

MOMAD Technical Sheet

<u>EVENT:</u>	MOMAD, International Fashion, Textile, Footwear and Accessories Exhibition
<u>EDITION:</u>	1st edition 2021
<u>CHARACTER:</u>	Professional
<u>PERIODICITY:</u>	Biannual
<u>DATES:</u>	September 17-19, 2021
<u>LOCATION:</u>	IFEMA MADRID
<u>SCHEDULE:</u>	Friday the 17 and Saturday the 18 from 9:30 a.m. to 7:00 p.m. and Sunday the 19 from 9:30 a.m. to 6:00 p.m
<u>PAVILIONS:</u>	Pavilion 8
<u>PARTICIPANTS:</u>	260 brands
<u>COUNTRIES:</u>	Belarus, Colombia, Denmark, France, Greece, Italy, Poland, Portugal, Spain, Turkey, United Kingdom and United States
<u>EXHIBITOR PROFILE:</u>	Manufacturers, importers and distributors of men's and women's clothing and fashion, leather goods, footwear, fashion accessories, technology and point-of-sale services.
<u>VISITOR PROFILE:</u>	Agents and representatives, Distributors, Chain Stores, Retailers and Boutiques,

Pablo Santos
MOMAD Press
Tel.: 648 16 29 18
psantos@ifema.es

Helena Valera
International Press
Tel.: 629 64 42 08
elena.valera@ifema.es

More information
ifema.es/momad
#MOMAD


Manufacturers and Designers,
Department Stores, Importer-Wholesaler,
Online Store, Marketplace

CONTENTS:

Fall/Winter 2021-2022 and
Spring/Summer 2022 Collections

SECTORS:

Party and Event: celebrations, cocktail,
evening and ceremony; Contemporary:
representing brands with added value in
pattern, fabrics and refined lines; Metro
Space: which will present high-level
international brands; Casual; Men's
Fashion; Leather Fashion; Urban: youth
and urban collections; Sustainable,
responsible and eco-friendly fashion;
Momad 4.0, with innovative technological
solutions for retail; Swimwear and
Lingerie; Accessories and comfort, urban,
contemporary and party footwear

PARALLEL ACTIVITIES:

-MOMAD 4.0 Forum by Correos.
Informative and training area in which
various experts will offer guidelines to
improve the sector's trade and industry.
Pavilion 8. Free access for visitors, press
and exhibitors of the fair.

Sustainable Experience exhibition area.
Informative and experiential space aimed
at promoting the dissemination and
knowledge of sustainable fashion. Visitors
will be able to learn how leading
companies apply responsible parameters
in the production of their designs.

-Retailer's Guides

Pablo Santos
MOMAD Press
Tel.: 648 16 29 18
psantos@ifema.es

Helena Valera
International Press
Tel.: 629 64 42 08
elena.valera@ifema.es

More information
ifema.es/momad
#MOMAD


Press Kit

A slew of qualified fashion professionals will be available to guide visitors in their search for new products, trends, styles, colors, qualities and activities.

-Press Corner

Pabellón 8, Stand: 8H22

-Fashion Spain: Confederation of Fashion Companies of Spain aims to bring together the entire value chain of fashion in our country.

Pabellón 8, Stand: 8A04A

-Fashion Network: Professional Meeting Point of the digital media

Pabellón 8, Stand: 8A03

COLLABORATORS:

FEDECON, Spanish Federation of Clothing Companies; ACOTEX, Business Association of the Textile and Accessories Trade and ASEFMA, Spanish Association of Manufacturers of Leather Goods, Travel Goods and Related Items.

ORGANIZED BY:

IFEMA MADRID

Pablo Santos
MOMAD Press
Tel.: 648 16 29 18
psantos@ifema.es

Helena Valera
International Press
Tel.: 629 64 42 08
elena.valera@ifema.es

More information
ifema.es/momad
#MOMAD



MOMAD Returns from 17 to 19 September 2021

- **The event coincides with MBFWMadrid, Intergift, Bisutex and MadridJoya**

Great news from **MOMAD**. The international fashion, textile, footwear and accessories fair **returns from 17 to 19 September, organized by IFEMA MADRID**, and does so with great enthusiasm in holding this long-awaited event. The event will be held in hybrid format and will reflect the return to the face-to-face activity of a sector that has been greatly affected by the pandemic, but with hopes that this edition will be remembered for its good results.

A weekend dedicated to the fashion and accessories industry

MOMAD resumes the organization of its traditional autumn edition and does so to **coincide with the holding of MBFWMadrid and the multiple events of Intergift, Bisutex and MadridJoya**. This initiative will be carried out in order to generate the best business opportunities for both exhibitors and professionals, who will be able to find the largest offer of the lifestyle sector this weekend at IFEMA MADRID, including fashion, textiles, footwear, accessories, jewelry and decoration. Thus, says **the director of MOMAD, Julia González**, *"it is time for the sector to come together again and generate synergy. For this reason, we wanted to compile a great offer that weekend, which will undoubtedly make this event a benchmark event within and beyond our borders. We want MOMAD to be synonymous with leverage for growth and that is what we are working toward."*

In parallel to on-site participation, and **with hybridization as a business strategy**, MOMAD, alongside Intergift, Bisutex and MadridJoya, are promoting the **Lifestyle LIVEConnect** digital platform, where business opportunities and synergies are guaranteed within what will be the largest professional lifestyle community, which will provide a significant digital audience of international scope.

Because it makes sense to return

As a sign of the great effort being made by IFEMA MADRID for the return to face-to-face events in September, the fair has developed a digital campaign to reach the heart of the sector. **"Because it makes sense to return"** is the result of the spirit and desire of an industry strongly requesting the reactivation of its businesses, showing

Teresa Medina
Head of Press MOMAD
Tel.: 679451259
teresa.medina@ifema.es

Helena Valera
International Press
Tel.: 629644208
elena.valera@ifema.es

More information
ifema.es/momad
#MOMAD


Press release

that FASHION is perceptible in every sense, besides being present in every one of them. **MOMAD presents a campaign that seeks to excite, reach the heart and above all, raise awareness of how important is the fashion, textile, footwear and accessories sector** in the daily lives of all users. Want to see the campaign? Visit [the official website of MOMAD](#).

Teresa Medina
Head of Press MOMAD
Tel.: 679451259
teresa.medina@ifema.es

Helena Valera
International Press
Tel.: 629644208
elena.valera@ifema.es

More information
ifema.es/momad
#MOMAD

