

14 January at 7:30 pm at Milano Moda Uomo

## PORTUGAL FASHION LAUNCHES A NEW INTERNATIONAL ROAD MAP IN MILAN WITH MIGUEL VIEIRA'S ROCK & ROLL

- *In the year he celebrates 30 years of his career, Miguel Vieira looks ahead to the winter season to the sound of "Rock and Roll", as a symbol of "style and boldness, tradition and freedom"*
- *Fashion show to be held at a new official location for MFW: the Padiglione Visconti building*
- *Miguel Vieira presents a collection where the adventurous spirit is revealed through the overlaying of garments, and classical silhouettes alternating with voluminous shapes*
- *Milano Moda Uomo takes place from 12 to 15 January*
- *Portugal Fashion's AW18-19 tour is once again starting off with the men's fashion weeks, and Paris is the next fashion stop, with Hugo Costa's presentation*

Portugal Fashion's new international road map kicks off in Milan this weekend. One year after its debut at Milano Moda Uomo, the Portuguese fashion promotion project is back on the Italian catwalks with Miguel Vieira, on 14 January at 7:30 pm at Padiglione Visconti (Via Tortona, 58). In the year marking 3 decades of his career, the designer has decided to look ahead to the cold season, taking his inspiration from the Rock and Roll rhythm. Besides it is at an energetic pace that Portugal Fashion continues on its journey. Next up is Paris Men's Fashion Week, where designer Hugo Costa will be presenting his collection on 17 January.

**"For Portugal Fashion, it is quite motivating to begin with the men's fashion weeks for the second year in a row, a new season of national and international presentations. Constant adaptation to calendars, organisational logistics and, particularly, market evolution in terms of business and**



# PORTUGAL FASHION

*consumer trends is one of Portugal Fashion's main priorities. The path we are embarking on in menswear, covering different markets, with several promotional campaigns, as well as complementary business support initiatives is a recent addition, but already full of stories to tell. Miguel Vieira's affirmation in the Italian market, and from there to the world, is one of these cases worth mentioning, for all our achievements in terms of reputation and projection", said the President of ANJE – National Association of Young Entrepreneurs, Adelino Costa Matos.*

## ***The celebration of the "adventurous spirit"***

Celebration and motion seem to be key words for Miguel Vieira's inspiration for his Autumn/Winter collection, in what is a special year in his career. "Rock & Roll" [the name of the designer's new collection] is more than just music. It's a way of life. Language and cultural movement, which is reflected in fashion and creates timeless icons. In this collection, celebrating the adventurous spirit, Miguel Vieira Man and 'Rock & Roll' go hand in hand, symbolising style and boldness, tradition and freedom", according to the designer himself.

When speaking of how these references are translated on the catwalk, Miguel Vieira describes a "classic, slender silhouette", alternating with "bulky shapes and overlaid garments". The colours most associated with the designer, particularly what he himself usually calls "caviar black" and also navy blue, are once again the option chosen, but this time in combination with "olive green and details in gold". Jacquards, fabrics with lurex, knits, "flock printing on fabric" and faux fur are the materials chosen for the next cold season. Regarding the details, the designer describes "accessories for an urban, utilitarian look", including "leather breast pockets for shirts, boots with studs, utilitarian pockets, waist pockets, leather backpacks and handbags".

Miguel Vieira's AW18-19 fashion show will take place at Padiglione Visconti, a new official location chosen by the Camera Nazionale Della Moda Italiana, the organiser of the two fashion weeks in the city (Milano Moda Uomo and Milano Moda Donna), with which Portugal Fashion has been working closely in order to ensure the inclusion of the national fashion shows on the calendars. For the designer from São João da Madeira, this will be his third consecutive fashion show in what is one of the most important showcases for menswear in the world, and a market that is also a catalyst for his label's international business. Although the celebration of 30 years of his career began in 2017, with the presentations of the spring/summer 2018 collection, this



# PORTUGAL FASHION

fashion show will be very special. After all, it will be the designer's first campaign in the year when he actually celebrates three decades in the business.

Over these 30 years, the Miguel Vieira label has stood out in a number of categories all over the world: men's and women's clothing, jewellery, shoes, leather goods, furniture, glasses, children's clothes and more. Miguel Vieira regularly takes part in international trade shows and his proposals, shown in Portugal at Portugal Fashion, have already been seen on catwalks as diverse as Paris, Istanbul, Lodz, Barcelona, São Paulo, Mozambique, Milan (Men and Women) and New York. Due to his success at home and abroad, Miguel Vieira has been awarded the Commendation of the Order of Prince Henry the Navigator (2006) and has received the Prince Henry the Navigator Award in the innovation category (2009), as well as the São João da Madeira Medal of Merit. He also won the Golden Globe for Best Fashion Designer of the year in 2007 and more recently, at the GQ Men of the Year Awards 2017, Best National Designer.

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## ROCK & ROLL



As humans we are, naturally, travelers. Discovering new places and cultures. For this trip, Rock & Roll is the chosen soundtrack.

Rock & Roll is more than music. It's a lifestyle. Language and cultural movement that reflects itself in fashion and creates timeless icons.

In this collection, which celebrates the adventurous spirit, Miguel Vieira Man and Rock & Roll are binomial that symbolizes style and irreverence, tradition and freedom.

### **COLORS**

Caviar black; navy blue; olive green; and details of gold.

### **SILHOUETTE**

Slim and classic silhouettes alternate with bulky shapes and overlapping pieces.

### **MATERIALS**

Jacquards; lurex fabrics; meshes; printed technic fabrics; and fake fur.

### **DETAILS**

Overlapping garments and accessories; accessories for an urban utilitary look; and shirt bosoms.

### **ACCESSORIES**

Shirt bosoms; studded boots; utility bags; waist bags; leather backpacks; and handbags.

### **CONTACTS**

[www.miguelvieira.pt](http://www.miguelvieira.pt)

[www.instagram.com/miguelvieiraofficial/](https://www.instagram.com/miguelvieiraofficial/)

<https://www.facebook.com/miguelvieira.oficial.pt>

