



## “From Portugal to the World” – Portugal Pavilion showcases Sustainable Fashion

**Lisbon, March 9th, 2022.** The Portugal Pavilion at Expo 2020 Dubai is hosting a Sustainable Fashion Showcase – “From Portugal to the World” - from 11<sup>th</sup> to 12<sup>th</sup> of March, a partnership between the Portuguese Trade & Investment Agency (AICEP) and Associação Seletiva Moda (ASM).

**iTechStyle Green Circle - Sustainability Showcase** is an initiative intended to promote in international markets, the excellence of Portuguese textile and clothing industry in terms of sustainability and circular economy addressing markets as: Fashion, Sports and Home Textiles

The level of excellence of Portuguese textiles and clothing is not only based on the internationally recognized credentials of quality and innovation. The Sustainable approach is already a reality and an unavoidable commitment.

**iTechStyle Green Circle** shows how Portugal is driving textile industry to the mandatory circular economy dream, producing high performance textile products based on recycled and recyclable fibers, organic, natural and renewable fibers, coloring processes without dyeing chemicals, textile materials obtained from other industries wastes, upcycling, redesign, and reuse among others.

iTechStyle Green Circle is an initiative of CITEVE (the Portuguese Technological Centre for Textiles and Clothing Industries) to ASM - Associação Selectiva Moda, creatively cured by Paulo Gomes and with the collaboration of well-known Portuguese designers responsible for the outfits.