



# #01 MADE IN PORTUGAL *naturally*

Fashion

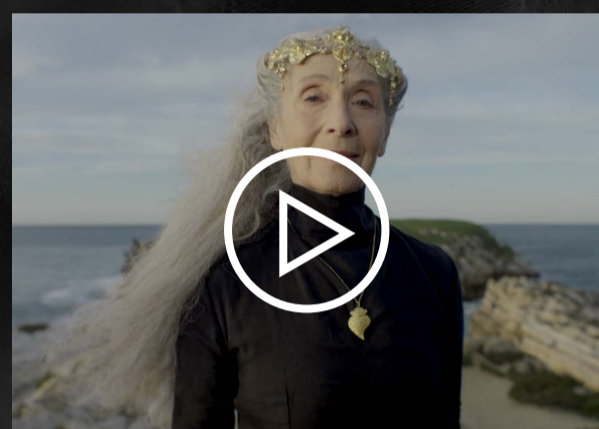
## International campaign promotes Portuguese Sustainable Fashion

"Sustainable Fashion. In Portugal, nothing is lost. Everything is transformed. Naturally" is the signature of the new campaign by AICEP – Portuguese Trade and Investment Agency, which aims to establish Portugal as a country that creates sustainable, innovative and designer fashion.

The campaign, oriented to the Spanish and French markets, was designed to promote, in an integrated way, different sectors of the Fashion Cluster, such as Textile, Footwear, Leather Goods and Jewellery, highlighting its differentiation and sophistication, and stimulating the interest of the international buyers on the sustainable and exclusive solutions of the Portuguese offer.

Portuguese fashion stands out for its elegant and daring pieces, using natural fabrics such as linen, wool and cotton to make them sophisticated, taking risks in design to create unique and timeless pieces.

With a strong commitment to Research and Development and design, Portuguese companies in the Fashion Cluster - a universe of almost 15 thousand companies - invest in differentiation, customisation and more flexible services with greater added value.



## Watch the campaign film

The promotional video illustrates the Portuguese creative capacity and talent, highlighting the sophistication of the Portuguese offer, anchored in traditional techniques and recyclable materials. A film inspired by textures, colours, land and landscapes of rare beauty in Portugal.

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## Image Database

On the website [portugalglobal.pt/portugalnaturally](http://portugalglobal.pt/portugalnaturally) it is available an exclusive image database that demonstrates the innovation and talent of the Fashion industry, highlighting a Portuguese vision of the fashion world even more eclectic, modern and exclusive

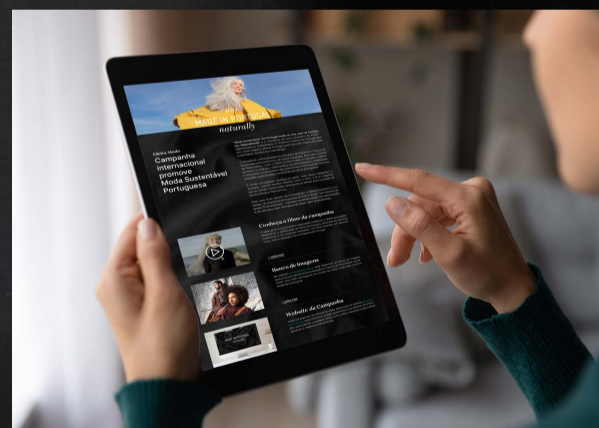
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## Campaign website

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 the direct contact with the national offer and enhancing partnerships and international business.

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## Newsletter

Monthly newsletter with information about the Portuguese Fashion Cluster.

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## Company Directory

Meet the companies in the Fashion Sector that position Portugal as a country of excellence in solutions that combine tradition and sustainability, providing an integrated offer, capable of surprising the national and international public.

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