



*sustainable*

**FASHION  
FROM  
PORTUGAL**



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# SUSTAINABLE FASHION FROM PORTUGAL

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**PORTUGAL**  
**2020**



*Fashion Industry's New Chic*

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In our day-to-day life, textiles and clothing are something we are used to taking for granted, without often realizing that the evolution in this sector is much greater than one might think. Beyond the doors of factories, laboratories, research centers, universities, associations, creators and producers, there is a world in motion, in the sense of using technology and science in favor of a giant industry that wants to be cleaner and more eco-friendly.

In this project Sustainable Fashion From Portugal: Fashion Industry's New Chic, we see how the word sustainability is no longer just a green flag or a business card, but a necessity for companies and a requirement for consumers. We are in a phase where the implementation of solutions are already benefiting the producing entities and the environment. Everyone wins with less water use and less energy consumption, with less harmful chemicals in dyeing and finishing, in the use of recycled fibers and in the creation of a digital map for the raw materials and value chain.

A few decades ago, when the fast fashion boom began, it would be hard to believe that one day we could look at a piece of clothing and know the entire production process with such fragmented characteristics. The idea of bioeconomy will connect all players: designer, creator, producers and consumers. The life of a piece begins with its design and ends at the time of recycling, when it will give life to another article. The more accurate this system is, the more existing fibers can be used and the less impact the industry will have on available resources, which must be preserved. Instead of extracting, we are going to imitate nature through biotechnology.

Recycling and traceability are the main catalysts for this enormous transformation that we are witnessing. They will be the true mirror of sustainability and transparency, where the different phases of the textile and clothing industry will be exposed. All processes are related and all will form part of a new circular system.









*“In Portugal, our industry is responsible and heavily committed to the reduction of its climate and environmental impact, a testament to that being: the investment in the usage of technologies and methodologies that allow for an increase in the efficiency of resources used throughout the entirety of the manufacturing process; the investment in renewable energy sources; the reuse of vital resources, such as water; the increasing adoption of bio-based, sustainable and recycled materials, thus promoting industrial symbioses; and the investment in product design and engineering, in partnership with its clients and suppliers, in order to attain a more circular economy.”*

*Mário Jorge Machado,  
ATP's President*









*“What can we do to make  
this world a better place?  
What can we do to make  
our lives more sustainable,  
more connected with nature?  
As our daily routines seem  
to move faster, we look forward  
for reasons to feel more  
grounded to earth  
and with dignified ways of life.  
It’s actually the big paradigm  
of contemporary times:  
to use all the knowledge  
in a good way, as respectable  
human beings in harmony  
with other species.”*

*“Leader in innovation and sustainability.  
This is the new international calling card  
of the Portuguese Textile and Clothing Industry  
which, in recent years, has known how to  
reinvent itself, taking on the role of world leader  
in the transition to a more planet-friendly  
sector and adding “green” value  
to its innovative products.”*

*Patrícia Brito*











*“Biodegradable fibres, dyeing with bacteria and natural pigments, intelligent finishes and fabrics, reuse of waste, more efficient processes and machinery, products designed to last and to be recycled, a new investment philosophy that rhymes with research and innovation.”*







*“There is clear evidence that sustainability is, indeed, the future. This very same future is looking us right in the eye, anxiously awaiting the moment in which the knowledge we are building and the technologies we are developing revert and reduce our environmental impact. And everything is connected: humankind, what we wear and how we use the resources that are made available to us. To protect nature, we must first locate ourselves within it and, of course, cherish it. Upon doing so, it will just be a matter of making the right choices.”*

*Isabel Lindim*







***“Ever wary and pioneering,  
the Portuguese textile industry  
reinvented itself and  
invested heavily in the opportunities  
of the sustainability market  
– where it does not have to compete on price,  
but on quality – establishing itself,  
today, as a centre for innovation  
and assuming a leading role in this  
much desired revolution.”***







*“Portugal is ripe with examples of companies dedicated to innovation in the recycling area, where their own waste and the waste from other factories is duly recycled. Likewise, by combining other fibres, such as lyocell or seacell, new fabrics and paper are created at an astounding rate.”*











***“Change starts in fibres,  
and when these are sustainable,  
that’s half the battle.***

***This is a path that Portugal  
is already treading at a good pace,  
making its excellent  
textile industry proud,  
namely the companies  
that are part of the ATP.”***



*“A day will come when most consumers will point their mobile phone at a label to instantly uncover all the details pertaining to the production of said item.*

*Where and how it was made, how many suppliers were involved in the value chain and whether all steps followed the principles of sustainability and social ethics.”*



# TEXTILE COMPANIES

that are part of this showcase



## BUREL FACTORY

100% boiled wool fabric,  
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## LMA

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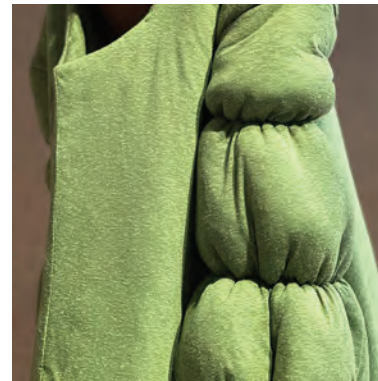
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## NGS MALHAS

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[nuno.cunha@ngsmalhas.pt](mailto:nuno.cunha@ngsmalhas.pt)

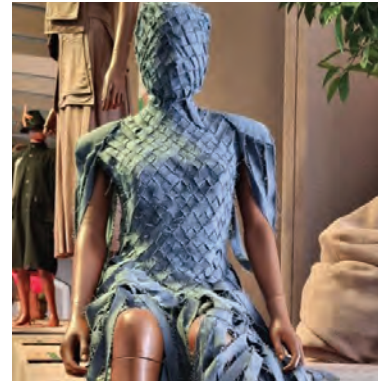




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with less environment impact.

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*“There is much to be done,  
and this revolution  
is still in its infancy,  
but it is known that  
only through  
our combined efforts,  
will we be able  
to realise our vision.  
From Portugal with style,  
to a better world.”*