

26 September, at Paris Fashion Week

**PORTUGAL FASHION
FEATURING MARQUES'ALMEIDA, DIOGO
MIRANDA
AND LUÍS BUCHINHO IN PARIS**

- *Début of the Marques'Almeida label on the Paris Fashion Week calendar*
 - *and on Portugal Fashion's international itinerary*
 - *Diogo Miranda and Luís Buchinho return to the city of light*
- *At the same time, Next Step will also be travelling to Paris to promote designers Marques'Almeida and Ricardo Andrez, as well as the Guava label, in a showroom environment*

Portugal Fashion returns to Paris Fashion Week on 26 September with one first-timer and two names whose international careers have already taken them to the city of light. At midday in Palais de Tokyo, the Marques'Almeida label will be on the official Paris Fashion Week calendar for the very first time, as part of its first inclusion on the Portugal Fashion itinerary. Later, at Université Paris Descartes, at 1:30 pm and at 6:30 pm respectively, Diogo Miranda and Luís Buchinho return to the Paris event, completing yet another stage in their internationalisation process.

“Portugal Fashion is pleased to be able to help the Marques'Almeida label to grow and become international. This is a project that is receiving international acclaim and that has shown great commercial potential, so it meets our main criteria for supporting Portuguese labels and designers”, pointed out Mónica Neto, spokesperson for Portugal Fashion. **“With the Paris fashion shows the Marques'Almeida label will have new chances to internationalise, while at the same time consolidating the international trajectory of designers Diogo Miranda and Luís Buchinho”,** she added.

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“All of these designers and labels are good examples of how the Portuguese fashion sector is able to conciliate modern design and aesthetic sophistication with quality production, commercial capacity and marketing management. Our work, under the scope of Portugal Fashion, is precisely to give international visibility to all of these competitive advantages”, she concluded.

From London to the world

As first-year students of the CITEX fashion school in Porto, Marta Marques and Paulo Almeida became a couple and a creative duo. In 2009, they moved to London, where they completed their master's degrees in fashion at Central Saint Martins, the school of art and design that Alexander McQueen, Phoebe Philo and Stella McCartney went to. At the time, the course was led by designer Louise Wilson, an important personality in British fashion in recent decades.

With their studio in the English capital, the duo has been taking part in London Fashion Week since 2010, with their Marques'Almeida line of women's clothing and accessories. 100% Portuguese, the label is characterised by its boldness and informality, with brightly coloured t-shirts, denim, deconstructed and oversized clothes, ruffles and the like abounding in their collections. But it was this casual look that attracted not only the fashion industry, but also showbiz celebrities, such as Rihanna, FKA Twigs, Beyoncé, Solange and Sarah Jessica Parker, who wear Marques'Almeida creations.

In 2014, the duo won the Emerging Womenswear Designer award at the British Fashion Awards and, in 2015, they won the LVMH (the group that holds labels such as Louis Vuitton, Dior and Givenchy) prize for Young Fashion Designers. They were also on the shortlist for the BFC/Vogue Designer Fashion Fund prize in 2018.

It should be noted that in 2014, Marta Marques and Paulo Almeida designed a collection for the Topshop network and, the following year, they designed the wardrobe for the gala fashion show by the New York ballet company (New York City Ballet's Fourth Annual Fall Fashion Gala), which was curated by actress Sarah Jessica Parker. Now, Marques'Almeida is sold at around 100 points of sale and is present on well-known e-commerce platforms, such as Net-a-Porter, Yoox, Farfetch, MatchesFashion or Selfridges.

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In Paris, the duo intends to open a new market approach strategy, favouring proximity to customers. And, although the label is Portuguese and operates out of London, Paris is the city where they normally do business, after presenting their collections in the English capital.

The Miranda & Buchinho comeback

Diogo Miranda is returning to Paris Fashion Week three years after his début at the event in 2015. At the time, the designer's fashion show caught the attention of international media, namely The New York Times and Harper's Bazaar. Diogo Miranda's international career also includes taking part in renowned showrooms in Paris, London, Berlin and New York, which brought an increase in points of sale in external markets.

On his return to Paris, Diogo Miranda will be presenting his spring/summer 2019 collection, inspired by the work of one of the most influential photographers of the 20th century, Irving Penn. The highlights in the designer's new proposals are the “ethereal, feminine lines conveyed by carefully thought out, draped cuts”, as well as the “long, svelte silhouettes”, which “convey a contained sensuality”. As for the materials, “silk taffeta and brocades help shape 3D sleeves and create volume, midi lengths vs. exposed legs, asymmetrical cuts and plunging necklines in crepe and linen”. “Nude colours abound, like pink, yellow and sky blue, contrasting with purple, black and wine colour”. That's how the Diogo Miranda look “for a contemporary, austere, independent and immaculate woman” is constructed.

In turn, Luís Buchinho is coming back to the fashion week where he has been a regular feature since 2009. It should be noted that the designer from Setúbal, now based in Porto, has had fashion shows at the fashion weeks in New York, São Paulo and Paris. His is one of the most international names in Portuguese fashion and one that records some of the best commercial performance in external markets. Luís Buchinho exports around half of his collections, reaching markets as important as the USA (with points of sale in New York and Philadelphia, for example), Hong Kong and Saudi Arabia.

For the next warm season, Luís Buchinho is proposing a collection inspired by Gyotaku engravings, a traditional Japanese method that fishermen use to replicate the fish they catch. Fascinated by these images, Luís Buchinho experimented with prints in leather on jersey, ribbed and lace bases to achieve a shiny, metallic effect similar to fish scales.

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So, the Parisian catwalk will play host to “skirts with Gyotaku prints, high waisted trousers with stripes in contrasting colours and snap fasteners on the side plackets and jersey dresses combined with pleated tops and wavy belts”. And the morphology and physiology of fish shape the overlap construction of the coats and jackets.

It is worth mentioning that in this new collection from Luís Buchinho, the “trousers and dresses have zips with cotton in contrasting colours, piping with coloured ribbon, *foile* ribbing on the hems, neckline and waist, and details in perforated mesh, as a play on transparency, opacity and texture”. The predominant colours are “copper, mauve, fuchsia, red, purple, navy blue, white and black, refined by a silvery sheen”.

Double highlight for Portuguese fashion in the French capital

The Next Step project, the commercial arm of Portugal Fashion, is also heading to the city of light to promote Portuguese fashion at Paris Fashion Week. The Marques’Almeida, Ricardo Andrez and Guava Shoes labels will be present in the French capital at the same time as the well-known Parisian fashion week, benefiting from the presence of people and buyers from all over the world.

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