



REPORT

# FebraTêxtil ENTBrasil

EXPO CENTER NORTE  
Red Pavilion  
São Paulo - SP, Brazil

  
info@bgroupus.com

  
info@primefairs.com

Promotion and Organization:  
**FEBRATEX**  
GROUP

# FebraTêxtil and ENT Brasil 2025 were a great success, thanks to the SUPPORT of these leading names:

## STRATEGIC PARTNERS:



## INSTITUTIONAL SUPPORT:



## MEDIA PARTNERS:



# BRANDS PRESENT AT THE 2025 EDITION

FebraTêxtil

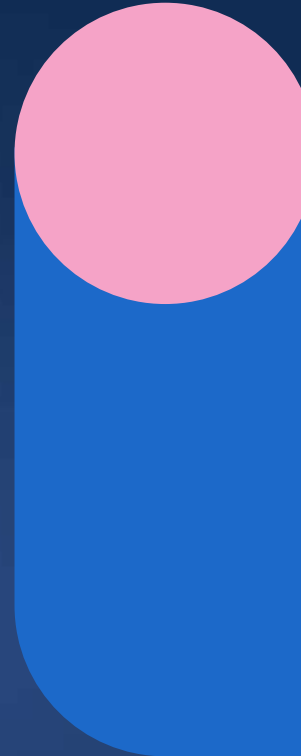


ENTBrasil



**FebraTêxtil** returned to **São Paulo** for a historic edition, breaking attendance records and running concurrently with ENT Brasil.

Approximately **6,000 professionals** and **entrepreneurs from the textile** and apparel sectors attended, totaling over 11,000 entries across the three days of the event. It was the perfect opportunity for networking and business connections with brands from the apparel and nonwovens segments.



# THE TRADE SHOWS

**3 DAYS**

More than  
**20 hours of  
business**

**60 EXHIBITORS**  
Representing **110 brands**  
at **FEBRATÊXTIL**

**30 EXHIBITORS**

Representing **80 brands**  
at **ENT BRASIL**

**5.500 m<sup>2</sup>**  
OF TOTAL  
exhibition area

**6 STARTUPS**

Presenting innovative solutions  
for the apparel sector

# ATTRACTIONS

From the Brasil Fashion Designers contest to insightful industry content, **FebraTêxtil** and **ENT Brasil** offered a dynamic schedule full of opportunities, learning, and networking for all attendees at the Red Pavilion.



# BRASIL FASHION DESIGNERS – GRANDE SÃO PAULO

This edition's theme was **"The Legacy of a Vanguard Woman – Vivi Haydu"**.

The 10 finalists showcased 2 looks each during the grand finale runway show for both visitors and exhibitors.

Apresentação:



Patrocínio:



Apoio:



Interested in sponsoring **Brasil Fashion Designers**?  
Contact us: [comunicacao@fcm.com.br](mailto:comunicacao@fcm.com.br)



# TALKS SPACE

A strategically smaller and more intimate setup, the **Talks Space** was designed to bring exhibitors and visitors closer together.

Participating brands **presented innovations, products,** and services, sharing knowledge and **techniques to accelerate the development of the apparel industry.**

**12%** of all visitors attended the Talks Space.



# KNOWLEDGE ARENA

Renowned names from the industry shared successful case studies during exclusive panels and talks, delivering high-level content.

**16%** of visitors attended the Knowledge Arena.



# SPACES



The successful partnership between Febratex Group and **Inclusive Fashion** returned in this edition.

In collaboration with **Casa dos Criadores**, a panel was held on accessibility in fashion, along with runway shows and an exhibition space

FASHION  
REVOLUTION  
BRASIL

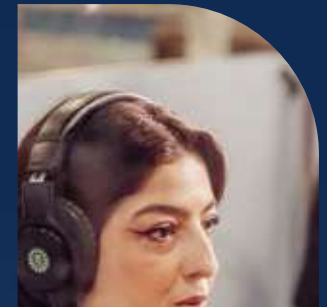
The **Fashion Revolution Institute** brought discussions on sustainability and transparency in the textile industry, including the launch of the book:

**“Hemp is Revolution: For a Fairer and More Sustainable Fashion Industry.”**



# Podcast

The Febratex Group's official podcast debuted at FebraTêxtil, featuring relaxed conversations with industry leaders broadcast live for professionals and visitors.



# EXHIBITION



Indigenous artist and designer Weena Tikuna presented 10 looks from her collection inspired by Amazonian peoples in an exclusive FebraTêxtil exhibition.



# SPACE

## Guia JeansWear.

Focused on denim's endless possibilities, this space featured Luiz Gugliatto from Why Not, who showcased upcycled jeanswear in a unique workshop, and Marina Stuginski, who demonstrated natural dyeing and printing techniques using indigo.



# STARTUP CORNER

FebraTêxtil introduced the Startup Corner, where six startups showcased bold, innovative solutions for the textile sector.

In 2025, this project will also take place in Blumenau/SC and Fortaleza/CE.



# BRASIL ECO FASHION

Promoting sustainable fashion practices, **Brasil Eco Fashion** created a stand made of recycled paper and eco-friendly materials, showcasing garments produced with a focus on sustainability.



# WHO ATTENDED?

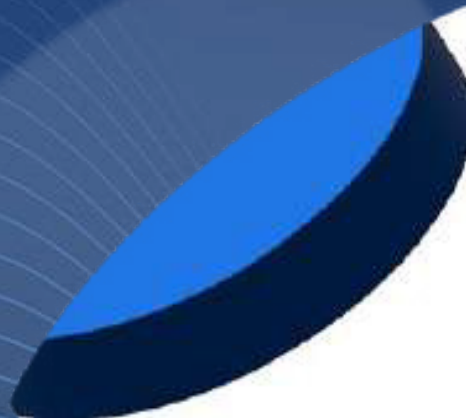
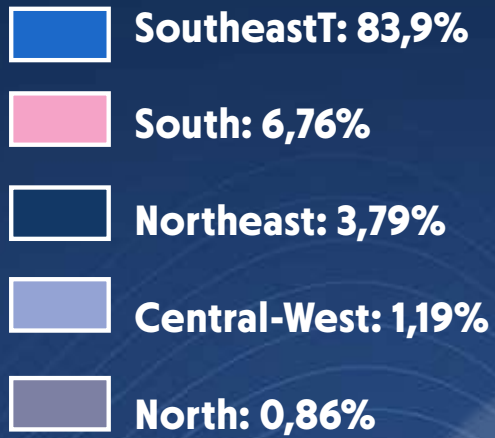
FebraTêxtil and ENT Brasil attracted a highly qualified audience:

- **6,000 professionals** attended
- Over **11,000** entries during the 3-day event
- **54%** influence or make purchasing decisions
- **67%** hold executive-level positions
- **83.9%** from the Southeast region
- **65%** were actively seeking suppliers, products, and new business opportunities

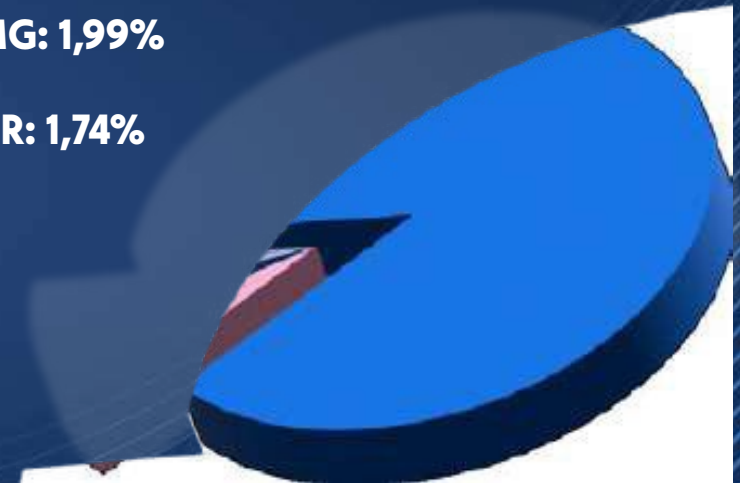
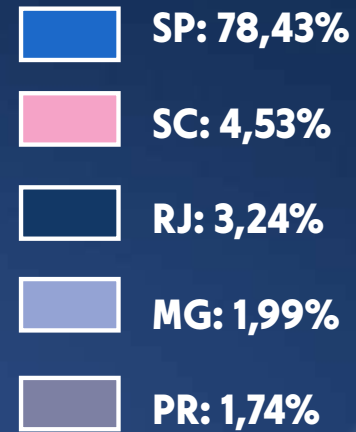


## PARTICIPATION BY REGION:

### REGIONAL BREAKDOWN:



### TOP 5 STATES:



## INTERNACIONAL VISITORS

### Visitors from 18 countries

Highlights from Latin America:  
**Argentina | Bolivia | Colombia | Uruguay**

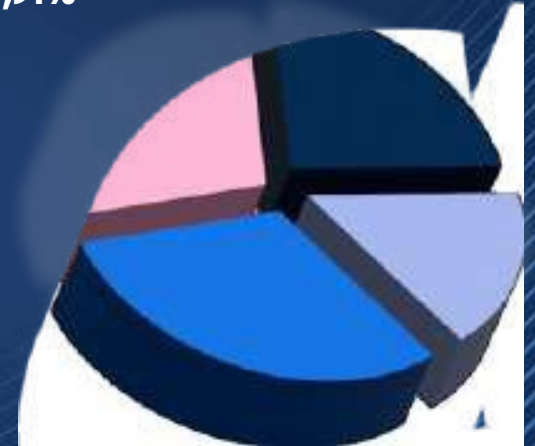
### INDUSTRY SEGMENTS:

The apparel sector dominated the audience, accounting for over **30% of all visitors**, followed by:

Weaving

- Knitting
- Retail
- Trimmings & Accessories
- Natural, Synthetic, and Artificial Fibers

## COMPANY PROFILE:

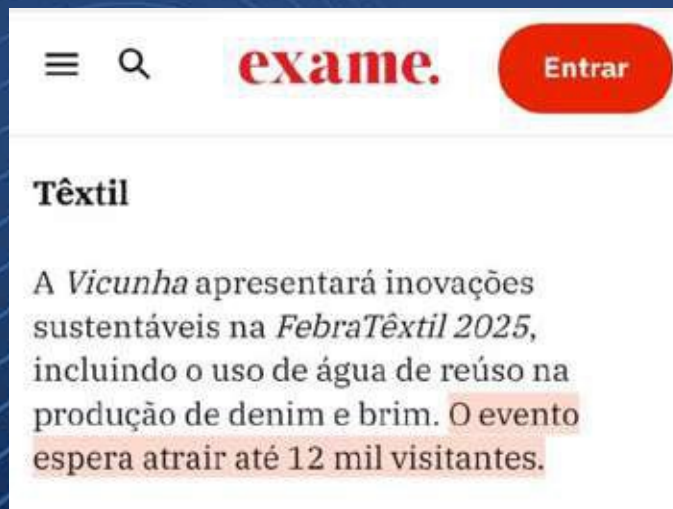


# MEDIA STRATEGY

The communication strategy for FebraTêxtil 2025 was meticulously planned to build engagement before, during, and after the event, reaffirming its relevance in the textile industry.

The report covers everything from teaser activations to post-show press releases.

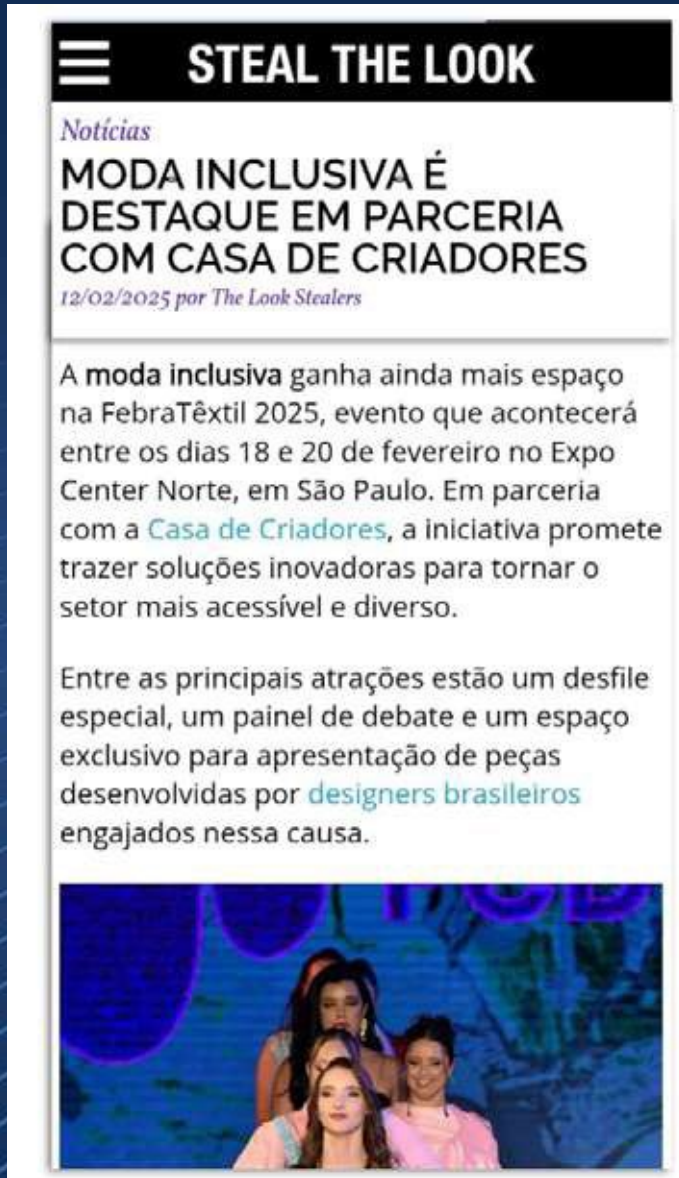
## Exame Portal



## CNBC (licensed via Times Brasil)



## Steal The Look:



**STEAL THE LOOK**


Notícias

### MODA INCLUSIVA É DESTAQUE EM PARCERIA COM CASA DE CRIADORES

12/02/2025 por The Look Stealers

A moda inclusiva ganha ainda mais espaço na FebraTêxtil 2025, evento que acontecerá entre os dias 18 e 20 de fevereiro no Expo Center Norte, em São Paulo. Em parceria com a Casa de Criadores, a iniciativa promete trazer soluções inovadoras para tornar o setor mais acessível e diverso.

Entre as principais atrações estão um desfile especial, um painel de debate e um espaço exclusivo para apresentação de peças desenvolvidas por designers brasileiros engajados nessa causa.



## International Media Coverage



**FASHION NETWORK**

NEGOCIOS DISTRIBUCIÓN DESFILES DISI

### FebraTêxtil 2025 abre sus puertas por todo lo alto

Por:  Publicado el 29 de febrero de 2025

Tamara Gonzalez Litman

La FebraTêxtil 2025, uno de los principales eventos de la industria textil y de confección de Latinoamérica, tuvo un primer día dinámico en el Expo Center Norte, en São Paulo. La ceremonia de apertura contó con la presencia de diversas autoridades y representantes del sector, como el presidente del Febratex Group, Hélvio



**NONWOVENS INDUSTRY**

MAGAZINE NEWS EXHIBITIONS APPLICATIONS TECHNOLOGY

### Nonwovens and Technical Textiles Exhibition to be Held in Brazil

ENT Brazil taking place February 18-20

**EXHIBIT**

- The textile industry has been constantly reinventing itself with innovations and new segments, and one of the most promising is the nonwovens market, which has gained traction in various industries such as personal hygiene, healthcare, automotive, construction, and many others. These materials offer advantages such as lightweight, durability and versatility, and are widely used in products like masks, diapers, sanitary pads and wet wipes.
- To highlight the importance of this segment, the Nonwovens and Technical Textiles Exhibition (ENT Brazil) will promote the sector both nationally and internationally. Originally planned as a dedicated space within Fajpa Next, ENT Brazil has gained prominence and established itself as a standalone event. This edition will share the Expo Center Norte pavilion with FebraTêxtil 2025 from February 18-20, while maintaining its independent identity and programming.

# In numbers we can present the following results:

## RESULTS



**78 media outlets**  
covered the event



**Potential media reach:**  
24,967,020+ people

Advertising value  
equivalency: **BRL 189,000+**

# TESTIMONIALS



*"This event hadn't happened in São Paulo in years, so it marks a comeback for the textile industry in the region—and it truly exceeded our expectations."*

**Rodrigo de Sant' Ana Souza – Comexport**



*"We welcomed many partners and clients, including visitors from other regions and even abroad. That's the goal of the event—and we're thrilled with the outcome."*

**João Bordignon – Capricórnio**



*"We're excited about this momentum. São Paulo deserves a show of this scale. The lectures, runway shows, and other attractions will only drive more people to the fair."*

**Gabriel Rodrigues – Bonor**



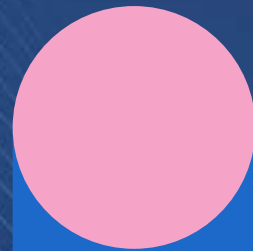
*"What stood out to me was how eager people were for an event like this. FebraTêxtil came at the perfect time."*

**Chico González – Vicunha**



*"This first edition of FebraTêxtil is a great surprise. Excellent turnout and quality leads. Expectations were surpassed."*

**Priscilla Perfeito – Perfeito Modas**



*"From the very first day, we were impressed by the highly focused and qualified audience from across Brazil."*

**Conceição Ruiz – Andrade Máquinas**



*"The attendees we received were incredible. São Paulo truly needed a trade show of this magnitude."*

**Marcela Stival – Sticle**

# FebraTêxtil

**05 — 07**  
**MAY**  
**2026**  
**14h — 20h**

**EXPO CENTER NORTE. SP**  
**PAVILHÃO VERMELHO**  
**BRAZIL**



## **From Yarn to Fashion:**

Connecting Business and  
Trends in the Textile Industry



[info@bgroupus.com](mailto:info@bgroupus.com)



[info@primefairs.com](mailto:info@primefairs.com)

Promotion and Organization:



Strategic Partners:

