**Inspiramais: strengthening the Brazilian fashion industry around the world for 10 years**

*Another Inspiramais is scheduled to be held on June 4th and 5th. The Exhibition has become a benchmark both domestically and abroad when it comes to launching materials for the fashion industry, which is one of the largest sectors of the Brazilian economy and occupies an important place on the world stage.*

More than just a design and innovation exhibition, for almost ten years Inspiramais has proposed a new approach regarding all the creation processes in Brazilian fashion. It includes from new perspectives and inspirations, based on our Brazilianness and lifestyle, to the completion of final products, their marketing and shipping to stores in Brazil and around the world.

Over the course of these years, major manufacturers, creators and thinkers in the Brazilian fashion sector have already had the opportunity to use this source. It brings together the entire fashion creation chain, which is engaged in developing innovative production processes and promoting sustainability, social and environmental responsibility and research work. “One year in advance, we present the launch of new materials. By doing so, our idea is to foster an increasingly innovative and sustainable industry with an eye on the future”, said Ilse Guimarães, superintendent of Assintecal.

“Several factors led to the conception and implementation of Inspiramais. The most tangible reasons that made - and still make - Inspiramais happen are: make logistics easier so that, every season, contemporary fashion materials can be shown in one single place; encourage the creation of new materials by presenting diversified options in a unique setting with a wide array of content; integrate the entire production chain so that information can be shared and cooperation among companies can be promoted”, Ilse Guimarães pointed out. Ms. Guimarães also added that, “there was a bigger dream, though: to have a national exhibition that would become a benchmark both domestically and abroad when it came to launching materials for the fashion industry, since it is one of the largest sectors in the Brazilian economy and occupies an important place on the world stage.”

The result: Through Inspiramais, over eight thousand new materials for the clothing, footwear, handbag and accessories industries have already been presented, such as fabrics, trimmings, synthetics, leathers, components and other items for the whole fashion chain. In the last few years, the Exhibition has received an average of 150 exhibitors and over six thousand visitors per edition, with national and international missions. Through business rounds, Inspiramais has enabled the export of our greatest treasure – fashion components – to major international markets.

Designers, buyers, stylists and the main national and international retail brands can be seen along the aisles during the event, which is the moment when the industry comes into contact with the raw materials and innovations that will soon be available in stores throughout Brazil.

“Inspiramais is marked by creativity. It’s, therefore, the starting point for designers, buyers and directors to begin developing their collections and where they can find all the excellence of the Brazilian leather under a single roof, with suppliers of various kinds of leather from all over the country. It’s a not-to-be-missed event for all those involved in the Brazilian fashion chain.” José Fernando Bello - Executive Chairman of the Center for the Brazilian Tanning Industry (CICB)

The projects - always based on research and on-site consulting in companies, or even trips to different places and cultures within Brazil – provide fresh information, ready to be used by creators, whose creations may be later seen in store windows around the world.

**Unifying the language of fashion**
According to designer Walter Rodrigues, researcher and coordinator of Inspiramais’ Design Center, it is possible to assess the positive influence of Inspiramais on the Brazilian fashion sector. “First of all, the project has set a standard for product launches, whereby every six months new materials are presented, thus making easier the work of designers and entrepreneurs in the creation of their collections. Inspiramais is also a platform for innovative launches regarding technology, content and, of course, inspiration. Today, the Exhibition is a benchmark when it comes to business and technology in the whole of Latin America. In 2009, when Inspiramais was in its infancy, we reaffirmed the importance of product identity, by first strengthening the company’s DNA, and then enhancing competitiveness. In the last few years, we’ve been aware of the change in technology and sustainability standards, and this has been our discourse. Inspiramais is always ahead of its time.”

**Projects**In addition to exhibitors and the Buyer Project, which enables business between international and national companies, all the research work and displays on innovation, design and sustainability are linked to numerous projects aimed at the fashion market. Image Project, Inovamais, Innovation Rounds, Talks, Made in Brazil, +Prints, Leather Preview, and Brazilian References are some of the special projects that form part of the Exhibition and which, with every edition, provide visitors with new perspectives and new features.

**Organization**
Inspiramais is promoted by important organizations and associations in its sector, such as the Brazilian Association of Companies of Components for Leather, Footwear and Manufactured Goods (Assintecal), Brazilian Textile and Apparel Industry Association (ABIT), Center for the Brazilian Tanning Industry (CICB), and Brazilian Trade and Investment Promotion Agency (Apex-Brasil), among other partnerships. The Exhibition’s mission is to attach a new DNA to Brazilian fashion, which is also consumed in different countries.

 “The Inspiramais Exhibition has distinguished itself as an event with plenty of content and information for the market as a whole. It was originally an exhibition for the footwear and accessories industries, but recently there was an understanding that it would be interesting to expand the scope of the products offered to include fabrics and textile goods, such as yarns, knitted fabrics, etc. We think that this expansion of scope is very relevant because the brands have their lines of clothing and accessories. Therefore, this event can grow and evolve through a more intense participation of textile manufacturers showing their products. The Brazilian Textile and Apparel Industry Association – ABIT, which is a supporter and participant of Inspiramais, strongly believes in the perspective of having an exhibition that incorporates not just the footwear industry, but also the clothing and retail industries.” Fernando Pimentel –President of ABIT

**Inspiramais is promoted** by the Brazilian Association of Companies of Components for Leather Footwear and Manufactured Goods (Assintecal), Brazilian Textile and Apparel Industry Association (ABIT), Center for the Brazilian Tanning Industry (CICB), and Brazilian Trade and Investment Promotion Agency (Apex-Brasil).  **It is sponsored by** Cipatex, Altero, Bertex, York, Advance Têxtil, Sappi Dinaco, Wolfstore, Caimi & Liason, Brisa, Intexco, Tecnoblu, Cofrag, Colorgraf, Endutex, Componarte, Branyl, Suntex, Sultextil, and Aunde Brasil. **The Exhibition also has the support** of the Brazilian Association of Fashion Designers (ABEST), Brazilian Association of Leather Goods and Travelware (ABICAV), Brazilian Footwear Industries Association (Abicalçados), Brazilian Institute of Gems and Precious Metals (IBGM), By Brasil Institute (IBB), Brazilian Fashion and Design Institute (In-Mod), Brazilian Association of Textile Retail (ABVTEX), Association for Sporting Goods Industry and Commerce (Ápice), Brazilian Furniture Industry Association (Abimóvel), Guia Jeanswear by Style WF, and Francal.

 **Next edition:**

Date: June 4th and 5th

Venue: Pro Magno Events Center

Av. Prof.ª Ida Kolb, 513

Casa Verde São Paulo | Brazil

Registrations: [www.inspiramais.com.br](file:///C%3A%5CUsers%5Cmarketing.assessoria%5CDownloads%5Cwww.inspiramais.com.br)