**INSPIRAMAIS TO BE HELD ON JUNE 4TH AND 5TH FEATURING THE THEME OF ZEN**
The next edition of the Inspiramais Exhibition has already been scheduled. The event will take place on June 4th and 5th at the Pro Magno Events Center, in São Paulo. This is a special date, as it celebrates the 10th anniversary of Inspiramais, an event that is built on the process of creating a fashion with Brazilian identity, and is currently regarded as Latin America’s main design exhibition. It involves the entire Brazilian fashion industry and brings together players from the design and fashion markets of Brazil, Latin America, United States and Europe.

For the next edition, the whole project will be based on the theme of Zen, in an attitude that presupposes the conscience of others and the respect for individuality, showing that the essential is something that benefits both companies and consumers.

“The strength of ‘design mentality’, the feeling of well-being above nonsensical avant-garde, conscious consumption, responsible choices, and even a new interpretation of human beauty are ongoing”, pointed out Walter Rodrigues, researcher and coordinator of Assintecal’s Design Center. “In a time filled with polarities, it is clear that it is no longer just clothes, but rather aesthetic and cultural concepts that will determine whether consumers want comfort, glamour or freedom.”

**Unifying the entire fashion chain**
Inspiramais unifies the entire product language with genuine Brazilian references, creating an identity for the national industry, which increasingly differentiates itself throughout the whole domestic and international market.

The exhibition is attended by around seven thousand design and fashion professionals and by major players in the market. The project is carried out throughout the whole year in collaboration with industries. It includes the development of products based on the proposed themes, talks in every Brazilian state where there are fashion production hubs and the presentation of thorough research work on global references, which are intertwined with Brazilian characteristic features. The result is the production of a Brazilian fashion with a genuine identity and in line with worldwide references.

Among the organizers of Inspiramais is Walter Rodrigues, coordinator of Assintecal’s Design Center, who leads a team of 23 fashion designers and consultants involved in eight projects presented during the event.

Information alignment encompasses the leather, footwear and related goods chain, as well as the textile, clothing, furniture, and jewelry industries. It is one of the most successful projects in the Brazilian industrial sector, which provides the market with around one thousand innovative products in each half year.

**Promotion - 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, Britânnia Têxtil, 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.

 **Inspiramais 2020\_II
Date**: June 4th and 5th, 2019
**Venue:** Pro Magno Events Center (Avenida Ida Kolb, 513, Casa Verde, São Paulo)
**Time:** 9 a.m. to 7 p.m.
Free admission for the sector’s professionals.
Registrations and information: [www.inspiramais.com.br](http://www.inspiramais.com.br)

**Information for the press****
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