



COLOMBIAMODA

COLOMBIA'S FASHION WEEK®

35 YEARS

MORE THAN A TRADESHOW



inexmoda
CONOCE, CONECTA Y TRANSFORMA

STRATEGIC OVERVIEW

**Brand / Business
strengthening**

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

INTERNATIONALIZATION

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

SUSTAINABILITY

CONTRIBUTING TO
SUSTAINABILITY IN
ITS DIFFERENT
DIMENSIONS FROM
INEXMODA AND THE
MODA SYSTEM

**VALUABLE
CONVERSATIONS**

ARTICULATE
VALUABLE
CONVERSATIONS IN
THE INDUSTRY AND
MAKE COLOMBIA'S
CULTURE VISIBLE
THROUGH FASHION

OFFICIAL SPONSOR



MAKEUP ALLIED

ATENEA

HAIRSTYLIST

SALON **IN** Recamier
PROFESSIONAL

OFFICIAL BROADCASTERS

Tele**MEDELLÍN**
Aquí te ves



STRATEGIC ALLIED


Medellín
Aquí todo florece



COLOMBIAMODA

KEY NUMBERS

70.500
Visitors

56.000

Plaza Mayor

6.000

The Stage

8.500

City Circuit

SOME OF THE STAGE INTO

THE
STA
GE

COLOMBIAMODA
LA SEMANA DE LA MODA DE COLOMBIA*



For the first time
Colombia's fashion Week introduce a
ALTERNATE STAGE

6.000
VISITORS

SIX

Fashion
shows

COLOMBIAMODA

CITY CIRCUIT

Connecting and making visible creative industries
bringing spotlights over Medellín

24 LOCATIONS

80 EVENTS

+8.500 VISITORS

60 SPEAKERS

CITY CIRCUIT+ KNOWLEDGE PAVILION

SPONSORS

Flypass®



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CÓDICE, CONECTA Y TRANSFORMA

INSTITUCIÓN UNIVERSITARIA
PASCUAL BRAVO
Acreditados en Alta Calidad



COLOMBIAMODA



CITY IMPACT



HOTEL
OCCUPANCY

80%

ECONOMIC
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

10.000

LOCAL

2.000

FOREIGN

Authors design

Full package

Distribution & expansion
brands

BRAND / BUSINESS STRENGTHENING

Unprecedented numbers

OVER

600

Brands

OVER

70

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 Countries
20 Peruvian brands

BRAND / BUSINESS STRENGTHENING

COLOMBIAMODA DECO

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

+15 Brands

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

Highlighted Brand



SPONSOR



COLOMBIAMODA

SYSTEM SUSTAINABILITY

SUSTAINABILITY ROUTE INTERRAPIDISIMO

12

BRANDS

SPONSOR



CIRCULAR FASHION MARKET SISTEMA COCA-COLA

11

MARCAS

SPONSOR



MATERIALS
LIBRARY
BY INEXMODA

20

TYPES OF
MATERIALS

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COLOMBIAMODA

SUPPORTERS

marie claire
ATELIER
NEW
TALENTS



Flypass[®]



Banco de Bogotá 

TOUS

ILMIN
PARFUMS



FedEx[®]

Dra Skin
DERMA INSTITUTE

VIBES



LA CASA DEL
DISEÑO COLOMBIANO
— Bogotá —

Protección

Comfenalco
Antioquia

comfama

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