PRESS RELEASE

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Tecnomoda 360: a new event to rethink the future of fashion through technology and sustainability

The event will take place on May 8 at LCI Barcelona and will bring together cutting-edge technological solutions to drive the double transition of the textile and fashion sector.

On May 8, LCI Barcelona will host Tecnomoda 360, an open and free event designed to connect creative talent with the technologies that are transforming the fashion industry.

The event, organized by MODACC as part of the European project CRAFT-IT4SD, aims to facilitate partnerships between technology providers and companies in the sector, with a focus on sustainability and the future.

From 10:00 a.m. to 6:00 p.m., Tecnomoda 360 will offer an exhibition space featuring start-ups, tech companies, and innovation centers working in fields such as artificial intelligence, eco-innovation, traceability, circular economy, and process digitalization.

Participants will include technology centers, companies specializing in artificial intelligence for the textile industry, experts in ecodesign and sustainable strategies, and creators of creative AI focused on fashion, among others. Platforms such as Bcome, Datision, Dawa, EcoDoers, Eurecat, Hub4Retail, Inèdit, Jelliby, Kapture.io, Neural Fashion, Oreka IT, Retraced, Retexcycle, Shima Seiki, and STC will be present.

A European project to drive the green transition of the creative sector

The Tecnomoda 360 event marks the highlight of the first pilot project led by MODACC within the framework of the European project CRAFT-IT4SD, co-funded by the Horizon program.

This project aims to activate the European creative industries towards the green transition while reinforcing the cultural heritage and technological innovation of the sector.

Over the past six months, MODACC has carried out a co-creation process with companies in the textile-fashion sector, identifying needs, offering training, and

creating a meeting space like Tecnomoda 360, which aspires to become a benchmark for rethinking the fashion business model from a more efficient, sustainable, and technology-driven perspective.

Anyone interested in discovering the latest technological solutions applied to the fashion sector is welcome to attend the event free of charge, with prior registration.
The registration form is now available and can be completed through the Modacc website (modacc.cat/esdeveniments/tecnomoda-360/).

Attendance is limited and will be granted in order of registration.

The MODACC Cluster

The Catalan Fashion Cluster (MODACC) is a non-profit organization that brings together nearly 150 companies operating within the fashion business ecosystem in Catalonia.It represents 6,000 workers and an aggregated turnover of 2 billion euros.

MODACC offers various support tools to boost the competitive development of companies in Catalonia's fashion ecosystem, focusing on areas such as innovation, internationalization, and the development of the circular economy. It also organizes numerous networking activities to stimulate business opportunities among its member companies.