

PORTUGUESE FASHION TRAVEL TO MOMAD MADRID

**BAMBURI – CRISTINA BARROS – JULIANO BELLA – KALISSON / BAGORAZ /
GET IN VIBE – LOCO LUXO – LX XTRA LINE – MRÔLO – QUINTA E SANTOS –
SCRIPTA – SCUSI – SMF – SMK**

Bamburi, Cristina Barros, Juliano Bella, Kalisson / Bagoraz / Get in Vibe, Loco Luxo, Lx Xtra Line, MRôlo, Quinta e Santos, Scripta, Scusi, SMF, and SMK are the companies that make up the FROM PORTUGAL delegation to be scheduled presence in another edition of the MOMAD fashion fair taking place from the 9th to the 11th of February in Madrid, Spain.

Particularly interesting for Portuguese fashion brands interested in expanding relations with the Spanish market, MOMAD is returning to IFEMA where, as usual, Portugal is with a strong delegation.

In the case of **SMF**, the company has participated in the Madrid competition for a quarter of a century. **“We have participated with a stand at the Madrid fair since 2011 in all editions: this will be the 25th time! We always manage to attract new customers, and we always obtain around 50 orders in every edition”**, says João Ramos, commercial director of the brand, enthusiastically. Focusing on the Spanish market, SMF takes the Autumn-Winter 24/25 collection to Madrid, highlighting pieces such as **“slip dresses, padded coats, and the cardigan, Trend Curve + Sustained Risers [which have] the capacity for flexibility between casual and intelligent final uses”**, adds João Ramos, who also highlights the colors of the season: intense rust, sustained gray, deep emerald and glacial blue.

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Making its debut with great expectations, **Bamburi** intends with this first participation “**to attract customers, but, fundamentally, to establish contacts** with commercial teams or resellers who can sell BAMBURI in Spain and the rest of Europe”. With women's sneakers as its core business, Bamburi also brings to the Spanish capital a line of women's clothing that it hopes will attract Spanish customers but also from other markets in Europe or North America.

Quinta e Santos joins the group of new participants at MOMAD for whom “this fair is the starting point for this year 2024. It aims to be our statement in style and representation of **the different processes we want to develop with the brands**”, states the brand in a statement. Regarding new products, Quinta highlights the “Nano Earth Dye, holder of a Top Product award, Ispo Textrends Fall/Winter 24/25” as its star product.

SMK is also making its debut, which, says Fanny Costa, participates in MOMAD “to expand the business, promote the brand, and attract new customers nationally and internationally. We understand that this participation can provide **a series of benefits such as networking, access to trends and insights from the fashion sector**, as well as learning and inspiration for future collections.” With a collection based on classic models and jeans, the Portuguese brand hopes to attract the attention of “professional buyers, distributors, retailers, and consumers in general”, concludes Fanny Costa.

After more than a decade of participation in MOMAD, **MRôlo** returns to the event where, says Ana Sampaio, “the number of visitors has decreased, and the results have been somewhat unstable”, but it remains “**an opportunity to make known our articles** to our customers, and on the one hand develop new partnerships”. Focusing on the Spanish market but open to other opportunities, MRôlo will present some new products, “namely **mannequins from limited and personalized collections**”, reports Ana Sampaio.

With Spain being the largest export market, **Loco Luxo** already has the experience to return to the Madrid event. “**We have already participated in several editions (always in the February edition, where we presented our Autumn/Winter collections), and the feedback has**

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been good, which is why we continue to invest in this Fair". Regarding new products, Loco Luxo highlights, in addition to the usual line of parkas with natural fur, "a range of models made entirely with natural fox fur, as well as a line of farm coats (100% wool) also with fox fur collars", summarizes in a statement.

With extensive experience at MOMAD, Scusi also stands out, for this particular edition, that **"new buyers or agents for our brand will emerge"**. The words are from Rosa Maria Martins, for whom **"only by being present can we show and make the brand known and everything it represents"**. With agents distributed throughout Spain, Scusi will present a collection developed from scratch in Madrid.

The participation of Portuguese SME companies in MOMAD is an initiative of Selectiva Moda and ATP – Associação Têxtil e Vestuário de Portugal, which aims to promote the internationalization of Portuguese companies in the Fashion area. The "From Portugal" project is co-financed by the European Union, within the scope of Portugal 2030, through the Compete 2030 – Innovation and Digital Transition thematic program.

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