

MODALISBOA FOR GOOD

7—10 MAR '24
PÁTIO DA GALÉ
LIVESTREAMING
MODALISBOA.PT

PRESS RELEASE

08.02.2024



DO WELL. DO GOOD. A GREAT FEELING, IN WHICH WE ALL FIT. FAIR, BUT WITH A HINT OF REBELLION. SELF-CONFIDENCE AND HUMILITY. SELF-LOVE AND INSPIRATION. LEAVE ALL FEAR AWAY. FOR TRANSVERSAL OPPORTUNITIES. INCLUSION AND EQUALITY. FOR INDIVIDUAL AND COLLECTIVE CHOICES. FOR ACCESS TO STORIES, TO SPACES. RESPECT, COMMUNITY AND EMPATHY. AN ACTIVE VOICE IN THE ART OF COLLECTIVE THINKING. ETHICAL FASHION, SUSTAINABLE FASHION. NEW BIOMATERIALS AND INDUSTRIAL PROCESSES. DESIGN THOUGHT FOR OTHERS. A BUSINESS THAT EMPLOYS 300 THOUSAND PEOPLE. PROFESSIONALISM. AWARD CREATIVITY, TALENT AND MERIT. AN ESSENTIAL DIALOGUE. THE ART OF CREATING SOMETHING ETERNAL. FIND BEAUTY IN DIFFERENT PLACES, EVERYWHERE. A FORM OF EXPRESSION WITHOUT CORSETS. FREEDOM. ALWAYS FOR THE BETTER. AND FOREVER. FOR GOOD.

MODALISBOA FOR GOOD, in co-organization with the **Municipality of Lisbon**, arrives at **Pátio da Galé**, from the **7th to the 10th of March 2024**. An edition that is represented by **18 names** chosen as symbols of the Portuguese creative industries, intrinsically linked to the various communities that build ModaLisboa. All of its practices share, in addition to a cultural ecosystem, a **message: FOR GOOD**. Doing good as a response to contemporary challenges, yes, but also as a **definitive mission** and intention—for Design, for the city, for people, for the planet.

This will be the backbone of all the actions of the 62nd Lisboa Fashion Week, having special relevance in its inaugural moment: the **FAST TALKS**, a stage for thought and dialogue between national and international speakers, who focus on opportunities for ethical and concerted growth for the fashion industry. Talking about good practices for the future is also talking about **SANGUE NOVO** supported by Seaside, and the final phase of the competition that reveals, on March 8th, which of the six young Designers will win the ModaLisboa x IED - Istituto Europeo di Design, ModaLisboa x RDD Textiles and ModaLisboa x Showpress awards. When it comes to the calendar, the **fashion shows** and presentations by the **ModaLisboa designers** follow a heterogeneous conceptual and performance perspective, with a program strengthened by the presence of sectoral associations, partners and national brands, which reaffirms a global vision of creativity and innovation.

ASSOCIAÇÃO MODALISBOA | Lisboa - Rua do Arsenal, n.º 25 | Porto - Avenida da Boavista, n.º 3523 – 7.º andar

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Inevitably, **FOR GOOD** also means an **active awareness** of the context in which ModaLisboa operates, and this edition takes place during the legislative election period in Portugal. Therefore, the organization saw it as its duty to make every effort to change the event dates, without success due to the unavailability of spaces in the city, the international calendar in which Lisboa Fashion Week is included and the commitment to its Designers and partners. In this way, ModaLisboa is disseminating official information to its teams regarding the process of early mobility voting, and encourages all portuguese visitors to the event to exercise their right to vote before going to Pátio da Galé — because to be achieved, **FOR GOOD** will have to be **transversal** to all practices.

From the 7th to the 10th of March, this is the systematic vocalization of the values that guide the work of ModaLisboa: the **creation of dialogue**, the empowerment of **creativity** and the implementation of **future** solutions for the good of the Fashion Industry, of Culture, the city and the country.

MODALISBOA FOR GOOD. Do well. Definitely.

CAMPAIGN:

Concept: ModaLisboa

Art Direction and Photography: Pedro Moura Simão

Direction: Justin Amorim assisted by Filipe Bessa Vieira

Styling: Sérgio Onze assistido por Lucas Luz

Hair: Helena Vaz Pereira/griffehairstyle assisted by Madalena Costa and Nicole Francisco

Make-up: Antónia Rosa assisted by Frederico Simão, Sandra Alves, Carolina Linda and Joana Lopes with Clarins products

Editor: Miguel Ângelo

Sound: Alexandre Franco

Music: Rory Pfothenhauer

Production: Promenade Films

Talents: Alex D'Alva Teixeira, Ana Salazar, Ana Sofia Martins, André Cabral, Antónia Rosa, Catarina Furtado, Eduarda Abbondanza, Helena Vaz Pereira, Ivan Hunga Garcia, Joana Barrios, Joana Jorge, Joana Ribeiro, Luís Pereira, Manuela Kriola, Miguel Flor, Paulo Gonçalves, Ricardo Costa, Rosário Mello e Castro

Special Thanks: Bárbara Atanásio, Béhen, Çal Pfungst, Carlos Gil, Filipe Cerejo, Ivan Hunga Garcia, Lidija Kolovrat, Luís Carvalho, Miguel Flor, Nuno Baltazar, Sebastião Vences and Moove Studio.

PRESS RELEASE

15.02.2024

MODALISBOA FOR GOOD: FASHION SHOWS CALENDAR

In co-organization with the **Municipality of Lisbon**, the **62nd Lisbon Fashion Week** presents a four-day program, based at **Pátio da Galé**.

MODALISBOA FOR GOOD Fashion presentation calendar combines the exploratory projects of the Workstation platform with the innovative approach of the LAB platform and new proposals from established Designers, completing itself with a global vision of the Fashion Industry, by hosting on its catwalk moments dedicated to **Portuguese Soul** — **APICCAPS** editorial project —; launch of the collaborative capsule collections **Lion of Porches** x **paatiff** (announced at the last **ModaLisboa**) and **DECENIO x MOLNM**, by Matilde Mariano; and **It's the Fit, not the Brand**, an action that will remain secret until March 10th. On the same day, Pátio da Galé also hosts the **Support Ukrainian Designers Initiative**, a moment that results from the protocol between Associação ModaLisboa and Ukrainian Fashion Week — which has not been held in its country of origin since the beginning of the Russian invasion — to communicate Ukrainian creatives who continue to work, even under constant threat. Since 2022, UFW has supported its Designers by establishing partnerships with international Fashion Weeks such as London or Copenhagen. Now, it arrives in Lisbon with the collections of **Daria Donezz**, **Omelia** and **Nadya Dzyak**.

To reinforce a commitment to the city, contributing to a greater involvement in the creative process of Fashion Design, **Dino Alves'** fashion show will be **open to the public**. With the support of **Betcllic**, this moment was designed together with **Liga Portugal Betcllic** to celebrate the intersection between the conceptuality of Fashion design and the community spirit of football, in an invitation for all supporters of both sports to come together in **Praça do Comércio on Friday, March 8th, at 9:30 pm**.

Another of ModaLisboa's missions has been to develop a calendar of Fashion presentations rich in new **performance and scenographic approaches** and which, in addition, boosts **different cultural hubs in the city**. Thus, Ivan Hunga Garcia takes his Haute-Gardenning to Pensão Amor, on Friday night, and João Magalhães reveals his new studio in Graça (Saturday, at 12pm).

After revealing for the first time, a year ago, the collections of the final year students of the Fashion Design course at Lisboa Social Mitra, **IED – Istituto Europeo di Design** returns to ModaLisboa with new names that reflect the future of the global Fashion Industry: **Annarita Biava**, Cristian Bogliano, **Angelica Siddi**, **Matteo Rosellini**, **Maria Chiara Sorbino** and the duo **Alessio Dolfi** and **Carlotta Mora**. Future Starts Slow: IED Graduate Fashion Show brings together six visions that transform the complexities of the present into pieces capable of reflecting a generation (more information [here](#)). In this edition, the catwalk is enriched by a dance performance and a selection of IED fashion films.

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MODALISBOA FOR GOOD

8 MAR

17H30—SANGUE NOVO

supported by Seaside

19H00—DEÇENIO x MOLNM

20H00—LUÍS CARVALHO

21H30—DINO ALVES

supported by Betclíc & Liga Portugal Betclíc

* Praça do Comércio

23H00—IVAN

HUNGA GARCIA workstation

* Pensão Amor

9 MAR

12H00—JOÃO MAGALHÃES lab

* João Magalhães Studio

15H00—CARLOS GIL

16H00—IED GRADUATES

FASHION SHOW

17H00—BUZINA

18H00—LION OF PORCHES

x PAATIFF

19H00—LUÍS BUCHINHO

20H30—PORTUGUESE

SOUL presentation

21H30—RICARDO ANDREZ

22H30—GONÇALO PEIXOTO

10 MAR

15H00—UKRAINIAN FASHION

WEEK PRESENTS:

DARJA DONEZZ, OMELIA,

NADYA DZYAK

16H00—FILIPE CEREJO /

ARNDES workstation

17H00—DUARTEHAJIME

18H00—BEHEN lab

19H00—IT'S THE FIT,

NOT THE BRAND

20H00—VALENTIM QUARESMA

21H00—KOLOVRAT

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SUPPORTED BY
SEASIDE

SANGUE NOVO
BARBARA ATANÁSIO
GALPFUNGST 8 MAR '24
ISZA PATIO DA GALÉ 17H30
M. PLATEAU MODALISBOA
MARIA DO CARMO STUDIO
MESTRE STUDIO FOR GOOD

AWARDS
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SANGUE NOVO SUPPORTED BY SEASIDE

The second and final phase of the **Young Designers Competition** opens the **MODALISBOA FOR GOOD** catwalk on **Friday, March 8th**.

After mentoring sessions with the jury and several professionals from the Fashion Industry (in a [new ModaLisboa training program](#)), and the development of new collections with the support of the textile partnerships of **SANGUE NOVO supported by Seaside**. ([Calvelex/Fabrics4Fashion](#), [RDD Textiles e Riopele](#)) the six Designers return to **Pátio da Galé**. Neo-nostalgia, the imagery intersection between fantasy and reality, conflicts of interests, memories and identity consolidations are materialized with a deep awareness of environmental and social impact, establishing a new rhythm for the contemporary Fashion System.

DESIGNERS

[BÁRBARA ATANÁSIO](#)

[ÇAL PFUNGST](#)

[ISZA](#)

[M.PLATEAU](#)

[MARIA DO CARMO STUDIO](#)

[MESTRE STUDIO](#)

JURY

Miguel Flor (President)

Joana Jorge (Project Manager ModaLisboa)

João Magalhães (Fashion Designer)

Adriano Batista (Editor-in-chief Fucking Young!)

Ana Tavares (CEO RDD Textiles)

Olivia Spinelli (Head of Fashion School and Art Director at IED Milano)

AWARDS

ModaLisboa x IED - Istituto Europeo di Design Award

- A full scholarship for the Master's degree in Fashion Brand Management at IED Florence (nine months, starting in November 2024), worth 24,000 euros;
- Scholarship of 4,000 euros;
- Mentoring by the ModaLisboa Association.

ModaLisboa x RDD Textiles Award

- Three-month internship at RDD Textiles (accommodation included) with activities related to design, selection and development of materials, modelling, 3D, clothing, among others. The aim will be to create a collection for RDD using materials from Valérius 360 (Valérius' recycling centre) and a collection name to present at Lisbon Fashion Week;
- Scholarship of 1,750 euros;
- Presentation of the collection developed during the internship on the Lisbon Fashion Week Workstation platform;
- Mentoring by the ModaLisboa Association.

ModaLisboa x Showpress Award

The winners of the ModaLisboa x IED and ModaLisboa x RDD prizes also benefit from Press Relations and Showroom services at the Showpress communications agency for one season.

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27.02.2024

FAST TALKS
7 MAR '24 — 17H
MODALISBOA
MAAT

SUPPORTED BY
NESCAFÉ

ENTRADA LIVRE
com registo obrigatório até 4 de março,
em MODALISBOA.PT/FAST-TALKS-REGISTO

No dia 7 o bilhete de entrada no MAAT
também garante o acesso ao evento.

LIVESTREAMING
MODALISBOA.PT

Exposição Plug-In — MAAT Gallery
Av. Brasília, 1300-598 Lisboa

HOST
RUI MARIA PÊGO

DESIGNING FOR GOOD
THE BUSINESS, THE MARKETING, THE CHANGE.

ANA DUARTE — DUARTEHAJIME
CÉSAR ARAÚJO — CALVELEX/ANIVEC
MÓNICA SEABRA MENDES — CATÓLICA LISBON SCHOOL
OF BUSINESS & ECONOMICS

CRAFTING FOR GOOD
THE ART, THE HERITAGE, THE FUTURE.

DANILO VENTURI — IED ISTITUTO EUROPEO DI DESIGN
JOANA VASCONCELOS — JOANA VASCONCELOS ATELIER
SAM BARON — SAM BARON

LISBOA
CÂMARA MUNICIPAL

MODALISBOA

maat

MODALISBOA FOR GOOD: FAST TALKS

On March 7th, at 5pm, FAST TALKS supported by Nescafé arrive at MAAT - Museum of Art, Architecture and Technology, partner of this moment of inauguration of the 62nd Lisbon Fashion Week.

Moderated by Rui Maria Pêgo, the conversations continue to be Modalisboa's noble moment of thought, especially relevant in a contemporary context that requires dialogue, clear information and reinforcement of a feeling of community.

The two panels were designed as a response to the most relevant themes of the current Fashion System: concerted and sustainable investment opportunities, and the intersection between Fashion and cultural heritage (this last conversation will be in English). The conferences will take place in the MAAT Gallery building, where Valkyrie Octopus, by Joana Vasconcelos, one of the works in the Plug-in exhibition, is installed. More information and biographies of all speakers, [here](#).

FAST TALKS FOR GOOD have free entry (subject to space capacity) with mandatory registration here, until March 4th. On the 7th, the MAAT entry ticket also guarantees access to the event. Livestream at Modalisboa.pt.

5 PM
DESIGNING FOR GOOD
The business, the marketing, the change.

A discussion about the systemic transformations in Fashion in recent years: what has changed, what has improved and what still needs to change to consolidate an agile, modernized industry capable of true positive impact. The three speakers share perspectives, strategies and the investments necessary for businesses to be able to respond to contemporary challenges.

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Speakers

Ana Duarte, Founder and Creative Director DuarteHajime

César Araújo, President of the Board of ANIVEC, CEO Calvelex

Mónica Seabra Mendes, Director of the Luxury Management Program at Católica Lisbon School of Business & Economics

6 PM

CRAFTING FOR GOOD

The art, the heritage, the future.

The intersection between Fashion, Art and craftsmanship has always been organic, but recent years — and a new generation of creatives — have blurred the boundaries between these practices. In this conversation, borders cease to exist completely: artists, designers and educators discuss the new opportunities at this intersection of disciplines, and the emerging territories that are yet to be explored.

Speakers

Danilo Venturi, Brand strategy, Director IED Florence

Joana Vasconcelos, Artist

Sam Baron, Product and Interior Designer, Creative Director