

The brand

Story

40 years ago it has emerged from the mind of the creator of the brand, the idea of the binome: figure and comfort. The keywords that gave rise to what it is today the Figfort, a Portuguese brand that fosters the national textile development and the innovator spirit of Portuguese people, taking the creative talent and technical know how very far.

The Nova Figfort Têxteis, Lda. is based in Porto region, with outlets and faithful consumers distributed over the whole Iberian Peninsula. This is one of the characteristics of the brand: the loyalty of consumers who follow the constant evolutions of the brand.

To keep achieving the expectations and requirements of all women (teenagers, active women to more mature customers), the Figfort demands repeated investment in training and monitoring of global trends, not only in terms of design, but also regarding the incorporation of new technologies, and textile materials, and functional innovations.