PRESS RELEASE
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Sustainability, Innovation, and Fashion Create Synergies at the First Edition of Tecnomoda 360

Start-ups, innovation centers, and specialized companies present solutions to advance towards a more responsible and digitalized textile and fashion industry

With a broad representation from the textile-fashion industry, Tecnomoda 360 concluded its first edition, positioning itself as a key space to rethink the future of fashion from the perspectives of technology and sustainability.

Held on May 8th at LCI Barcelona, the event brought together industry professionals and innovation agents to discover cutting-edge technological solutions applied to textiles and fashion. The day included an exhibition space featuring start-ups, innovation centers, and companies specializing in artificial intelligence, traceability, digitalization, and circular economy, among others.

Platforms like Bcome, Datision, EcoDoers, Eurecat, Hub4Retail, Inèdit, Jelliby, Kapture.io, Neural Fashion, Oreka IT, Retraced, Retexcycle, Shima Seiki, and STC presented concrete solutions for a more efficient, creative, and sustainability-aligned fashion industry.

Tecnomoda 360 is the result of the co-creation process led by MODACC within the European project CRAFT-IT4SD, co-financed by the Horizon Europe program. In recent months, the cluster has worked closely with companies and professionals in the sector to identify shared challenges and activate alliances that drive the dual transition: digital and green.

According to David García, Executive Director of MODACC, "Tecnomoda was born out of the need to create a meeting space between technology and companies in the textile and fashion sector, where the industry can visualize real solutions to apply to their businesses. We hope this will be the first edition of an annual meeting dedicated to the transfer of technological solutions useful for the fashion industry." Lídia Morcillo, Project Manager for Internationalization and Innovation at MODACC, adds, "TECNOMODA 360 highlights the collaboration between companies and entities to tackle the major challenges facing the sector. Through the CRAFT-IT4SD project, we are working to achieve the dual green and digital transition, creating innovation opportunities that contribute to improving the productivity of small and medium-sized enterprises in the textile sector."

The organization highly values the involvement of all participating actors and plans to continue the initiative with new editions and activities that will strengthen the fashion-technology ecosystem.

The MODACC Cluster

The Catalan Fashion Cluster (Modacc) is a non-profit organization that brings together almost 150 companies operating in the fashion business in Catalonia and represents 6,000 workers and a combined turnover of 2 billion euros. Modacc provides various tools to support the competitive development of companies in the Catalan fashion ecosystem, including innovation, internationalization, and circular economy development, and organizes numerous networking activities to stimulate business among member companies.

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