17 September at **IFEMA MADRID**. A vast array of exhibitors will showcase their **new Spring/Summer 24 collections and ready-to-serve Autumn/Winter** with offerings from numerous home-grown and international firms.

More than **200 participating firms** have already signed up to take part in **MOMAD, including Casual** wear firms like Adlib Ibiza, Alhamas, Azarey, Calzados Victoria, Exe shoes, Gaimo, Iconique, Jaase Australian Designs, Kontessa, Luna Llena, Manolita Faldotas, Meisie & Skatïe, Mele Beach, Nkn Nekane & Nüd, Pampita Island, Pepaloves, Piti Cuiti, Rinascimento, Singular, Surkana, Star Love, Sweetdreams Ibiza, Swimdays Beachwear, Terre Rouge, Wild, Zen Ethic and **Tiffosi Teen, which has launched a new line for teens and young adults**. When it comes to **Contemporary** fashion, firms like Alba Conde, Anna Mora, Brunella, Cristina Barros, Cuplé, Derhy, Christina Felix, Dolcezza, Dona Moda Chemis, Elisa Cortés, Emme, Iodena, Exquise & Meta 4 - CPS, Jose Saenz, Laura Bernal, Leo & Ugo, Maloka, Paul Brial, G'oze, Mat Fashion, Matilde Cano, Montoto, Olga Santoni, Pisonero, Vilagallo and Viriato will be there with their collections. As for **Events**, Anna Moon Collection, Carla Ruiz & Arggido, Cayetanabycondes, Fashion New York, Javilar, Meryfor, Mouriño, Nuribel and Tocados Cloche are among the fashion houses that will show their special occasion, cocktail, evening and ceremonial designs. Last but not least, the **Sustainable Experience** area has already attracted more than one hundred participants committed to ethical production and marketing.

#### **See the exhibitors' catalogue with all the brands that will be at MOMAD.**

Together, these firms will be the **leading platform for the fashion sector in southern Europe**, with space not only for **established brands in the sector** but also for fashion **professionals** and **emerging designers** with **ground-breaking proposals**. They will all congregate at IFEMA MADRID to create an enormous fashion business network.

This time, in line with the trade fair's strategy of opening up new markets, it has been a markedly international flavour. In fact, the **next edition of MOMAD** will feature participants

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from countries like **Germany, Austria, Australia, Colombia, Spain, France, Greece, Italy, Paraguay, Poland, Portugal, and Turkey**, among others.

The **International Fashion, Footwear and Accessories Trade Show** will take place from **15 to 17 September** in the framework of **lifestyle week at IFEMA MADRID**. It will coincide with **Intergift** from **13 to 17 September** and **Bisutex and Madridjoya** from **14 to 17 September**.

**[For more information, visit the website](#)**

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