

## THE SUSTAINABILITY OF THE PORTUGUESE FOOTWEAR AND TEXTILE INDUSTRY

Focussed on sustainability and the regeneration of nature, companies in the Fashion Cluster invest in distinctiveness and innovation to strengthen their commitment to the environment.

The footwear and ready-to-wear textile (clothing and accessories) industries are driving change, benefiting from the best nature offers. By betting on new management and production processes and initiatives aimed at sustainability, the companies emphasise social, ethical and environmental responsibility, values represented in the MADE IN PORTUGAL *naturally* campaign developed by AICEP – the Portuguese Trade and Investment Agency.

### Tradition combined with innovation in the footwear industry

Now a dynamic industry that cherishes the past and tradition but has transformed itself into a modern, forward-looking industry, the footwear sector has pursued a strategy of constant international expansion and is keen to build a collective image globally acknowledged as a hallmark of quality, design and innovation. Here are some examples of footwear companies that are 100% "MADE IN PORTUGAL".

**Lemon Jelly**, part of the PROCALÇADO S.A. group, manufactures rain boots from recyclable materials. As the name implies, the shoes are distinguished by their lemon scent and are designed for the fashion segment. The utterly vegan brand is strengthening its environmental commitment through the Closing the Loop Initiative. Under the motto "Nothing is destroyed, everything is transformed", the brand gives a new life to used boots, reusing waste footwear to produce new items. The brand also has a line of recycled footwear made from production waste (Recycled Lemons).

**As Portuguesas**. This name brings life to the start-up born in the Amorim Cork Ventures incubator in a partnership between the Amorim and Kyaia groups. The Portuguese brand is focused on producing high-quality, sustainable and environmentally friendly footwear, using a 100% natural raw material that grows from a tree and is regenerated every nine years without the tree being cut down: cork. Corticeira Amorim has expertise in the manufacture of the soles.

Owned by Adriana Freitas, Unipessoal Lda., **ZOURI** is an eco-vegan footwear brand that uses plastic waste from the Portuguese coast, alongside ecological and sustainable materials, in

order to produce sandals and trainers. The brand brought together a group of 600 volunteers from local institutions, non-governmental organisations (NGOs), and educational establishments to clean up the Portuguese coast. In 2023, ZOURI removed one tonne of plastic from Portuguese beaches. Manufactured in Guimarães, the brand is 100% "MADE IN PORTUGAL".

### **The clothing and accessories industry's reinvention**

The Portuguese clothing and accessories sector is undergoing permanent reinvention. It can combine the modern with the traditional, the classic with the bold design, technology with resilience, and safeguarding the planet's natural resources.

These are some of the companies with Portuguese DNA that capitalise on the "MADE IN PORTUGAL" products on offer.

**Petratex** focuses on two main cornerstones: Industry 4.0 and continuous investment in human capital, innovation, technology and the digitalisation of processes. In the campaign against overproduction, Petratex works on-demand, i.e. it produces in response to customer needs and according to specific requirements. By reducing the quantity produced, the company also reduces its carbon footprint. It has also replaced the traditional dry-cleaning process with wet cleaning, allowing water to be used instead of chemical solvents. It has also increased the product's useful life by fixing customer items.

The brand **IMPETUS** combines a complete range of underwear, beachwear and nightwear. ProtechDry, a line of 100% cotton underwear created to pioneer a new approach to light incontinence, features patented technology that several leading health institutions have tested. The brand's beachwear collection uses fast-dry technology, a special treatment applied to the fibre that disperses water. The company also manufactures the Hugo Boss polo shirt with 87% HeiQ AeonIQ™, the first sustainable cellulose yarn with tensile and abrasion resistance.

**E Legend** is a 100% sustainable Portuguese brand that produces eco-lifestyle accessories for men and women from stocks of old fabrics that have been discarded and from recycled materials. Its satin scarves are made from recycled plastic bottles found in the oceans that have been transformed into a soft, lightweight fabric. By using PET (recycled polyester) fabric in its creations, the company breathes new life into these materials and reduces its ecological footprint.

**Chulé** is a Portuguese brand of sustainably produced socks owned by JMGW - The Portuguese Textiles, Lda. In its production, the company employs certified organic cotton, which is chemical-free and thereby contributes to a more ecological environment.

**Play Up** focuses on designing garments that adapt to the child's growth, using natural fibres (organic cotton, linen and hemp) and relying on cleaner transformation processes, such as natural dyes. To bolster its commitment to regenerating nature, Play Up has introduced strategies to combat textile waste and launched the TAKE BACK programme, which consists of collecting used items from the brand to foster the circularity of clothing through a second-hand shop. It also launched a "Close the Loop" capsule collection (incorporated into the OI23 collection), made using yarn obtained from recycling its textile surpluses, which is recyclable.

These and other companies can be found in the directory available at [portugalglobal.pt/portugalnaturally](https://portugalglobal.pt/portugalnaturally)

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