

“FASHION FROM PORTUGAL”: PORTUGUESE TEXTILE VALUED IMAGE IS PRESENTED IN THE USA

The Portuguese and Textile Industry reached, in 2016, 5 billion euros of exports, anticipating the strategic goal set up for 2020. If we considered that the sector turnover in Portugal reaches 7,3 billion euros, it is confirmed its great ability to access external markets, since 70% of this figure is exported, ensuring a net annual Trade Balance of more than € 1.1 billion. This is sustained by the available data for 2017 and which indicates that several records will be broken.

This figure, which had only been obtained at the beginning of the first decade of the century, is a good illustration of the current profile of the Portuguese textile and clothing industry, which was able to carry out an extraordinary reconversion and modernization of its companies, being an international case study, since it achieved the best results now with half of the companies and workers it had at that time.

Currently the Portuguese Textile and Clothing Industry is organized in a dynamic cluster, essentially located in the north coast region of the country, where companies from all subsectors of the pipeline can be found - spinning, weaving, finishing, knitting, apparel manufacturing, home textiles and technical textiles - working in a complementary and synergistic way, supported by a developed scientific and technological system, in which the Technological Centre of the Textile and Clothing Industry (CITEVE) and the Centre of Nanotechnology and Smart Materials (CENTI) stand out.

Fashion, design, technological innovation, logistics and internationalization of companies are the pillars of the new reality of the Portuguese Textile and Clothing Industry which, over the last two decades, has transformed its paradigm from price to value, to differentiate itself and to avoid competition from low-cost countries. The geographical and cultural proximity of the main customers, who rely on the fast and flexible response, has determined the Portuguese textile industry to offer the shortest lead time in the world, which varies from 2 to 6 weeks, depending on the type of product.

Home textiles are the banner product of the Portuguese Textile and Clothing Industry in the USA. Home textiles have a reputation of excellence by their quality, design and technologic innovation. They represent nearly 40% of the Sector's exports to the USA, of ca 110 million euros. The sustained growth of 15% in the last 5 years and which have been confirmed by the latest data of 2017 make it clear that there is still a high potential to accomplish..

For all of this, ATP is carrying out a program to reinforce the image of the Portuguese Textile and Clothing Sector, called "FASHION FROM PORTUGAL", which will last until the end of this year, focusing in four strategic markets with growth potential, such as Spain, Germany, Nordic countries and the USA, promoting specially 3 subsectors: 'brands, fashion and design', 'private label' (in the broad sense of manufacturing and product engineering competences) and 'home textiles'.

The communication actions that will be part of the program will be coordinated, preferably with textile and fashion fairs, which ATP in consortium with Selectiva Moda Association, already organizes, thus seeking to amplify the effects of the commercial presence of the companies in these fairs and markets. In the USA the program "Fashion from Portugal" has already been present at Magic Market Place in Las Vegas and is now at NY Now and at the Home Textiles Showroom. Both initiatives are dedicated to home textiles in New York in August and September of 2017.

Fashion editorials, advertorials and advertising in specialized media, outdoors near the fairgrounds where the exhibitions of the sector will take place, and other transversal actions, as thematic magazines, style and prestige books, viral videos, among others outputs, will be the main activities carried out by ATP to promote, in a coherent, organized and consequent way, the new and valued image of the national textile and fashion chain.

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Paulo Vaz

ATP's General Director
"Fashion from Portugal" Project Manager

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