- **Place:** Medellín, Antioquia
- **Region:** Andes
- **Date:** July 22 - 24, every year
- **Duration:** 3 days

Medellín, the fashion city

Every day, Latin American fashion and clothes by Latin American designers attract increasing interest.

Over the years, some names have arrived at the pinnacle of world haute couture.

In recent years, Colombia began to host its biggest fashion fair, Colombiamoda, which attracts more people every year who are interested in the national textile industry.

Following this trend, Colombia has betted on putting together the country’s most important fashion fair, Colombiamoda, which attracts more and more public interested in Colombian textiles every year. Colombiamoda takes place in Medellín with the participation of important companies, international guests, and the best of Colombian talent. It is an event with a large convening power among businesses around the world and, undoubtedly, a great platform for doing business with European and South American companies.

Objective of Colombiamoda

Colombiamoda attempts to influence the development of productive chains in the textile industry, cooperation and technology interchange, raw materials, design, and marketing, and to attract foreign investment.

The objective of the fair is to generate closeness between Europe, with its efficient technologies for business and investment; and Latin America, with its knowledge, talent, low production costs, and top-quality raw materials.

Medellín: Colombia’s Textile City

At present, Medellín is Colombia’s main exporter of knit and woven textiles, with 53% of total exports of finished clothing going to countries like the United States, Venezuela, Ecuador, Mexico, Costa Rica, and the European community. The textile industry generates 30% of the total employment for the city by way of 45,000 direct jobs and 135,000 indirect ones.

The following brands are licensed for production in Medellín: Diesel, Fiorucci, Americanino, Naf Naf, Esprit, Chevignon, Levis, Girbaud and Used Jeans Company.

Clothing of the following brands is manufactured in Medellín: Avirex, Tommy Hilfiger, Levis, DKNY, Hanes, Gymboree, Ralph Lauren, Brooks Brothers, Eva Picone, Daniel Hetcher, Liz Claiborne, Nautica, Oscar de la Renta, Nine West, Kathie Lee, Dockers, Hue Charter Club, Slates, Timberland, Little Me, Byford, Hush Puppies, Pex, Farah, Sock Shop, Burlington, and Mothercare.

Colombiamoda 2014 in Numbers

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- Proexport Colombia is gathering 631 international buyers from 35 different countries to visit the booths of 841 Colombian exhibitors that are part of the Government’s support to the textile industry in order to strengthen and diversify exports.
- Buyers are mainly looking for full package options, Colombian brands from all spectrums of the textile and apparel industry.
- There are more than 470 companies, and 52% or 247 of them will participate for the first time.
- The largest mission is from the U.S. (comprised of 132 buyers), followed by Ecuador (128), Mexico (128) and Canada (44).
- The United States is also the country from which the largest number of new businesses will come from (51) closely followed by Mexico (30), Ecuador (29) and Canada (26).
- Diversification: For first time, buyers from Belgium, South Korea, Egypt, Martinique and Poland will attend the event.
- In 2013, 789 buyers from 33 markets reported business expectations of USD $ 95.5 million and on the spot sales of USD $ 26.3 million.
- 107 buyers from 85 companies will come from the Pacific Alliance
- 132 buyers from 103 companies will come from the United States, representing an

increase of 29% compared to 2013.

Did you enjoy Colombiamoda? Why not spend more time in Medellín:

- Medellín destination
- The Medellín Flower Fair .