

### STRATEGIC **OVERVIEW**

Brand / Business strengthening

INTERNATIONALIZATION

SUSTAINABILITY

VALUABLE CONVERSATIONS

CREATION OF
MECHANISMS (TRAINING,
SUPPORT, FINANCING,
TECHNOLOGY) TO
STRENGTHEN BUSINESS
MODELS.

EDUCATE AND CONNECT
FASHION BRANDS IN THEIR
DIFFERENT BUSINESS
MODELS WITH THE
INTERNATIONAL MARKET
THROUGH DIFFERENT
FORMATS

CONTRIBUTING TO SUSTAINABILITY IN ITS DIFFERENT DIMENSIONS FROM INEXMODA AND THE MODA SYSTEM ARTICULATE
VALUABLE
CONVERSATIONS IN
THE INDUSTRY AND
MAKE COLOMBIA'S
CULTURE VISIBLE
THROUGH FASHION

#### OFFICIAL SPONSOR



MAKEUP ALLIED

HAIRSTYLIST

#### ATENEA

Recomier PROFESSIONAL

OFFICIAL BROADCASTERS

STRATEGIC ALLIED

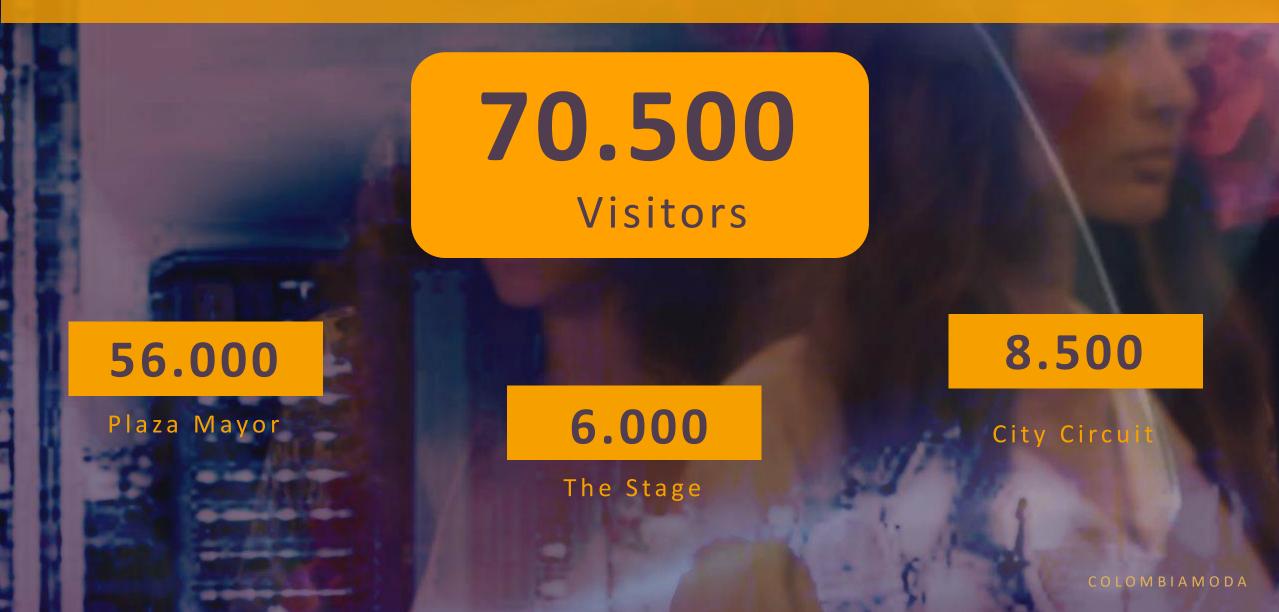








### KEY **NUMBERS**



## OTHE STAGE TO



For the first time Colombia's fashion Week introduce a

**ALTERNATE STAGE** 

6.000 VISITORS

SIX

Fashion shows

COLOMBIAMODA





Connecting and making visible creative industries bringing spotlights over Medellin

24 LOCATIONS

80 EVENTS

+8.500 VISITORS

60 SPEAKERS

CITY CIRCUIT+ KNOWLEDGE PAVILION

SPONSORS









COLOMBIAMODA

## CITY IMPACT



HOTEL OCCUPANCY

80%

SPILLOVER

13,3
MILLIONS OF U.S.
DOLLARS

More than trade show, it is the space for projection and strengthening of an industry, a city and a country that vibrates with fashion in all its expressions.

#### INTERNACIONALIZATION

12.000
BUYERS

Authors design

Full package

10.000

LOCAL

2.000

FOREIGN

Distribution & expansion brands

# BRAND / BUSINESS STRENGTHENING

Unprecedented numbers



OVER

7

Brands from INEXMODA's entrepreneurial projects

Trade show occupancy

+20% vs 2023

Red pavilion return, Active, Beachwear, Swimwear and Leisure

Satisfaction

4,52

Exhibitors

Highest in history

Latin-American presence

7 Countries20 Peruvian brands

COLOMBIAMODA

# BRAND / BUSINESS STRENGTHENING

# COLOMBIAMODA DECO

Opportunities in the Home and Household Category and its connection with the Fashion System.

# +15 Brands

IKEA I Haceb I Alado I Diamantina y la Perla I Artisanal Optimism | La Crochet Fibras y Tejidos I Home Decoration I Hilalma I Pomplon VYN Museo de Antioquia I NIMES I Pabilo Home

Highlighted Brand







SPONSOR

## SYSTEM SUSTAINABILITY

# SUSTAINABILITY ROUTE

INTERRAPIDISIMO

12
BRANDS

SPONSOR



# CIRCULAR FASHION MARKET

SISTEMA COCA-COLA



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\_\_\_\_ SISTEMA -





MATERIALS LIBRARY BY INEXMODA

20 TYPES OF MATERIALS

SPONSOR



#### SUPPORTERS











**TOUS** 







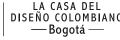






VIBES











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