

Lisbon, on 17 April, beginning at 11 am

PORTUGAL FASHION PROMOTES EXCLUSIVE EXPERIENCE IN LISBON AT THE KICK-OFF TO THE CONDÉ NAST INTERNATIONAL LUXURY CONFERENCE

- ✦ *Portugal Fashion is the host partner of the conference promoted by the Condé Nast media group (Vogue, Vanity Fair, Wired, etc.)*
- ✦ *The initiative is reserved to a restricted group of national and international guests and is being held during the Condé Nast International Luxury Conference*
- ✦ *The campaign consists of a promotional tour of the creative economy, visiting Luís Onofre's flag ship store and Joana Vasconcelos' studio. The high point will be a lunch where fashion meets floral design through an artistic installation*
- ✦ *Creations by designers Hugo Costa, Pedro Pedro, Katty Xiomara and Alexandra Moura, the footwear brands Josefinas, Guava and Luís Onofre and the jewellery brands Monseo and Luísa Rosas inspire the floral sculpture installation*
- ✦ *Three floral designers, Filipa Alves, KCKliKO and Pedro Rodrigues, reinterpret fashion creations, giving shape to an integrated creative vision, through which Portugal Fashion intends to position a country of fashion, design and lifestyle at the international scene*
- ✦ *Portugal Fashion is also the host of the official conference party, on 18 April, an event where the creations of seven national designers will be the main players, in a tableau vivant with Portuguese models*

Portugal Fashion is the host partner of the Condé Nast International Luxury Conference, to be held in Lisbon on 18 and 19 April. On 17 April, at the kick-off to the conference promoted by the Condé Nast media group (Vogue, Vanity Fair, Wired, etc.), Portugal Fashion has organised an exclusive experience for a restricted group of international guests (entrepreneurs, journalists and buying agents, as well as other



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participants linked to a variety of areas of activity in the luxury segment). A creative tour in Lisbon and a special lunch, where an installation that combines the work of floral designers with creations by nine fashion designers (four in clothing, three in footwear and two in jewellery) will be presented. This event will be attended by APICCAPS – Portuguese Footwear, Components and Leather Goods Manufacturers' Association and of AORP - Portuguese Jewellery and Watchmaking Association.

The promotional tour of the creative economy will be held as part of the Condé Nast International Luxury Conference and will be bringing some of the main representatives of the international luxury industry to Portugal. In all, around 500 participants from 30 countries are expected to attend this event curated by the international editor of Vogue, Suzy Menkes.

The Portugal Fashion tour begins at 11 am at Luís Onofre's flagship store in the Hotel Turim on Avenida da Liberdade. The footwear designer is one of the stars in Portuguese luxury fashion, thanks to the high quality of the shoes, leather goods and accessories his brand produces. Indeed, celebrities like Michelle Obama and Paris Hilton have worn Luís Onofre shoes.

“An Exclusive Experience with Portugal Fashion”

After visiting the main historical sites of the city, the group of international delegates will head to Verride Palácio Santa Catarina, where Portugal Fashion will be holding a luncheon complemented by a creative installation entitled “An Exclusive Experience with Portugal Fashion”. The project includes the showcase of nine floral sculptures by Filipa Alves, KCKliKO and Pedro Rodrigues. These artists use the installation to reinterpret fashion creations by designers Hugo Costa, Pedro Pedro and Katty Xiomara, footwear brands Josefinas, Guava and Luís Onofre and jewellery brands Monseo and Luísa Rosas. These creations will also be in the exhibition. With curation and creative direction by Por Vocação, the installation is intended to convey a multidisciplinary vision of fashion as a form of creative expression that combines different aesthetic languages.

The tour ends with a visit to Joana Vasconcelos' studio in Edifício Gonçalves Zarco at 3 pm. The international guests will then be given the opportunity to really get to know the work of one of our world renowned contemporary artists. She has taken part in the 51st International Art Exhibition – la Biennale di Venezia (2005) and she had an individual exhibition at Château de Versailles in France (2012). And in 2018, Joana Vasconcelos is also going to be the first Portuguese artist to have an exhibition at the Guggenheim Bilbao.



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Synergies with the Condé Nast Conference

“The tour is aimed at promoting our creative economy worldwide, using an integrated, multidisciplinary approach. In other words, jointly promoting several sectors (clothing, footwear, jewellery, furniture, art, etc.), in order to convey the image of Portugal on the international stage as a country of fashion, design and lifestyle”, explained the President of ANJE – National Association of Young Entrepreneurs, which is organising the initiative with the support of APICCAPS – Portuguese Footwear, Components and Leather Goods Manufacturers' Association and of AORP - Portuguese Jewellery and Watchmaking Association.

Adelino Costa Matos added that “**The Condé Nast International Luxury Conference is an excellent promotional vehicle**” for positioning Portugal as a country of fashion design and lifestyle. The President of ANJE pointed out that “**the event is a meeting point for important decision-makers in the global luxury market and is therefore an excellent opportunity to give international visibility to the Portuguese creative sectors, especially in the premium segment. The conference organisers and participants have considerable influence over the definition of trends worldwide, on the internationalisation of brands and on the promotion of products**”.

All that remains to be said regarding the involvement of Portugal Fashion in the Condé Nast International Luxury Conference is that Portugal Fashion is the main host of the official event party, which will take place on 18 April, at 7:30 pm at the Four Seasons Hotel Ritz Lisbon. At this event, the creative intervention of Portugal Fashion will be seen in the styling of seven national models, who will be circulating informally at the party, as a kind of permanent showing, wearing creations by designers Diogo Miranda, Carlos Gil, Nuno Baltazar, David Catalán, Inês Torcato, Luís Buchinho and Joao Rôlo. Designers Alves/Gonçalves and Miguel Vieira will also be represented, as they are responsible for the musicians' wardrobe.

Portugal Fashion is a project by ANJE, developed in partnership with ATP – Textile and Apparel Association of Portugal and co-financed by Portugal 2020, under the Compete 2020 - Competitiveness and Internationalisation Operational Programme, with funds from the European Union, through the European Regional Development Fund.



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