

## PORTUGAL FASHION BEGINS INTERNATIONAL ITINERARY IN MILAN WITH A FASHION SHOW BY MIGUEL VIEIRA

- *Designer anticipating trends for fall/winter 2020*
- *This collection is inspired by African winters, with their hot dry days, where the sun seems endless*
- *Milan is the first fashion stop for Portugal Fashion*
- *This is the fifth consecutive time Miguel Vieira will be taking part in Milano Moda Uomo with the support of Portugal Fashion, as part of the official calendar of the event organised by Camera Nazionale della Moda Italiana*

Portugal Fashion opens its 2019 international season with its first fashion stop in Milan. Miguel Vieira is the master of ceremonies, opening the doors to the city from where you can catch a glimpse of the Alps.

On Saturday 16 January, at 54 Via Tortona, at 5:30 pm local time, the designer, who celebrated his 30th anniversary in 2018, will be taking part in Milano Moda Uomo for the fifth consecutive time, as part of the official calendar for the Men's Fashion Week organised by Camera Nazionale della Moda Italiana.

African light promises to light up the winter

There is a magical light in Africa that transcends the Human Being. There is a unique essence. There are smells, memories, sounds, music and colour that are only to be found there. In those places. Africa holds the nostalgia left by all those who have ever been there. There is the joy of those who live there and make the continent vibrate.

Miguel Vieira decided to celebrate the African winter using it to inspire his fall/winter 2020 collection. A global view of fashion and the closer ties between latitudes and longitudes. In the

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# PORTUGAL FASHION

African winter, cold and rain give way to hotter, drier days, where the sun seems to linger on the horizon. The Miguel Vieira man celebrates those endless days.

“He’s the man who takes off his shirt, remaining only in his skin. Inflexibility gives way to relaxation and the other side of the personality of the Miguel Vieira man comes into its own. For the Miguel Vieira man, dressing is an art form and all he needs is a single suit”, explained the designer.

Thick, structured fabrics give way to lighter, cooler materials, like blank canvasses where culture and innovation are celebrated. There are geometric elements that recall ethnic prints, based on the blue of the sky and the beige of the sand, serving as a backdrop for other colours and, together, telling a story.

Miguel Vieira celebrates a winter spent in Africa “set in the vibrant, cosmopolitan cities where history and tradition are carried to the 21st century, renewing modern man’s sartorial freedom”. The modern man nostalgic of Africa and eyes firmly fixed on the horizon which, like the days, seems to be endless.

Bronze beige, ochre orange, curry yellow, sky blue, tobacco brown and navy blue. The colours chosen by Miguel Vieira impose a tight, yet informal silhouette, with plays on volume. The materials are corduroy and velvet, printed and vinylised; fleece, printed sequins and quilted fabrics.

In his accessories, Miguel Vieira opts for hiking boots and sock boot trainers; shopping bags, leather bags and belts; customised glasses and necklaces.

After Milan, Portugal Fashion will be heading to another international destination. Paris, the city of light and cradle of love, is the second fashion stop for the national fashion project.

Hugo Costa will be getting things underway at 43 Rue de Notre Dame de Nazareth on 16 January, from 5 pm to 7:30 pm (local time), presenting his “MAYBE WE’LL BE TOGETHER AGAIN” collection.

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