

AICEP PROMOTES PORTUGUESE SUSTAINABLE FASHION IN THE INTERNATIONAL MARKET

AICEP – Portuguese Trade and Investment Agency is launching a new international campaign to promote the Fashion Cluster, showcasing the Portuguese offer in sustainable fashion.

The main objective of this campaign is to establish Portugal as a country that creates sustainable, innovative and designer fashion. The campaign also aims to promote and strengthen the competitiveness of companies and to establish Portugal as a country of technological and innovative solutions.

The diversity of knowledge, the search for eco-sustainable solutions, such as the use of new materials and more environmentally friendly production methods and processes, have sustained the evolution of the creative process of Portuguese talent, allowing a more eclectic, modern and urban Portuguese vision of the fashion world..

Supported by 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 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.

The campaign 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, motivating the curiosity of international prescribers about the unique and exclusive solutions of the Portuguese offer.

The Fashion Cluster is made up of eight sectors, namely clothing, footwear, leather goods and jewellery. With a turnover of more than 9.6 billion euros in 2021, representing 9.4 percent of the volume of national manufacturing, the Fashion Cluster is composed of a total of 14,657 companies, mostly family-owned SMEs, and employs more than 163,000 workers. Clothing and Footwear account for the majority of companies and workers. With a strong focus on Research and Development and design, the companies in the cluster offer an integrated offer.

The digital campaign have the aim to capture the international public's attention, highlighting the authenticity, competitiveness and excellence of Portuguese fashion products.

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:

Sónia Cerdeira | sonia.cerdeira@portugalglobal.pt | Tel.: +351 967 843 516

Carolina Nogueira | carolinanogueira@centraldeinformacao.pt | Tel.: +351 914 117 907

Images [here](#). Credits: © AICEP 2023