

portugal fashion

24 June, at Paris Fashion Week Menswear

Portugal Fashion débuts at Paris Fashion Week Menswear with Hugo Costa

- ***Campaign reinforcing project's international itinerary strategy***
 - ***The fashion show takes place at Maison des Métallos***
- ***This is also ex-Bloomer Hugo Costa's first individual international fashion show***
- ***Recently back from London Collections Men, Hugo Costa will also be presenting his collection in showroom format, continuing his commercial efforts***
 - ***Hugo Costa presents his spring-summer 2017 collection, inspired by feudal Japan, with a "Samurai" warrior theme***
- ***Paris Fashion Week Menswear is between 22 and 26 June and brings together names as well-known as Louis Vuitton, Cerruti, Dior Homme and Givenchy***

At the beginning of the new season for the international itinerary, for summer 2017, Portugal Fashion is returning to the city of light for another début beyond borders. For the first time, the project will include the Paris Fashion Week Menswear fashion show programme, with designer Hugo Costa, thus achieving its aim of international expansion and doing justice to the increasing popularity of the men's fashion segment. The catwalk presentation is on 24 June, at 7 pm local time, at Maison des Métallos. This will also be a début for the designer launched by Portugal Fashion on the Bloom platform: Hugo Costa will be having his first individual international fashion show in Paris.

The theme of the collection focuses on *bushido* – the strict code of conduct associated with samurais, and Hugo Costa will be making his début on the Paris fashion scene with coordinates that are looking ahead to the next warm season. After a season rich in presentations in showroom format, where he introduced his *Metamorphoses* collection, dedicated to mutation and maturity, this young designer once again surprises with his incorporation of "modern shapes and the use of the volumes and textures found in Japanese martial arts" into his items. In fact, this ancestry is the source of the inspiration for his collection. The starting point is the warrior discipline of the samurais, "clearly seen in the clothing and items worn". Symbolism based on "organic aesthetics" and that adopts "functionality in the service

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of one purpose, honour". The result is a collection based on a lifestyle, "encompassing the physical, spiritual and moral dimensions and focusing on self-improvement, fulfilment and personal growth".

New focus in line with Portugal Fashion's internationalisation strategy

Bringing major visibility in specialised press, in buyers and many other driving forces in the sector, the international fashion weeks are perfect opportunities for projecting the designers, but also the entire sector and the country itself. This is just one more step forward along the road to affirmation of the project on the competitive European continent.

"Extending the international itinerary of Portugal Fashion, which is now arriving at Paris Fashion Week Menswear, is yet another challenge we have set ourselves. Mindful of the emergence of this rapidly growing segment in the fashion industry, we believe it is time for this expansion, which is justified not only by the excellent results the designers and labels we support have achieved in the menswear sector, but also by the tendency of the global market to welcome the young designers. Hugo Costa is one of the examples that personifies this new generation of national designers, increasingly focused on the international panorama. This is why it makes perfect sense for Portugal Fashion to follow this path and support this new stage in his career", said João Rafael Koehler, President of ANJE – National Association of Young Entrepreneurs, the promoter of Portugal Fashion.

This focus has now taken on new contours, given that with the support of Portugal Fashion, the collections by the designer from São João da Madeira already stood out in Madrid, at a collective Bloom presentation in December 2012, and at Berlin Fashion Week, in a triple fashion show in July 2015. At the same time, Hugo Costa has also benefited from the support of the programmes developed by ANJE to support the internationalisation and marketing of his collections, normally presented in showroom format. This has just happened in London, with his participation in London Collections Men, and will also be happening in Paris: at Paris Fashion Week Menswear, the image component associated with the fashion show will benefit from a commercial campaign undertaken at the same time, through presence in the showroom.

Portugal Fashion is a project under the auspices of ANJE – National Association of Young Entrepreneurs, in partnership with ATP – Textile and Apparel Association of Portugal, supported by Compete 2020 – Operational Programme for Competitiveness and Internationalisation, under Portugal 2020.

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HUGO COSTA

is a progressive fashion label from Portugal. Owned and designed by Hugo Costa, the label has served as headliner for "Portugal Fashion," the eponymous Porto Fashion Week.

Hugo Costa attended the School of Applied Arts of Portugal and graduated with a degree in Fashion Design in 2008. After several years of freelancing for several large commercial accessory retailers, Hugo founded HUGO COSTA in 2010.

The brand began with a focus on classic and street menswear, and has since grown to expand into sneakers, leather backpacks, and unisex pieces.

Constantly inspired by minimalism, street culture, philosophy and architecture, Hugo Costa creates seasonal collections for the progressive urban man and woman. All pieces are designed and produced with quality craftsmanship in Portugal. Seasonal collections are available at carefully selected retailers worldwide.

侍 SAMURAI

Spring Summer 2017

SAMURAI: the definition that characterized a whole era of Feudal Japan. In a reign that bushido was a strict moral conduct, a discipline visually perceived in the attire and garments that symbolized an aesthete of organicity as well as functionality in service to a purpose, honor.

In our collection we assume the post contemporary perception of the code and use it's main key elements as an homage to the bushido way.

Paying close attention to the forms and modern applications of the volumes and textures used in the japanese martial arts like "budō" that proclaim the legacy of the samurai we unveil in our collection a way of life, encompassing physical, spiritual, and moral dimensions with a focus of self-improvement, fulfillment, or personal growth.

HUGOCOSTA