



10  
years

# Review 2024

DISTRITO  
**ANHEMBI**

Anhembi District  
Expo 1 – São Paulo





Organizer



Official agency

Jogajunto®

Institutional support



# Gotex Show 10th edition: marked by innovation, sustainability, and business opportunities in the textile sector

Gotex Show, the International Textile, Fashion, and Business Meeting, which energizes São Paulo's capital every year, held its 10th edition from August 20st to 22nd of 2024. Over these three days, the event proved a great platform for innovation and opportunities, attracting the textile sector audience with exclusive and transformative content.

With over 150 exhibiting companies, Gotex Show presented a true spectacle of innovations in various segments of the textile industry. Additionally, the event served as a stage for strategic business meetings and great networking opportunities.

Attendees enjoyed a diverse lineup of lectures covering fashion, business, marketing, textile sector trends, international trade, and more!



**+5,000**

visitors from Brazil  
and 8 other countries

**+150**

Brazilian and  
international exhibitors

**11**

exclusive lectures  
on the textile sector







# Exhibitors presented trends and variety

The over 150 exhibitors from Brazil and abroad who attended the 10th edition of Gotex Show showcased a broad array of products and innovations in fabrics, accessories, yarns, fibers, trimmings, women’s, men’s, and children’s clothing, as well as intimate, fitness, and home textile.



# Consumer preferences evolved, and customization took the spotlight

One of the standout exhibitors was the customizable socks from Save A Lot - SAL Brasil, though operating in Brazil for only three months, SAL Brasil has already made a significant impact.

In addition to offering various ready-to-deliver products, such as socks, blankets, hats, coats, slippers, and children's clothing, the company also provides a personalized service, tailoring items according to customer requests.

Antonette Saad, general manager of SAL Brasil, explained that this flexibility has been a significant differentiator for the company, allowing them to meet the specific demands of the Brazilian market.

“Previously, the trend was for black, white, brown, and gray socks. Today, people want colorful socks with cartoon characters,” she highlighted. This shift reflects a broader trend in the fashion industry, where individuality and personal expression are gaining increasing importance.





# Exclusive Business Lounge offered prime networking opportunities



Entrepreneurs had the chance to get their questions answered and access free translators.

The networking opportunities at Gotex Show left a strong impression on William Ribeiro, who attended the event for the first time this year. He owns the family business Reluz, which sells fitness clothing.

“My company is three years old. A trade show of this scale is incredibly helpful for those of us in the early stages. Coming to an event of Gotex’s size to seek new things and trends allows us to keep innovating, always staying ahead in the fashion market,” he says.

William also emphasized the value of the translators available at the event, enabling him to negotiate.

“When I arrived at the trade show, I was a bit intimidated because I don’t speak fluent English, let alone Mandarin. But as soon as I started communicating with the exhibitors, they called a translator. There are many translators at the show who helped me a lot. It felt like the conversations flowed as if I had spoken Mandarin my entire life.





# A team of experts shared valuable insights through key lectures

The lectures were a major standout feature, attracting significant attention at the 10th edition of Gotex Show. This year, 11 lectures were delivered, covering a wide range of critical topics for professionals in the textile sector.

Camila Toledo, Trend Director at Fashion Snoops, gave two lectures on sector trends. A key point highlighted by her was that physical stores need to transform the shopping experience into something unique: “The store can no longer be just a place to hang clothes. It must become a space for experiences, for entertainment - more than simply a place for sales.”

Check out more highlights from the other lectures!



Camila Toledo, Trend Director at Fashion Snoops, kicked off the program with a discussion on trends for the women’s market for Winter 2025. She highlighted key colors, fabrics, aesthetics, pieces, prints, and silhouettes. In a second lecture, Camila also addressed future retail trends, emphasizing the need for retailers adapting to grow their customer base, prioritizing employee training, and delivering personalized in-store experiences.



Feh Simon, Executive Director of the Fashion Revolution Institute Brazil, spoke about how fashion can play a role in mitigating climate change. She presented compelling data and urged major brands to lead the way by setting sustainable goals and using certified raw materials, among other initiatives.



Loretta Pettinati and Ji Ae Um, founders of Estampa Trends, discussed emerging trends and behaviors in the print market, highlighting the growing popularity of floral and boho botanical designs.



Zé Antonio, Marketing Professional and Professor, gave a talk on the best practices for posting on social media. He informed the importance of tailoring post schedules to each brand's audience and delivering valuable content before attempting to sell on social platforms.





Patrícia Souza, Research and Trend Director at Fashion Ideas, discussed the future of fashion consumption, sharing insights on the growing use of artificial intelligence in the industry. She emphasized that the integration of technology into fashion is an irreversible trend and underscored the rising importance of sustainability in fashion consumption.



Fernando Lima, Director of Planning and Operations Expansion at Anjun Brasil, outlined the company's structure for Brazil's e-commerce and logistics market and shared his ambitious business expansion plans, which include the goal of making up to one million deliveries per day and completing deliveries within 72 hours.



Alice Sun, Business Development Team Leader at Shein, and Lucas Nascimento, Commercial Manager at Shein, discussed how to become a seller on Shein's marketplace, one of the most influential platforms in the world. They emphasized that women's fashion is the leading category in Brazil, though Shein is open to all categories.



André Serrano de Souza, Business Management graduate from Hong Kong Polytechnic University, spoke about processes and best practices in international trade, stressing the importance of thorough supplier validation and requesting detailed information and images from factories.



Denise Moraes, Creative Director at Brasil Fashion Trendy, presented the key colors, fabrics, and patterns for Summer 2025. She also emphasized the importance of innovation, quality, and durability in fashion.



Andrea Sbrana, Coolhunter and Trend Researcher at Born\_lab, explored branding, trends, and technology in fashion. Among the topics she covered were the search behaviors of younger audiences and the growing demand for authenticity in digital marketing.



# Shein registered new suppliers during Gotex Show

Shein, one of the world's most influential e-commerce platforms, onboarded new Brazilian suppliers during the 10th edition of Gotex Show. The brand, which serves 45 million consumers in Brazil, now operates with a fully Brazilian team and prioritizes partnerships with local suppliers.



“Shein leverages data analysis, local needs, and visibility to make fashion beauty accessible to everyone,” said Alice Sun, Business Development Team Leader at the company.

Currently, the platform hosts 22,000 active sellers, who are responsible for 55% of Shein’s sales in the Brazil. Lucas Nascimento, the company's Commercial Manager, revealed that Shein aims to raise this figure to 80% by 2026, highlighting the company's commitment to continuous growth and expanding opportunities for Brazilian entrepreneurs.





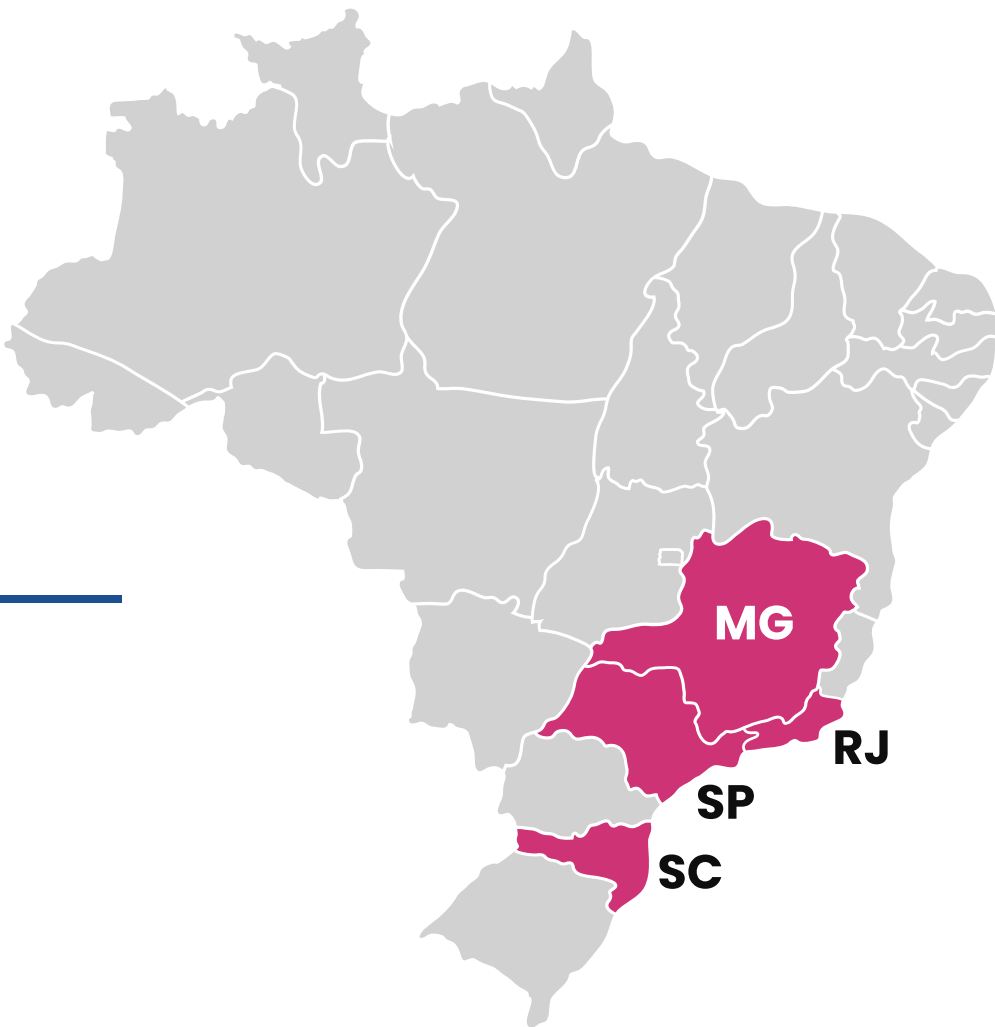
# Gotex Show 2024 in numbers

8,000 m<sup>2</sup>

area

+150

exhibitors



## Top visiting states

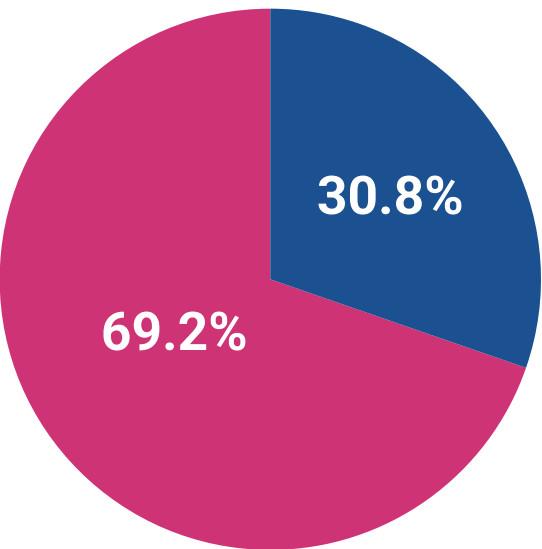
1. São Paulo	88.9%
2. Rio de Janeiro	2.3%
3. Minas Gerais	2.0%
4. Santa Catarina	1.9%

## Top visiting cities

1. São Paulo	61.4%
2. Guarulhos	3.3%
3. Santo André	1.9%
4. São Bernardo do Campo	1.7%
5. Osasco	1.7%
6. Americana	1.1%
7. Sorocaba	1.1%
8. Florianópolis	0.2%

## International visitors

1. Angola
2. Argentina
3. Bolivia
4. China
5. India
6. Lebanon
7. Pakistan
8. Paraguay



## Visitors by gender

- Female
- Male

## Average visitor age

38  
years old

## Visitor job titles/occupations

1. Administrator	24.3%	7. Sales	1.8%
2. CEO	6.0%	8. Designer	1.5%
3. Manager	4.7%	9. Seamstress	1.4%
4. Student	4.4%	10. Style Assistant	0.3%
5. Stylist	3.0%	11. Consultant	0.1%
6. Buyer	1.8%		

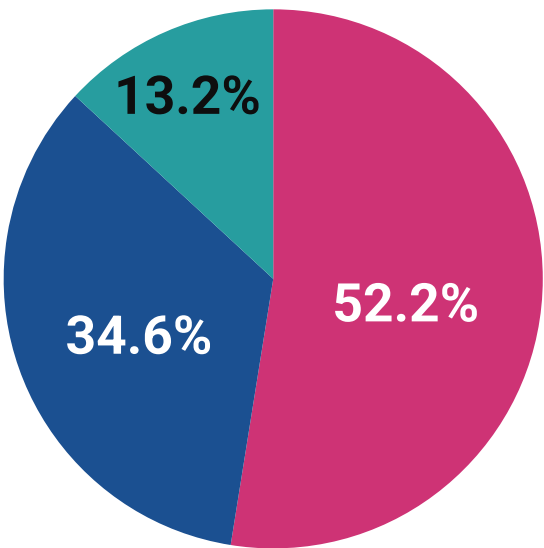
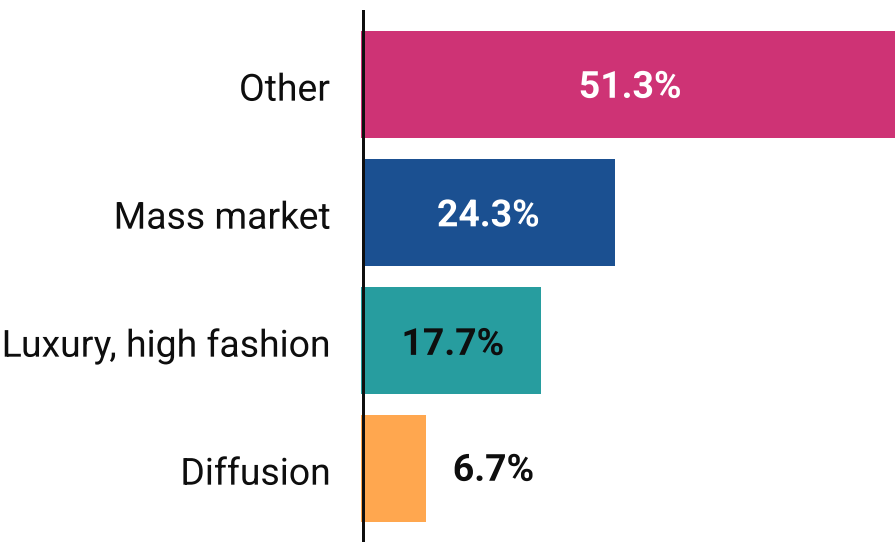
## Visitor interest segments

1. Fabrics	37.8%
2. Apparel	33.4%
3. Other	9.0%
4. Beachwear	4.1%
5. Accessories	3.9%
6. Trimmings	3.5%
7. Home Textiles	3.0%

## Visitor company profiles

1. Other	25.2%
2. E-commerce	20.7%
3. Retailer	17.8%
4. Textile Industry	10.8%
5. Wholesaler	10.3%
6. Fashion School	5.9%
7. Sales Representative	3.7%
8. Importer	3.2%
9. Distributor	2.4%

## Market positioning of visiting companies



## Participation in the purchasing decision process

- Final decision
- Recommendation/research
- No participation

## Main objectives of the visit

1. Stay updated on market trends	40.2%
2. Find new suppliers	32.8%
3. Prospect products and services	10.4%
4. Attend lectures	6.4%
5. Others	6.2%
6. Visit selected exhibitors	4.0%





# See you in 2025!

## AUGUST 5TH TO 7TH, 2025

### Contact us for more information:

Mr. José Antonio Lima

[jose.lima@chinatradecenter.com.br](mailto:jose.lima@chinatradecenter.com.br)

[+55 11 91067-2716](tel:+5511910672716)

### DISTRITO ANHEMBI

Anhembi District - Expo Pavilion 2.  
Av. Olavo Fontoura, 1209, Santana,  
São Paulo/SP, Brazil.  
ZIP Code: 02012-021.

### Don't miss the opportunity to be part of this great event.

Visit our website to secure your booth,  
register, stay updated with news, and  
much more!

[www.gotexshow.com.br](http://www.gotexshow.com.br)

