



MOMAD

PRESS KIT

A New-Look Edition Unveiling Spring/Summer 2027 Trends

23-25 JULY · HALL 5 · IFEMA MADRID

AT A GLANCE

The International Fashion, Footwear and Accessories Trade Show presents a **new model**: a new trade show, with new dates and a new quality standard for professional fashion

The **July edition of MOMAD** offers a **more selective and specialised perspective** on the fashion that will define the **Spring/Summer 2027 season**. Designed to make product discovery easier and create new business opportunities, the fair will bring together a **carefully curated selection of Spanish and international brands** reflecting some of the major pillars transforming the sector: the **value of design** and **production developed in Spain, craftsmanship, sustainability, innovation** y la **international scope**.

Contemporary fashion, occasionwear and **formalwear, footwear, accessories, swimwear** and **resortwear** will come together in an edition designed to provide professional buyers a clearer, more focused visitor experience. New spaces such as **Focus Brands, the Best Sellers Area** and the **Conscious Boutique**, alongside the **MOMAD Catwalk** and **the MOMAD Talks**, complete a trade show designed to discover brands, identify opportunities and anticipate the the key commercial trade for upcoming seasons.

PRESS RELEASE

PRESS KIT



More curation.
More focus.
More product.

MOMAD

KEY DATA

PRESS RELEASE

200+

Spanish and international brands

50

new brands compared with the previous edition

SS27

collections unveiling Spring/Summer 2027

3

professional days: 23, 24 and 25 July

Key themes

Design and production in Spain · craftsmanship · sustainability · international scope.

Sectors

Contemporary fashion · formalwear · footwear · accessories · swimwear · resortwear.

Spaces

Best Sellers – Focus Brands – Conscious Boutique – Runway of MOMAD

[Complete exhibitor list](#)

[Buyer Programme](#)

PRESS KIT

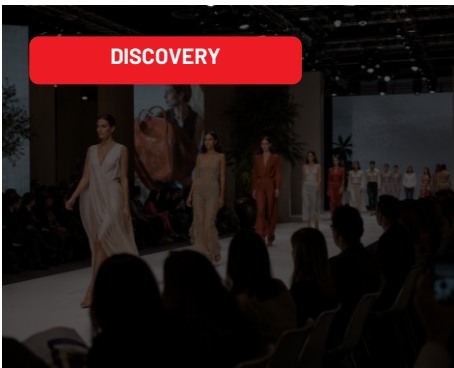
PRESS RELEASE

MOMAD

SPACES

[PRESS RELEASE](#)

DISCOVERY



Focus Brands

A living, inspirational space for new proposals, growing brands and collections arriving at MOMAD for the first time.

Flabelus · CIRCU · The Bag Lab · Angie Vásquez · Surarquía · Barnet · De Flores y Floreros · Juan Pina Piel

SUSTAINABILITY



Conscious Boutique

An area dedicated to proposals linked to sustainability, materials and more responsible forms of production.

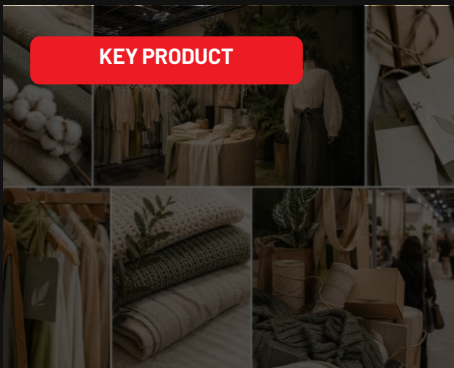
Tintoremus Studio · Gerescal · Daniel Chong Brand · Fulmarix · Elemento Clemente

[PRESS RELEASE](#)

PRESS KIT

[PRESS RELEASE](#)

KEY PRODUCT

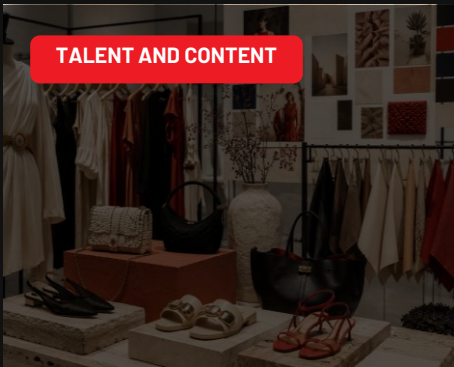


Best Sellers Area

A selection of representative products and collections with commercial traction and potential for the coming seasons.

EMME · Alhamas · Surkana · Meisīe & Skatīe · Opera Fashion · Alba Conde · Sonia Peña · Twins Fantasy · JJL · Tintoremus · Top3

TALENT AND CONTENT



MOMAD Catwalk

Stage for collective fashion shows and MOMAD Talks: fashion, AI, retail, sustainability, regulation and brand development.

[SCHEDULES](#)

MOMAD TALENTS

MOMAD Talents reinforces the fair’s commitment to creativity, innovation and visibility for new proposals in the fashion sector.

The competition highlights projects with their own identity, a strong capacity for differentiation and a contemporary reading of product.

The winning proposals are part of the story of an edition that looks towards the next season through **quality, curation and support for new names**. A window to discover talent, connect with new brand narratives and bring professional buyers collections with personality and commercial potential.

The **winning brands** are awarded with their own **stand at MOMAD**.

PRESS RELEASE

PRESS KIT



First prize

Sandra Botero



Second prize

Pilar del Campo

PRESS INFORMATION

PRESS KIT

Accredited press assistance

During MOMAD, assistance for accredited media will be available at the desks at South and North Entrances and on +34 652 529 180

Hours and accreditation

Press access from 10:00. The fair closes at 19:00. Help desks will be available at South and North Entrances. Printed accreditation is recommended.

How to get to IFEMA MADRID

Public transport: access through South Entrance, Avenida del Partenón.

Private vehicle or taxi: access via Glorieta de Edimburgo - North Entrance. Metro is recommended due to improvement works at the venue.

Multimedia resources

Images, graphic materials and media resources will be available via the multimedia link enabled for the fair.

PRESS ACCREDITATION



MULTIMEDIA LINK



MOMAD WEBSITE



Please check the official MOMAD website to confirm the latest information before your visit.

MOMAD

ORGANISING COMMITTEE

Eduardo Vega-Penichet

Secretary General

ACOTEX - Business Association of Textile and Accessories Retail

Eduardo Zamácola

President

ACOTEX - Business Association of Textile and Accessories Retail

José Antonio Conde Mojón

CEO / President of COINTEGA

ALBA CONDE

Hilario Alfaro Lobera

Owner

ALFARO 1926

Josep Sont Colomer

President of ASEFMA / CEO

PYTON

Olga M^a Ruiz Castillo

Deputy Director-General for Trade and Markets

Madrid City Council

Claudio Ferreiro Carrillo

CCO

CALZADOS VICTORIA

Guillermo García-Badell

Director

CSDMM-UPM - FUNDISMA

Marta Nieto Novo

Director-General for Trade, Consumer Affairs and Services

Regional Government of Madrid

Ángel Asensio

President

ModaEspaña Confederation

Jaime Sánchez

CEO

CPS COMPOSER

Daniel Martínez

Executive Vice-President

IFEMA MADRID

PRESS KIT

Arancha Priede

General Director of Trade Fair and Congress Business

IFEMA MADRID

Asier Labarga

Director of Lifestyle Fairs

IFEMA MADRID

Julia González

Director of MOMAD

IFEMA MADRID

Esther Cerdán Sánchez

CEO

LAURA BERNAL

Enrique Secall

CEO

SECALL CONSULTING

Andreu Sala

Area Manager

Surkana

MOMAD

EVENT MANAGEMENT

MOMAD Staff

General Director of Trade Fair and Congress Business

Arancha Priede

Director of Lifestyle

Asier Labarga

Director of MOMAD

Julia González

Commercial Manager

Juan José Estévez

Secretariat

Gabriela Rossell · Lizbeth Rizo

PRESS KIT

Communications and Press Department

Director of Communications and Institutional Relations

Raúl Díez

Trade Fair Area Coordinator

Pablo López

Press Officer

Selva Moreno

International Press

Helena Valera · Lucas Farioli

Press Office

Beatriz Sánchez-Heredero

Contributor

Susana Domínguez

MOMAD

MOMAD

Feria Internacional de Moda, Calzado y Accesorios.

23-25
Jul
2026

NEW **DATE**
FOCUS
TRENDS
BRANDS

