



Gotex Show 12th Edition

Review

Distrito Anhembi - Expo 2 - São Paulo/SP

DISTRITO
ANHEMBI



Organizer



Institutional support



Gotex Show 2025 stands out for business, innovation and global connections

The 12th edition of Gotex Show, held in São Paulo from August 5th to 7th, 2025, consolidated itself as one of the largest international gatherings in the textile sector. **More than 7,000 unique visitors from across Brazil and abroad** attended a dynamic and innovative event filled with business opportunities, product launches, and exclusive content.



7,000+

unique visitors from Brazil and 11 other countries

220+

national and international exhibitors

20M+

BRL in generated business



With more than **220 exhibitors, including Brazilian and international companies**, Gotex Show reinforced its strategic role in connecting suppliers, retailers, and industry professionals. Over BRL 20 million in business was generated during the three-day event.

The program featured 12 impactful lectures, covering fashion, business, marketing, textile trends, sustainability, and more.

The Exclusive Business Lounge was the stage for millions in generated business

The Business Lounge was one of the event's highlights, providing a strategic environment for meetings, negotiations, and valuable business connections. Exhibitors and entrepreneurs praised the efficiency of the space, which fostered productive conversations and long-term partnerships.

The presence of **professional interpreters** was another key factor. Their support extended not only to the Business Lounge but also throughout the exhibition floor, making global communication smoother and expanding networking opportunities.



"From the first booth I visited, an interpreter was there to help me. This made communication flow so much better. It's really important."

Mariana, visitor

"This is my first time at Gotex. At an event like this, we can attract valuable clients, which already makes it worthwhile. We've already made great contacts, and we expect them to turn into business."

Claudio, exhibitor

"This is our second year at Gotex Show. We prepared a strong collection aligned with the Brazilian market's demands. The event has generated many new contacts and networking opportunities!"

Mariane and Vitor, exhibitors

The result was remarkable:

R\$20M+

in business was generated during Gotex Show 2025.

SHEIN at Gotex Show 2025: Lecture and New Supplier Registration

SHEIN, one of the world's most influential e-commerce platforms, registered new Brazilian suppliers during the 12th Edition of Gotex Show. With millions of consumers in Brazil, the brand is prioritizing partnerships with local suppliers.

In addition, Thiago Farhat, SHEIN's representative, delivered a lecture on strategies to grow by selling on the platform.

"We brought to the event a conversation about the trend of digital sales. If you're not on a platform like this, you're missing out on great opportunities."

Thiago Farhat, SHEIN.



Lectures on fashion, business, marketing, and trends attracted an audience of over 5,000 participants

A team of experts shared valuable insights across 12 lectures held during Gotex Show 2025.

With relevant and up-to-date themes, the talks attracted thousands of interested participants: more than 5,000 people attended the sessions.

Check out the speakers and featured topics!



Thais Bianca and Ana Julia Buttner, TB Concept

"Product strategies and collection planning: maximizing profitability."



Loretta Pettinati and Ji Ae Um, Estampa Trends

"Main trends from Europe & Première Vision."



Denise Morais, BFT

"Summer 26 confirmation (women's segment)."



Gabrielle Sant'Ana, Aba.coll

"Fashion with purpose: from creation to after-sales."



Camila Baggio

"Dressing well is just the first step in building your image."



Deh Martini, Resolva Meu Look

"The power of colors."



Thiago Farhat, SHEIN

"From showcase to success: how to grow selling on SHEIN."



Andrea Sbrana, Born Lab

"Fashion in mutation: movements shaping the present and weaving the future."



Zé Antonio, Zé do Marketing

"Engage and sell more on Instagram."



Weider Silveiro

"Fashion trends – Winter 2026."



Camila Toledo, Future Snoops

"Key trends for womenswear – Summer 25/26 & Winter 26."



Isa Silva, Isaac Silva Brand

"Inclusive fashion."

Gotex Show 2025 in numbers

8,000 m²

of exhibition area

7,000+

unique visitors

5,000+

lecture attendees

220+

exhibitors from Brazil,
Peru, Bangladesh, Italy,
and China

R\$20M+

in generated business

10+

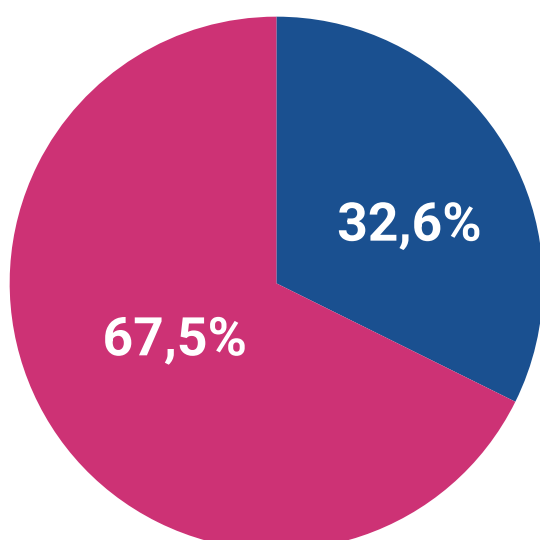
lectures

89,5%

of visitors want to return
for the next edition!



Visitors' profile



Visitors by gender

■ Female
■ Male

Nationalities

- Brazil
- Argentina
- Bolivia
- Canada
- Peru
- Colombia
- India
- Uruguay
- Paraguay
- Portugal
- Angola
- Italy

Visitors' occupations

1. CEOs	19,1%	6. Stylists	9,5%
2. Owners	18,9%	7. Partners	6,9%
3. Directors	14,3%	8. Entrepreneurs	3,7%
4. Students	10,7%	9. Coordinators	3,4%
5. Managers	10,2%	10. Freelancers	3,2%



Visitors' main objective

1. Seek news and trends	28,9%
2. Meet international suppliers	26,3%
3. Meet suppliers in general	18,4%
4. Attend lectures	15,8%
5. Meet national suppliers	7,9%
6. Networking and partnerships	2,6%

Most visited segments

1. Fabrics	63,2%	7. Intimate wear	5,3%
2. Trimmings	23,7%	8. Homewear	5,3%
3. Activewear	21,1%	9. Beachwear	5,3%
4. Apparel	21,1%	10. Packaging	5,3%
5. Yarns and fibers	13,2%	11. Services	5,3%
6. Accessories	13,2%		





See you in

2026

**September
23rd to 25th, 2026**

Expo Center Norte - Yellow Pavilion.
Av. Otto Baumgart, 1.000
Vila Guilherme, São Paulo, SP
Zip Code: 02049-000

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and stay updated:**

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