

43rd event to be held from 18 to 20 October

PORTUGAL FASHION BACK IN THE PORTO CUSTOMS HOUSE WITH OVER 30 FASHION SHOWS IN THREE DAYS

- *Presentation of the spring/summer 2019 collections by designers such as Alves/Gonçalves,*
- *Carlos Gil, Luís Buchinho, Luís Onofre, Miguel Vieira, Katty Xiomara, Nuno Baltazar, Storytailors and more*
- *The Marques'Almeida and Sophia Kah labels, which are causing a stir from London, will be making their début at Portugal Fashion's national event*
- *Portugal Fashion on the line-up for ModaLisboa with a fashion show by Alexandra Moura*
- *Cristina Ferreira presents her footwear brand, CF CRISTINA, on the event's main catwalk*
 - *Return of Maria Gambina to the catwalks and the event*
 - *Bloom with seven young designers and five fashion schools*
- *Ties to the industry reinforced with fashion shows by Lion of Porches and Decenio at the premises of the Cães de Pedra group*
- *Brand Up Showroom brings together designer brands in fashion, footwear, jewellery, accessories and lifestyle products*

From 18 to 20 October, Portugal Fashion will be back at its favourite place, the Porto Customs House building, where almost every fashion show at this 43rd event is to be held. After Alexandra Moura's fashion show at ModaLisboa, Portugal Fashion returns to Porto to hold 35 fashion shows and two presentations, divided between the main catwalk, Bloom (young designers) and the premises of the Cães de Pedra group (Lion of Porches and Decenio). Nine clothing labels, eight footwear and



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accessories brands, 17 individual designers and two creative duos will be revealing their spring/summer 2019 collections. There will also be coordinates by seven young designers and five fashion schools.

Alexandra Moura's fashion show powered by Portugal Fashion is part of the line-up for ModaLisboa and is set for 13 October at the Carlos Lopes Hall. Portugal Fashion then returns to the Porto Customs House to present the proposals for the next warm season, at an event marked by the focus on new circulation and space utilisation dynamics. As usual, the event will feature some of the best national designers and labels, such as Alves/Gonçalves, Carlos Gil, Diogo Miranda, Estelita Mendonça, Hugo Costa, Lion of Porches, Luís Buchinho, Luís Onofre, Miguel Vieira, Katty Xiomara, Nuno Baltazar, Susana Bettencourt, Storytailors and more. The main features in this event are the débuts of Marques'Almeida and Sophia Kah, two Made in Portugal labels launched from London, which have been causing a stir on the international fashion circuit and whose clients include world showbiz stars.

Marques'Almeida, the women's clothing and accessories line, was set up in London in 2009 by Marta Marques and Paulo Almeida, former students of the CITEX fashion school in Porto. The label, whose studio is in the English capital, has been taking part in London Fashion Week since 2010. Last September, it was on the official calendar of Paris Fashion Week for the first time, with the support of Portugal Fashion. The Marques'Almeida label features irreverence and informality. It is sold at around 100 points of sale around the world and is present on well-known e-commerce platforms, such as Net-a-Porter, Yoox, Farfetch, MatchesFashion and Selfridges.

And it is also in London that designer Ana Teixeira de Sousa designs the luxurious Sophia Kah evening gowns, which are gaining recognition on the international market and becoming the favourites of world celebrities, such as Beyoncé and Florence Welch. Coming from a family with a tradition in the textile sector, in the Felgueiras area, Ana Teixeira de Sousa grew up with the hustle and bustle of her parents' factory, playing with fabrics and designing her first clothes. The Sophia Kah label, wholly produced in Portugal, was launched in 2010 and has points of sale at places as prestigious as Harrods and Barneys NY, and there is significant demand for it in Middle Eastern countries and in Russia.



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Also of note is the presentation by Cristina Ferreira, who will be revealing her new CF CRISTINA footwear collection. Not to mention Maria Gambina's return to the catwalks and to Portugal Fashion. She took part in the 1st event in 1995 and was on the fashion show programmes for many years.

Two labels moving from Bloom to the main catwalk and industry ties reinforced

In the line-up for the 43rd event, another highlight is the always innovative and irreverent fashion shows by the young designers on the Bloom project. The Portugal Fashion platform aimed at publicising the work of designers who are still starting out in their careers will now see Nycole and Sara Maia, two of the young talents in the spotlight at recent national events, moving up to the main catwalk. The seven young designers expected on the Bloom platform include the two finalists in the PFN New Designers Competition, Luís Sandão (ESAD) and João Sousa (Porto Fashion School - EMP), the winners of the Bloom Competition, Mara Flora and Maria Meira, as well as Rita Sá, making her début at Bloom after being a finalist in the REBELPIN competition, organised by ACTE – European Textile Collectivities Association.

Its ties to industry, one of the strategic pillars of Portugal Fashion, are also reinforced in this event, with the organisation of two unique off location fashion shows by the Lion of Porches and Decenio labels, both part of the Cães de Pedra group. In this case, the catwalk will be in the group's premises, in Mindelo, Vila do Conde. This will also be an opportunity to get to know a model factory structure, where 150 people work (administration, styling, marketing, online, etc) and where the production chain, the showrooms, the logistics platform and the group's quality laboratory operate, in a covered area of approximately 30,000 m².

As usual, the Bloom platform will also be showing the creations of fashion school students. This time, five institutions will be represented: Porto Fashion School - EMP, ESAD – Matosinhos Higher Institute of Art and Design, MODATEX (Porto), CENATEX (Guimarães) and the Castelo Branco Polytechnic Institute's Higher Institute of Applied Arts.

As at previous events, the Porto Customs House will be home to the Brand Up showroom, held alongside and as a complement to the fashion shows of the 43rd Portugal Fashion. This event will have collections



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by clothing, footwear, jewellery, accessories and lifestyle brands and designers. This group also includes IMAUVE, Duarte and Patrick de Pádua powered by ModaLisboa. This participation comes as a result of a recent cooperation agreement signed between Portugal Fashion and ModaLisboa, which provides for the sharing and exchange of resources between the two events.

Portugal Fashion is a project under the auspices of ANJE – National Association of Young Entrepreneurs, developed in partnership with ATP – Textile and Clothing Association of Portugal. The event is funded by Portugal 2020, under the Compete 2020 - Competitiveness and Internationalisation Operational Programme, with funds from the European Union, through the European Regional Development Fund.

