

Third consecutive participation in the event on 11 and 12 September

**PORTUGAL FASHION BACK**  
**AT NEW YORK FASHION WEEK**  
**WITH KATTY XIOMARA AND MIGUEL**  
**VIEIRA**

- *As part of its international itinerary, Portugal Fashion will be making its third consecutive visit to New York Fashion Week, following its return to the event in September 2016*
- *Designers Katty Xiomara and Miguel Vieira will be taking to the catwalks at Pier 59 Studios, one of the most popular New York fashion locations, on 11 and 12 September, respectively*
- *After presenting his proposals for men in Milan in June, Miguel Vieira will be introducing the women's coordinates in the collection that marks the starting point of the celebration of the label's 30<sup>th</sup> anniversary in 2018*
- *Katty Xiomara portrays the art déco revivalism style of Miami Beach in the 1960s in her proposals for spring/summer 2018*

After taking part in the men's fashion weeks in Paris and Milan, Portugal Fashion is bound for New York for the next stop on its international itinerary. This return to the American fashion stop officially opens the season of Spring-Summer 2018 presentations (women's fashion weeks), with fashion shows by Katty Xiomara and Miguel Vieira at New York Fashion Week. It will be at Pier 59 Studios (18<sup>th</sup> Street & Westside Highway) that the proposals from designer Katty Xiomara for next spring-summer will be revealed, on 11 September, at 5 pm local time (Studio A). The following day, at the same time and in the same place, but this time in Studio C, it will be the turn of Miguel Vieira's creations to take to the catwalk. This is Portugal Fashion's third consecutive participation in New York Fashion Week, exactly one year since the participation that put an end to a 15-year pause in its production of fashion shows in New York.

In the opinion of the President of ANJE – National Association of Young Entrepreneurs, Adelino Costa Matos, “**New York Fashion Week is of dual importance, not only because it marks the beginning of the season**



of presentations of spring/summer 2018 collections on the circuit of women's fashion weeks, but also because it reaffirms the presence of Portugal Fashion on the American market". "This will be Portugal Fashion's third consecutive participation in the event, which represents a clear victory for the project and an opportunity to take the Made in Portugal label to one of the most important and bustling world fashion capitals, a stage where our image campaign represents extremely high business potential in the large American market, but also in the many global markets that also attend the event", he added.

## **Katty Xiomara takes her inspiration from the art déco revivalism of the 1960s in Miami Beach**

Familiar with the American market, one of the main markets for her label, on 11 September next, Katty Xiomara will be presenting a spring/summer collection inspired by a parachute blown by a Caribbean breeze and landing in the midst of the art déco revivalism of Miami Beach in the 1960s. According to the designer, the collection "dives into the warm essence of the sweetened and exotic colours, building blocks of colour dispersed in their different depths", with the intention of creating a nostalgic connection, but portrayed in a contemporary style, reflecting the revivalism of this movement in a lighter, sweeter and more colourful fashion, adapted to the aesthetics of the 1960s.

The palette of colours shows us shades of water and oranges, pawpaw, melon and raspberry, outlined with black and white as "neutral meeting points". The parachute that inspired this concept is present in the shapes: "loose, simple and uncluttered", with patterns intended to invoke the environment. The fabrics are also representative of the theme: "ripstop, crepe, lamé, gingham, tulle and lace".

## **SS18 collection marks the 30 years of Miguel Vieira's career**

After his participation in Milano Moda Uomo last June, New York Fashion Week is the next stage for Miguel Vieira's women's proposals in the collection that sets the tone for the celebration of the 30 years of his career, presenting it to the public on 12 September. However, this is more than just the celebration of a career for the designer: "It is also the celebration of an individuality, a philosophy that grew and became his very own unmistakable style".

Adding that it is also a celebration "of the entire future the label still has ahead of it", in this SS18 collection, Miguel Vieira is presenting "plays on volume, with slim and oversized items, classical clothes with a sporty touch, structured and asymmetrical jackets". The palette of colours includes "caviar black, brilliant white and marshmallow". In terms of materials, the highlight goes to printed shirt fabrics using heat transfer printing techniques, heat-sealed vinyl fabrics, printed cottons, neoprene, knits and lace.

As to the details, Miguel Vieira highlights the "prints developed by the studio", as well as the fabrics with a crackle effect", sleeveless t-shirts and shirts "with prints and embroidery", as well as "cotton fabrics and leather



# PORTUGAL FASHION

patches". And because the coming of age of the Miguel Vieira label over these 30 years is also seen in the "quality design of everything needed to create the perfect look", the designer could not but present accessories at this fashion show. Along with the trainers and classic slip-on shoes, there are also "plain and printed ankle boots" that promise to make a difference. And the designer completes his coordinates with XL scarves, leather bags, iPad cases and belts, which stand out for the incorporated digital prints.

Portugal Fashion, a project run by ANJE – National Association of Young Entrepreneurs, developed in partnership with ATP – Textile and Apparel Association of Portugal, and financed by Portugal 2020, under the scope of Compete 2020 – Operational Programme for Competitiveness and Internationalisation, with funding from the European Union through the European Regional Development Fund.

**For more information, contact:**

Portugal Fashion Press Office

Rafael Alves Rocha | t. 22 0108000 | 91 9408071 | e. [rafaelrocha@anje.pt](mailto:rafaelrocha@anje.pt)



# PORTUGAL FASHION



COMPETE  
2020

PORTUGAL  
2020



UNIÃO EUROPEIA  
Fundo Europeu  
de Desenvolvimento Regional



### **30th - MIGUEL VIEIRA PRIVATE COLLECTION**

Miguel Vieira celebrates its 30 years of existence in 2018.

The SS 18 collection isn't just a career celebration. It is also the celebration of an individuality, of a philosophy that has grown and reaffirmed itself as an unique and unmistakable style.

Miguel Viera is not only made of and for Men and Women of strong personality who know what they want, the right silhouette or the coordinates that marked each collection. It is also made of a sense of daring, of love for what is beautiful, of the persistence of sharing each concept, inspired by everything that surrounds it and of working each piece as if it were a work of art.

The brand was not only successful for its cutting-edge pieces and carefully selected materials but also because they touched the hearts and souls of those who saw them, the feeling of luxury and elegance of those who wore them.

From men's, women's and children's clothing to footwear, passing by accessories, glasses, jewelry or furniture, the brand is proud to have and to carve with quality all the items needed to create the perfect look.

This collection isn't just the celebration of thirty years of career but also of a bright future that the brand still has to go.





## **COLORS**

caviar black; bright white; marshmallow.

## **SILHOUETTE**

volume games between slim e oversized pieces; classic pieces with a sporty touch; structured blazers; asymmetries.

## **MATERIALS**

printed shirt fabrics with thermocolage technics; printed cotton; neoprene, lace, knitwear, thermosetting fabrics with vinyl.

## **DETAILS**

prints developed by Miguel Vieira studio; fabrics with crackle effect developed by Miguel Vieira studio; rubber; printed and embroidered sleeveless shirts; and leather patches.

## **ACCESSORIES**

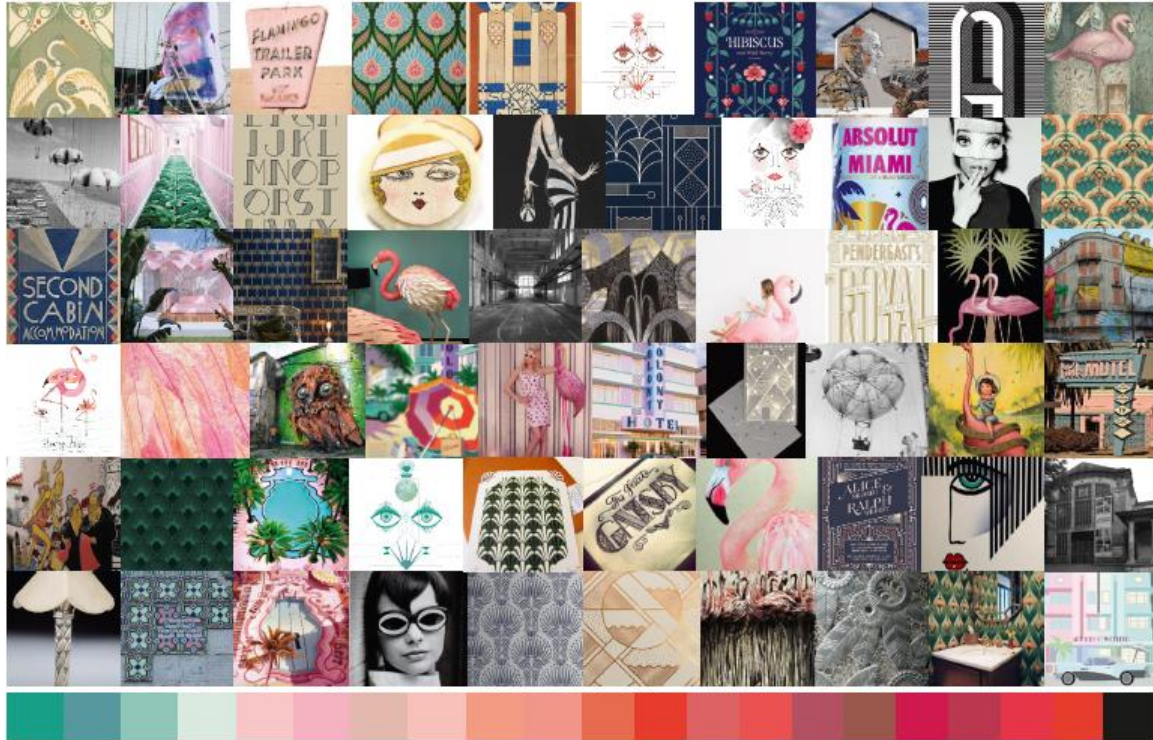
plain and printed boots; sneakers; printed leather sneakers; classic slippers; printed leather tote bags; printed leather i-pad cases; printed leather belts; and printed XL scarfs.





KATTYXIOMARA

## PARACHUTE TRIP



### PARACHUTE TRIP

A parachute is taken by the Caribbean breeze and chooses as the landing point the Art Deco District in Miami Beach.

Here it is surrounded by the design and mood of the buildings that reflect the revival of this movement, rather than its origin at the beginning of the 20th century.

This peculiar environment, which addresses a lighter, more stylized and practical art deco, more colorful, sweet and readapted the 60's aesthetics, is the theme of our New Collection Spring/Summer 2018.

The collection submerges in this essence of stylization of natural elements and cubist concepts retouched from ethnic exoticism.

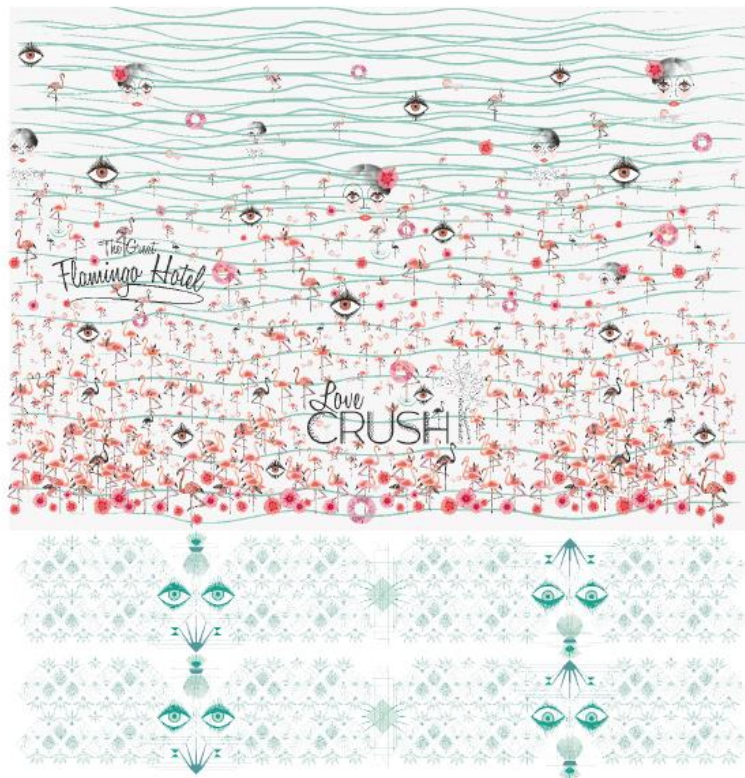
The color palette is composed of sweet pastels and is constructed by dispersed color blocks with different depths.

The soft tones of the sea and the vibrant shades of pink and orange on fruity scales of papaya, melon and raspberry are outlined by black and white as neutral points of encounter.

The forms emerges from the basic concept of the parachute. Detached, simple and uncluttered with embroidered patterns and prints that evoke this environment.

The fabrics are also representative of the theme; Ripstop, crepe, lamé, gingham, tulle and lace.

All these aspects are conjugated in a fresh and feminine way referring us to this unique universe of party and animation by the sea.



UNIÃO EUROPEIA  
Fundo Europeu  
de Desenvolvimento Regional



# PORTUGAL FASHION



UNIÃO EUROPEIA  
Fundo Europeu  
de Desenvolvimento Regional