**INSPIRAMAIS 2020\_I

CREATIVE AND COMMERCIAL CONNECTION 2020\_II AND INOVAMAIS PROJECTS REVITALIZE THE MARKET WITH NEW TECHNOLOGIES AND SUSTAINABLE MATERIALS**

Inspiramais, the main design exhibition in Latin America, held on June 4th and 5th in São Paulo, presented the market with innovations in the areas of design, creativity, technology, and diversity, with exclusive items focused on these principles.

Both projects are stimulated by a process that involves the entire industry and intends to create genuine fashion, furthering an appreciation of the Brazilian identity. The items on display are curated by designer Flávia Vanelli from Inspiramais’ Design Center.

The **Inovamais Project** included a wide range of businesses, such as the presentation of composites, UV marking technology, final prototyping services for footwear manufacture, functional fabrics, and additives for improved materials, among others. The objective was to promote the development of daring materials that help boost the competitiveness and technological advancement of the fashion industry.

In turn, **Creative and Commercial Connection 2020\_II,** a project that encourages and supports initiatives that revitalize the market, presented components with responsible approaches produced by 24 businesses from various regions of Brazil. The highlights included surfaces and products made from coffee dregs and natural binders, goods manufactured using paper with curauá (*ananas lucidus*) fibers, and biotextiles developed from the cultivation of bacteria, among others.

“Visitors looked for the space and its values with a focus on promoting sustainability, the use of clean technologies and diversity in the industry. And this interest is genuine because we can see that partnerships are materializing, which turn the project into a real business platform”, said Flávia Vanelli, from Inspiramais’ Design Center, who is the curator of the Creative and Commercial Connection and Inovamais projects.

The guidelines of the **Creative and Commercial Connection 2020\_II** Project include the use of new products developed from organic or recyclable materials and dyes from natural extracts, promoting innovation based on reuse. They also include the presence of jute, handcrafted silks and certified organic cottons, in addition to fibers, like tucum (*bactris setosa*). “Consider handicrafts combined with the industry, mainly as regards manufactured goods, materials and ornaments”, said Vanelli.

The projects are organized by the Brazilian Association of Companies of Components for Leather, Footwear and Manufactured Goods (Assintecal) and Brazilian Micro and Small Business Support Service (Sebrae).

Inspiramais – Fashion Materials Design Exhibition – is the only one of its kind in Latin America, and brings together information that unifies the language and methodology for the entire fashion production chain.

Responsible for encouraging a process that involves the entire industry and intends to develop fashion with a genuinely Brazilian identity, Inspiramais fully covers the design and fashion markets in Brazil, Latin America and European countries, aligning contents for the leather, footwear, accessories, clothing, furniture, and costume jewelry industries.

The next Inspiramais has already been scheduled to be held on January 15th and 16th, 2020. For further information, please visit: [www.inspiramais.com.br](http://www.inspiramais.com.br/)

**Information for the press**

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