

Morocco Fashion Tex and Style – Press Release

Headline: Morocco Fashion Style & Tex 2026 to Strengthen Global Fashion and Textile Trade in Casablanca

Spot: Organized by Pyramids Group, the 11th edition of Morocco Fashion Style & Tex is set to open its doors from 2–5 April 2026 at the OFEC Casablanca International Fairground. As North Africa’s most influential fashion, textile, and machinery trade exhibition, the event serves as a strategic gateway for industry professionals worldwide to explore sourcing opportunities, discover emerging trends, and forge business partnerships across the Mediterranean, African, and global markets.

Body:

The **11th edition of Morocco Fashion Style & Tex** will showcase a **diverse and integrated offering** covering textiles, ready-to-wear, sportswear, leather, home textiles and production technologies. **Designed as a strategic meeting point for the industry**, the four-day event aims to **stimulate trade, encourage innovation and support cross-border cooperation** within the fashion and textile ecosystem.

Building on the strong momentum of the previous edition - which successfully hosted **550 exhibitors** from **16 nations** and attracted **15,794 professional visitors** from **34 countries** - the 2026 event is poised for even greater expansion. With growing global interest, this year’s exhibition is projected to exceed past attendance records, further solidifying its role as a premier business hub for the international fashion and textile industries.

A Market Defined by Proximity, Speed and Sustainable Sourcing

With its strategic location at the crossroads of Europe and Africa, Morocco has emerged as a preferred destination for brands seeking responsive, competitive and sustainable manufacturing solutions.

Morocco Fashion Style & Tex aligns with this market dynamic, offering a focused environment where manufacturers, designers, buyers and solution providers can identify new suppliers, assess production capabilities and optimize sourcing strategies.

The exhibition covers the full value chain, including:

- Fabrics
- Yarn
- Leather & Accessories
- Home Textiles
- Textile Machinery & Production Technologies

This comprehensive scope allows professionals to access the entire supply chain within a single platform, enhancing efficiency and informed decision-making.

A Business-Focused Platform for B2B Engagement

Positioned as a results-oriented trade exhibition, Morocco Fashion Style & Tex is structured to deliver concrete business opportunities. Participants benefit from targeted networking, direct access to decision-makers and a dedicated B2B meeting programme, enabling productive discussions and meaningful partnerships to take shape directly on the exhibition floor.

Trends, Innovation & Industry Insights

In addition to its commercial focus, the event highlights the creative and intellectual facets of the fashion and textile industries. The first two days of the exhibition will feature curated fashion shows presenting the latest collections from established designers and rising talents, showcasing innovation and style direction.

Alongside the runway events, a comprehensive conference programme will run throughout the exhibition. This will include expert panels, keynote talks and workshops covering key themes such as sustainability, digital transformation and future market dynamics.

A Gateway to International Growth:

By combining business networking, trend discovery and professional knowledge exchange, Morocco Fashion Style & Tex 2026 positions itself as a strategic gateway for companies aiming to expand across Africa, the Mediterranean region and international markets.

The event continues to reinforce Casablanca's status as a regional centre for industry excellence, supporting exhibitors and visitors in accelerating growth and strengthening their global positioning.

For stand booking inquiries and participation details, please visit:

<https://moroccofashiontexp.com/book-your-stand>

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