



ITMF Annual Conference & IAF World Fashion Convention

Company Visit – Study Tour Vicunha

October 16th

by invitation of Vicunha (complimentary)

VICUNHA

Based on the entrepreneurial spirit and skills of Jacques Rabinovich, Mendel and Eliezer Steinbruch, we became one of the largest textile industries in the world, as the largest producer of denim and denim in Brazil and Latin America. Founded in 1967 in Ceará, Vicunha is a Brazilian multinational recognized globally for the quality of its products and its commitment to sustainability.

Present in Latin America, Europe and Asia, the company is in more than 20 countries around the world, but our DNA and our production originate from Ceará. We have more than 300 products in our portfolio, including technologies that reinforce our commitment to innovation and sustainability, aspects that are inseparable from our trajectory and operations.

We have more than 6 thousand employees around the world, with around 3.5 thousand in Ceará. And we produce around 180 million meters of denim and denim fabrics, which positions us as a leader in Latin America.

The company stands out not only for its production scale, but also for its continuous investment in technology, innovation and sustainability. Vicunha was a pioneer in Brazil in incorporating more sustainable processes in denim production, reducing the consumption of water, energy and chemical inputs. Today, the ESG agenda is one of the central pillars of its strategy.

With a portfolio that serves global and national brands, Vicunha is recognized for its quality, product diversity and ability to anticipate trends in the fashion market. Its commitment to innovation and socio-environmental responsibility reinforces its position as one of the world leaders in the sector.

Preliminary Programme:

08:00 – 09:00	Departure to Vicunha, distance around 35 km (Estimated 1 hour away considering traffic)
13:30 – 14:30	Lunch
15:00 – 16:00	Return to Gran Marquise Hotel, distance around 35 km (estimated 1 hour away considering traffic)
16:00	Arrival at Gran Marquise Hotel