



PRESS KIT

# MADE IN PORTUGAL

*naturally*

INTERNATIONAL SUSTAINABLE FASHION CAMPAIGN



aicep Portugal Global

## FASHION "MADE IN PORTUGAL"

Sustainability, innovation, talent, design, exclusivity and customisation characterise the Portuguese Fashion Cluster, a universe of around 15,000 companies that, as a whole, guarantee an integrated, consistent and unique offer, which differentiate and promote the recognition of the Portuguese product on the international market.

The MADE IN PORTUGAL Fashion offer is differentiated by:

- **Sustainability** – Concern for the use of noble and natural raw materials and the use of sustainable production methods, guided by strong environmental commitments.
- **Innovation** – To its unique creative capacity, the industry adds permanent investment in R&D, in the improvement of its production processes and in the innovation of its products.
- **Design** – We combine tradition with contemporary standards, through a strong investment in design, and we are increasingly becoming trendsetters and an international reference.
- **Talent** – In Portugal, Sustainable Fashion is more than a trend. It's a statement. Creators, increasingly aware of the need to contribute to a more sustainable planet, seek solutions based on reusable materials, transforming them into unique, sophisticated pieces, rewarding creativity and design.
- **Customisation** – Customised production capacity, prepared to create unique relationships with the most demanding customers who seek differentiation and exclusive offers. Looking at the customer and satisfying its needs by resolving its expectations is what sets the Portuguese products and services offer apart.
- **Tradition** – With almost nine centuries of history, Portugal has invested in innovation, without, however, losing the traditional features that identify and differentiate it. More and more ancient techniques motivate the inspiration of the creators. Craftsmanship, attention to detail and the preservation of culture give this industry a traditional identity.
- **Confidence** – Innovation and design, combined with tradition and know-how, together with environmental and sustainability priorities, give Portuguese fashion a seal of quality, ensuring the trust of international markets.

## MEDIA CAMPAIGN

Developed by AICEP – Portuguese Trade and Investment Agency, the international campaign to promote the Fashion Cluster shows the world what Portugal has to offer in terms of sustainable fashion.

Based on the brand "MADE IN PORTUGAL *naturally*", the campaign's slogan is **"Sustainable Fashion. In Portugal, nothing is lost. Everything is transformed. Naturally"** and is mainly aimed at the Spanish and French markets.

The main objective of the campaign is to establish Portugal as a country that produces fashion in a sustainable and innovative way, with talent, design, technology and adaptability of supply, where know-how and tradition are combined with innovation. This campaign also aims to promote and strengthen the competitiveness of companies and to establish Portugal as a country of technological and innovative solutions.

This campaign is especially targeted at professional buyers, but its fully digital format gives the end consumer access to all the information.

The campaign features a promotional video that illustrates the creative capacity and Portuguese talent, highlighting the sophistication of the Portuguese offer, anchored in traditional techniques and recyclable materials. All the campaign supports are available on the website [portugalglobal.pt/portugalnaturally](http://portugalglobal.pt/portugalnaturally) where it is also possible to access a directory of companies, promoting direct contact with the Portuguese offer, boosting partnerships and international business.

### Campaign supports

VIDEO [↗](#)

IMAGE BANK [↗](#)

PRESS RELEASE [↗](#)

WEBSITE [↗](#)

## SECTOR-SPECIFIC INFORMATION

### Fashion Cluster

The Fashion Cluster is made up of eight sectors, in particular clothing, footwear, leather goods and jewellery.

With a turnover of more than 9.6 billion euros in 2021, representing 9.4 per cent of the volume of the national Manufacturing Industry, the Fashion Cluster is composed of a total of 14,657 companies, mostly SMEs with family structure, and employs more than 163 thousand workers. The Clothing and Footwear sectors concentrate the majority of companies and workers.

Customer-oriented, they invest in differentiation, customisation, higher added-value and more flexible services, and also in the incorporation of modern technology in design, production and quality control. The investment in branding by some companies of the Cluster and the recognition of Portuguese products, both technical and functional, have led to growing international recognition of the Portuguese Fashion Cluster. Sustainability and environmental and social responsibility are watchwords in this cluster, which has sought and found new solutions to reduce the ecological footprint in production, promoting the use of new materials and more environmentally friendly production methods and processes.

The focus on Industry 4.0 and on the digitalisation of procedures should be highlighted, motivating companies to adopt new sales and management methods, along with a focus on training in e-commerce areas for better positioning on the various marketplaces.

With digital innovation, fashion in Portugal has taken on major transformations, with companies and creators adopting technology to experiment with new ways of creating, promoting creative originality. New tools such as 3D printing, digital dyeing and laser dyeing are a trend.

The future of fashion in Portugal promises to be irreverent, dynamic, sustainable and above all differentiating. With the adoption of new technologies and the creation of increasingly unique and sustainable products, fashion in Portugal is increasingly asserting itself on the international scene, strengthening its reputation for talent and the art of know-how.

## ABOUT PORTUGAL

Located in southwestern Europe, Portugal is a welcoming and multicultural country with an open economy, where culture and tradition coexist with design, innovation, technology, and R&D.

Its strategic location, at the crossroads between the European, African, and American continents, as well as its status as a European Union and Eurozone member state, make Portugal the ideal partner for doing business.

According to top international rankings, Portugal is one of the safest countries in the world with political and social stability, as well as one of the countries that invests the most in renewable energy sources and policies to combat climate change.

Portugal's excellent infrastructures, telecommunications, and quality of life attract visitors and companies from all over the world. Portuguese goods are characterised by their quality, authenticity, and exclusivity, which is why they are highly sought after by well-renowned international customers.

With almost nine centuries of history, Portugal is an innovative, sophisticated, and forward-looking country where sustainability is a priority and an industry concern.

## ABOUT AICEP

Portuguese Trade & Investment Agency is the public entity that promotes the capture of productive investment, the increase of exports and the internationalization of Portuguese companies and economy, through its offices in Portugal and a network in more than [50 countries](#).

**For more information:**

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Campaign images available at [portugalglobal.pt/portugalnaturally](https://portugalglobal.pt/portugalnaturally)



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Portuguese Trade & Investment Agency



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