



GOTEX
SHOW

REVIEW 2017

INTERNATIONAL
**TEXTILE
FAIR** 2017
SEPTEMBER 12th
to SEPTEMBER 14th

VENUE



EXPO CENTER NORTE
Centro de exposições e convenções

INSTITUTIONAL SUPPORT:



GOTEX SHOW 2017 POST SHOW REPORT

Fashion fabrics, fibers, yarns, trims, new technologies, printing, home textile, garment and accessories were exhibited at the 5th edition of the GOTEX Show-International Textile Fair, from September 12th to 14th, 2017 at Expo Center Norte in the city of Sao Paulo, Brazil.

In the year of recovery of the Brazilian economy – resuming growth after 2 years of recession – over 100 Brazilian and international exhibitors presented solutions for the entire textile production chain. The trade show contributes to companies prospects new suppliers, professional networking, expand their markets by creating an opportunity to export and also import good quality and differentiated products from around the world. A meeting place for manufacturers, retailers, stylists and fashionists.

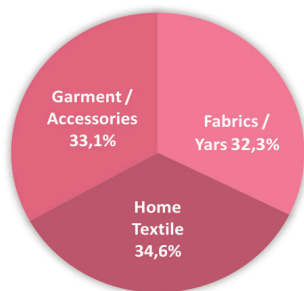


VISITOR COUNTRIES

Brazil
Paraguay
Argentina
Peru
Bolivia
Colombia
Ecuador
Pakistan
Chile
China



VISITOR INTERESTS



GOTEX Show is an opportunity for companies from different countries to exchange technologies and to promote brands in South America. Exhibitors from Brazil, China, Italy, United States of America, Mexico, Peru, India, South Korea, Hong Kong, Taiwan, Singapore, Pakistan and Bangladesh were present throughout the five editions.

The latest edition stood out for the quality of the visiting public and for the latest and inspiring fashion content presented by WGSN and Fashion Snoops.

The success of GOTEX Show 2017 reassures economy's resumption. Many recognized companies visited the show seeking new opportunities and innovation:

Calvin Klein, C&A, Alpargatas, Riachuelo, Shoulder, TNG, Luigi Bertolli, Fócus Têxtil, Dafiti, Fellipe Krein, Jogê, Estratosfera, Tip Top, Trousseau, Altenburg, Track & Field, The Walt Disney Company Brasil, Cuecas Duomo, Textil Suíça among others.

"Our participation exhibiting in the 5th GOTEX SHOW brought us interesting contacts and we believe in possible future negotiations. Our main product is boxer briefs and the customer who visits the fair seeks differential in product, print and raw material. For over 20 years, Bressan Underwear has been consolidated in the domestic market in underwear segment." - Mr. Carlos Abel, designer of Bressan Underwear.

Visiting GOTEX Show for the first time Mr. Juan Esteban – from Textile Synergy LATAM, Éxito Group / Pão de Açúcar Group – complimented the good quality and price of the exhibition products. As head of textile department in Brazil, mentioned the company aims to be able to offer the same product at every store of the Group, from Mexico to Brazil.



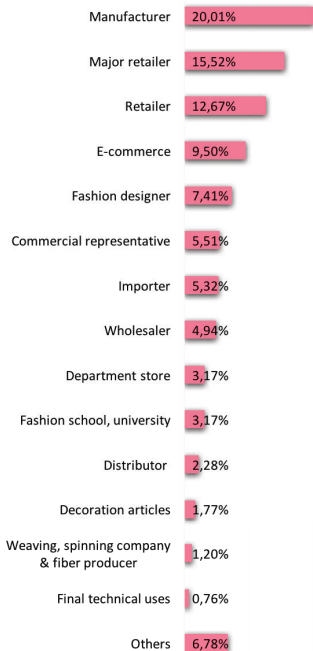
The 3rd largest lingerie industry hub in Brazil, the city of Juruia (MG), was present at the Show through the Commercial and Industrial Association of Juruia - ACIJU. Juruia produces about 20 million pieces per year – 15% of national production.

According to the President of ACIJU, Mr. José Antônio da Silva the main purpose exhibiting at GOTEX was to make contacts, show the city products and find possible resellers. "The facility of international trade is already a reality; those who do not adapt will stay behind."

"Both countries (Brazil and Pakistan) have a lot to offer. It is the first time we have attended the Trade Show with the endorsement of the Pakistani Government and we are very happy to be here." stated the Ambassador of Pakistan in Brazil, Mr. Saqib us Najm.

First time at GOTEX Show with a Pakistani pavilion, the Ambassador Saqib us Najm emphasized that Brazil and Pakistan are partners and are about to sign a collaboration agreement. The six exhibiting companies present at the area exposed launches in sportswear, apparel, socks, home textile and laces.

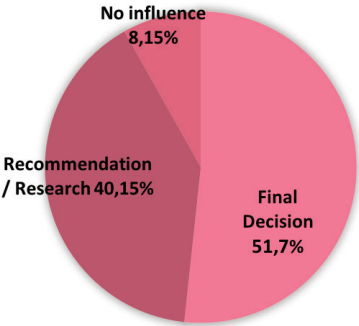
VISITOR PROFILE



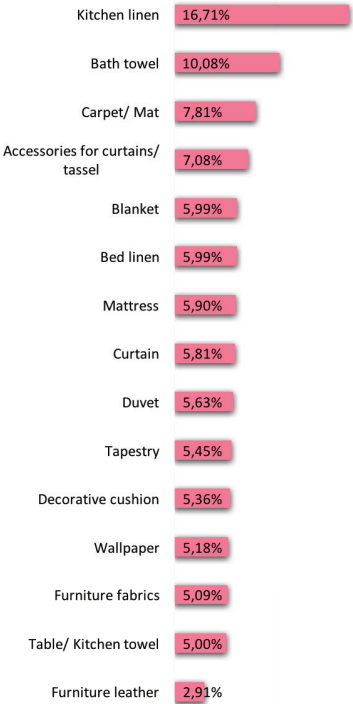
VISITOR MAIN GOALS AT GOTEX



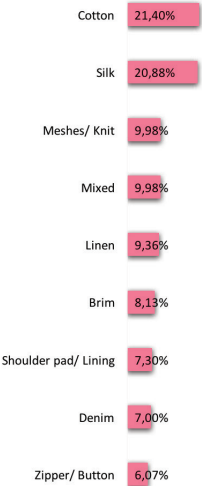
VISITOR PURCHASE DECISION LEVEL



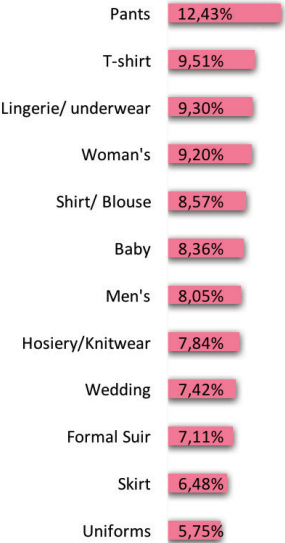
Visitor Main Interest
Home Textile



VISITORS MAIN INTEREST
FASHION FABRICS &
ACCESSORIES



VISITORS MAIN INTEREST-
GARMENT & ACCESSORIES



SIMULTANEOUS EVENTS

WGSN and Fashion Snoops, the two most relevant companies in forecasting global trends were at GOTEX Show 2017 presenting and analyzing fashion trends and international launches on women's collection for 2018 and 2019.

Ms. Bruna Ortega, Mindset Consult LATAM of **WGSN**, made a speech on "Tendencies for women's winter collection 2018", where she analyzed the main fashion world runways- Milan, NY, Paris and London- and presented the main themes and colors, prints, key parts of the season.

WGSN Forecasts Trends: **modern tailoring** – with the back of formal wear, strong 80's look, tweed, wool and velvet in evidence; **40's** – female silhouette, waistband, silk fabrics, lace, embroidery and brocade; **Mayfair Lady** – maximalism, sophisticated prints; **Simple reality** – 70s, antique and contemporary pieces, block of prints; and **cocktail hour** – glow, satin, lurex, animal print and transparencies.



Ms. Camila Toledo, **Fashion Snoops** Director and fashion reference in Brazil presented a preview on spring/summer women's collection for 2019 which was recent showed at International Fashion Shows. Highlights to desert colors and patterns translate into rosy, clay, earthy, grayish blue, yellow, red and purple, rustic patterns, sediment reproduction and matte silver; Reference of the 50s and 60s – candy and pop colors are on the rise, exotic floral, pleats, moving clothes and ergonomic; Return to the origins of the ancestors of all the ethnic groups: Incas, Mayans, Aztecs. And **SILICON VALLEY**, the influence of technology and artificial intelligence, with functional pieces, straight lines, geometric, 3D cutouts and appliqués.

Camila also spoke about the trends she saw at 5th edition of GOTEX Show that were presented at the most influent global runways and It Girls wardrobes.

Textured fabrics – a big trend in international fashion – such as synthetic fur, colored and mixed option for winter. **Wet velvet fabrics**, a must have of latest winter. Technological fabrics such as nylon usually for sportswear and now being used at fashion design (dresses) as Versace and Calvin Klein recent collection.

Shirt fabrics (tailoring) especially 100% cotton. Women's collection of shirt is big hit all over the world.

Nelson Endrigo specialist and consultant in Quality & Production at **Sebrae - SP** participated on seminars programming with the theme "**How to improve your production process in the textile industry**". The speech presented tools, technologies and methodologies currently used in the manufacture process, focusing on improvement and control in the production of clothing.

Ariadne Terrado Mecate do **Sebrae-SP**, reinforced the importance of digital marketing as a sales tool for small and medium business. In Brazil there are 207 million inhabitants and almost 60% of the population accesses the internet frequently. The consumer is extremely connected and Brazil is in 4th place in the ranking of the countries that most access the internet behind China, India and the USA. "**The small and medium entrepreneur has to invest in techniques to improve their visualization in Google's search.**"

The Administrative Council of the **Brazilian Electronic Commerce Association - ABComm**, represented by **Maurici Junior** spoke on "**Strategies in e-commerce for the textile market**". The main topics addressed were about how to succeed in virtual sales and the current influence of mobile on online shopping. "*You need to have competitive differentiation, quality images, product descriptions, storytelling.*" Mobile sales (mobile or tablet) have grown in recent years and have earned the attention of companies. Today 30% of online sales in Brazil are through this channel.

MEDIA EXPOSURE

**Empresas
Negócios**

COSTURA
PERFEITA

confeccionista

**IE
MI**

FMAG
FASHIONMAG.COM

MODA
AGRESTE

usefashion

Textilla
TEXTEIL-INTERNETMAGAZIN
1997-2017 TEXTEIL-INTERNETMAGAZIN

itt
press
O maior conteúdo da cadeia têxtil
O maior do mundo profissional

textilla.net
O maior conteúdo da cadeia têxtil

**WORLD
FASHION**
+Varejo

revista
textil

SUCESSO

Director
Maurício
Herzovich

Comunidad Textil
Noticias del sector Textil - Indumentaria

RN
RECORD NEWS

**mega
polo**
moda

REVISTA
**Brasil
Comex**

Annual Press Service through dissemination of products and exhibitor

launches attracting interest from the general and segmented media, as well

as contributing to spontaneous media exposure and brand publicity.

GOTEX Show Newsletter

Daily content on Facebook and Instagram pages;

SEE YOU
IN 2018

SEPTEMBER 11th
to SEPTEMBER 13th

**EXPO CENTER NORTE
YELLOW PAVILION**
SÃO PAULO - BRAZIL

INTERNATIONAL TEXTILE FAIR

FOLLOW US!

RESERVE YOUR BOOTH,
REGISTER TO VISIT,
NEWS AND MUCH MORE!

WWW.GOTEXSHOW.COM.BR

MR. HENRIQUE REIS / MS. LINA / MS. KARINA ALMEIDA

PHONE: +55 11 3504-0937 / 0934 / 0931

E-MAIL: sales@gotexshow.com.br

instagram.com/gotexshow



facebook.com/gotexshow

