Momad updates its offering for first edition as a global event

By Triana Alonso - February 7, 2019

Madrid-based trade show Momad has announced something of an overhaul for its next edition, which will take place in the city’s Ifema expo centre from Friday 8 to Sunday 10 February, presenting close to 800 brands. The event, which will be debuting an all new format bringing together Momad Metrópolis and Momad Shoes, will also be updating its offering, with new brands making up 34.5% of this year's exhibitors.

Following last November's announcement of the company's evolution and the reorganisation of the fashion and footwear shows, Ifema will for the first time present "Momad, Moda en Madrid", welcoming professionals working in the fashion and manufacturing sectors, as well as some accessories and footwear brands interested in retail. This is the case, for example, of Kickers and Victoria, while other labels will be waiting for 1-3 March, when the new showroom-style footwear trade fair ShoesRoom by Momad, will take place in La N@ve Madrid's main hall.

The trade show's revised positioning isn't the only novelty, though. A range of new exhibitors such as Max Mara-owned Emme Marella will add to the event's list of returning regulars, which include Denmark-based Bestseller and its brands Vila and Object, as well as Devota & Lomba, Hannibal Laguna ready-to-wear, Lion of Porches, Alba Conde and Mercedes de Miguel, which will be celebrating its 30th anniversary.

The show will also be continuing with its focus on sustainable fashion, expanding its "Sustainable Experience" space, which will be attended by some 30 established brands, such as El Naturalista and One Oak. Furthermore, Momad has launched the "Fashion, Sustainability and Business" prize and will once again be presenting specialised conferences on the subject of sustainable fashion at the Momad forum on Saturday.

The forum will host a full programme of activities aiming to support professionals in their search for tools and resources for facing the sector's challenges. For its part, Momad 4.0 will take centre stage on the first day of the event with a series of presentations addressing innovation, going digital and the latest trends. The programme will...
event with a series of presentations addressing innovation, going digital and the latest trends. The programme will be rounded out by the Momad Catwalk and a space dedicated to personal care, featuring services such as a barber's and a new space dedicated to beauty.

Taking place in pavillons 2, 12 and 14, Momad will coincide with Bisutex, an event dedicated to jewellery and watches, as well as Intergift, which is specialised in the gift and decoration sector. This convergence of dates should generate synergies between the trade shows, with visitors being free to move between the different areas thanks to a new open access policy which will also mean that pavilion 2 will no longer serve as the main entrance and focus centre, as at previous editions. The decision could also encourage visitor traffic and facilitate the work of participants, most of whom are grateful for the opportunity to reduce the events they need to attend in the Spanish capital to a single trip.

As in previous editions, Momad will welcome international buyers in the hopes of helping exhibitors promote their businesses abroad and expand internationally. At this edition, 36 companies from Latin America, Qatar, China, Israel, Jordan and Turkey, among other countries, will be in attendance. The trade show will bring together trend predictions for Fall/Winter 2019-20 and ready-to-wear fashions for Spring/Summer 2019, which will be organised on the show floor into Outerwear and Leather; Urban; Casual; Menswear; Party-wear; Contemporary Fashion; the "Metro" Space; Footwear; Accessories; Lingerie and Swimwear; and Plus Size, as well as the aforementioned Sustainable Fashion section and Momad 4.0.

In September 2018, during the last edition of Metrópolis-Shoes, Momad received 15,120 visitors, 965 fashion brands and 82 footwear exhibitors. This February, the show will no doubt be looking to attract even more as the plan laid out by Charo Izquierdo after her appointment as director of Ifema's fashion trade shows in April of last year is finally put into action.

By Triana Alonso
Translated by Robin Driver