

MOMAD Madrid distinguishes Portuguese brand

Marita Moreno wins “Fashion, Sustainability and Business” award

The Portuguese sustainable brand won the second edition of the “Fashion, Sustainability and Business” award, as part of its presence at MOMAD Madrid, an international event dedicated to the latest fashion, footwear and accessory trends taking place in the Spanish capital.

Considering the image of the brand and the product and taking into account the design of the collection, the raw material used, the place of production, and the social responsibility character of the brand itself, the jury distinguished Marita Moreno with this award, which it is unveiled at its own stand in the next edition of MOMAD Madrid, to be held in February 2020.

The jury of this second edition was composed by Marisa Fatás, editor of Vein Magazine and director and founder of Kalon Madrid; María López Escorial, collaborator of El Futuro Planet and Business Commitment; Belvis Soler, director of Luxiders Magazine; Belén Kayser, a contributor to El País Business, Ballena Blanca and Marie Claire and Blanca Gomara, a partner and co-founder of B2Fabric, the first edition winner.

By presenting a collection created and produced in Portugal, with Portuguese workforce and raw material, Marita Moreno reinforces its commitment to ensure ecological and sustainable practices in corporate culture, minimizing the impacts generated by economic activities on the environment, as well as alerting people to the way they consume in an attempt to change their habits and mentalities.

The Featured Collection FW20/21 features pinatex shoes, a leather substitute made from pineapple fiber, with recycled and innovative sports soles like recycled rubber soles with coffee and vanilla aromas which are developed by a Portuguese company that incorporates external elements in rubber such as coffee grounds and gives an interesting texture to the shoes and Plate recycled rubber (70% recycled rubber and 30% of old shoes that are scrapped and embedded / injected into rubber.

Held between September 12 and 14, MOMAD Madrid has the signature of IFEMA (Madrid Trade Fair Institution), the entity that organizes fairs every year on the most varied economic sectors, with the aim of promoting trade relations for companies in the region.

For more information

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