



[HOME](#)

DESIGNED IN PORTUGAL
PRODUCED IN PORTUGAL
DRESSED WORLDWIDE





Fashion from Portugal

If designing a linen, a refine one, requires passion and intelligence, in order to seize its many layers and lines, the designing of fabrics requires knowledge, and above all, a seal of indisputable quality, a mesh of the purest materials. Linen and fabrics are a complement of each other, and the roots of Portuguese Home Textile, a world of tradition, innovation, technology and texture. They bring design to every home, and now it is time to mix and match, blend and contrast, to project new trails.

Living Culture

The Portuguese Textile Industry was born in Vale do Ave, from the exceptional blend of rich heritage, innovation and unequalled creativity, producing revered products, wanted all over the world, and meant to become an integral part of man's life from bath to bed or dawn to dusk.

Portugal is recognized internationally as a manufacturer and exporter of high quality home textile. The industry reputation has been constantly enhanced along the years through resilience, partnerships with designers and excellence.







Balanced Nature

FASHION FROM PORTUGAL

First project from ATP exclusively dedicated to the promotion and visibility of the home textile sector, aiming to strengthen the reputation of "Made in Portugal" excellence in the fields of fashion, home textiles, technical "Know-how" and technological innovation, in some of the main international markets.

Home Textile

WHEN EXPERIENCE AND EXPERTISE MATCH INNOVATION

The Home Textile sector is specialized in the production of textiles for bed, bath, table and kitchen, as well as high quality blended yarns. The industry benefits from the strategic country location, which allows it to export to all key markets in the world.

What makes the Portuguese Home Textile unique?

- Proof of Charm: versatile and majestic fabrics and textile products.
- High-quality and Performance: Portugal has become the best choice for reliable deliveries fashion-forward and cost-effective textiles.
- Premium Factor: Prime choice and main producer of Home Textiles in Europe.
- Greater Added Value: Portugal is the 5th largest exporter of fabrics and home textile products in the world.
- Creativity and Customization: The Portuguese textile sector is seen as very solid, unique and with a strong presence in the hospitality area.





Success without Frontiers



2015 IN NUMBERS

- Growth of 4.6%;
- Over 4.8 billion euros income in exports;
- Exports to more than 180 countries;
- Responsible for 10% of Portuguese exports.



Bright Future

The future starts right here with continuous enhancements and quality improvements.

TRUST INNOVATION

Wide investment and research, applying cutting edge technology to the various production stages and process, have tiled the way of progressively innovative and amazing products.

TRUST PEOPLE

As there is no future without people, the Portuguese Home Textile sector is socially and economically developed, it combines centuries of tradition with the best practices and the best and most innovative minds.

TRUST THE WORLD

Portuguese textiles have already conquered a solid group of international actors that rely on the Portuguese textile sector's incomparable quality and excellence.











www.fashionfromportugal.com.pt



THE PROJECT

“Fashion from Portugal” program set to promote the Portuguese Textile and Clothing Industry has as main goal to strengthen the external communication of this highly dynamic and exporter activity in the Portuguese economy, which became more solid, after going through an adjusting period with re-structuration and modernization. Today, this sector’s companies are technologically wise highly developed, are renowned for their know-how, for their creativity and for their service intensity and are strongly oriented to international markets.

This new reality, along with the growing presence of T&C and fashion companies in specialized exhibitions and events across the globe, is the reason for the present communication and image promotion campaign, not forgetting the enforcement of visibility in external markets. The objective of this initiative is to reach a higher position in the value chain, which will lead to a higher acquisitive clientele segment and consequently to higher profits.

THE PROJECT PROMOTER

ATP – Associação Têxtil e Vestuário Portuguesa is based in Porto and is the Portuguese name behind the fashion and home textile.

Focused on the future, ATP has as its main aim to help the Fashion and Home Textile Sector to innovate and go international. It accomplishes that by hosting new brands and companies worldwide, as well as consolidating the image of those who are already home away.

SPECIAL THANKS TO

AMR Home Textiles
Texteis Iris
Lameirinho

The Feeting Room
Daily Day



Cofinanciado por:



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