



PRESS RELEASE

11.09.2024



MODALISBOA SINGULAR

The 63rd edition of **Lisboa Fashion Week** takes place, in co-organization with the **Municipality of Lisbon**, between **10 and 13 October 2024**. **MODALISBOA SINGULAR** is a celebration of the relationship between the capital and the Fashion Week, the product of an effervescent, transformative, bright and cross-cultural **city**. **SINGULAR**, because it's **unique**. And to be unique, it needed to be innovative and disruptive, opening new doors, building heritage. That is also its **mission**, and what it will do, clearly, in its October issue.

The first mirror of this uniqueness is the communication campaign,

launched today and signed by **Havas Portugal**, with production by **Casper Films**. **MODALISBOA SINGULAR** is the line that joins the cult, secret, culture and future city to reveal finally the **plurality** of spaces, creators and creatives who build a **Fashion Week**. The film is also inspired by a new ModaLisboa Association strategy, which redesigns the event **programming** to respond to the evolution of the Fashion Industry context and the society that defines it. So, new spaces are announced, new ways to think the event, to experience Fashion, and to live the city.



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In anticipation of the official calendar, ModaLisboa opens its design **POP-UP STORE** on **October 2**, at **Locke de Santa Joana**, the new official hotel of Lisboa Fashion Week. The temporary store, open until October 13, features ModaLisboa designers and a selection of national brands to encourage direct contact between creatives and the various audiences intersecting in this privileged location.

Maintaining the basis of the presentations of the new collections of the national creators in the monumental **Pátio da Galé**, the geographic expansion of ModaLisboa to the axis of Avenida da Liberdade is consolidated on October 10, with the return of the free entry exposition **WORKSTATION NEW MEDIA**. The project implemented with the support of the Portuguese Republic — Culture/General Directorate of Arts aims to show, until the 13th in the **National Society of Fine Arts**, new languages and immersive experiences in the intersection between Fashion, Visual Arts and Technology. More information about the project, including guest artists, [here](#).

But before the exhibition, **MODALISBOA SINGULAR** promotes its noble moment of thought: **FAST TALKS** that, also on the 10th, open the official Lisboa Fashion Week schedule. Back to the newly opened **MUDE - Museum of Design**, conferences, with national and international speakers, focus on the transversality of technology in Fashion practice as well as the role of Creative Industries in the city's regeneration. Soon after the conversations, and also in MUDE, the results of the second edition of the **beat by be@t** project, the sustainability innovation program for Textile and Fashion Industry led by **CITEVE** and **BCSD Portugal**, are finally revealed. To Pátio of Gale, MUDE, National Society of Fine Arts and Locke Santa Joana, Lisboa Fashion Week will also add other spaces and respective programming, to be revealed in the coming weeks.

MODALISBOA SINGULAR is the result of a strategic planning by the ModaLisboa Association, and brings together the work of a multidisciplinary set of creators — from the ten new competitors in the **SANGUE NOVO** contest, which present their collections on October 11, in **MUDE**, to the most renowned names of Portuguese Fashion, returning to **Pátio da Galé** — and also a great diversity of projects and **free-entry events** that inform, reinforce and complete the programming. **SINGULAR** is, in addition to the reflection of the city's new paradigms, to know how to recognize the purpose that binds together the various forms of creation and uniting them in an aggregator event with a new perspective on its role, with the aim of encouraging a global mobilization of Lisbon towards cultural participation. Because to be singular, it needs to be, first, plural.

MODALISBOA. SINGULAR, after all.

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CAMPAIGN

Agency: Havas

Executive Production: Nuno Lobo, João Cabezas. Casper Films.

Direction: Bruno Ferreira

Photography Direction: Bernardo Infante

Photography: Marcus Sabah

Direction Assistants: Ana Moreira and Carlos Malta

Image Assistants: Fernando Tavares, Maria Inês Rodrigues e Catarina Santos

Production Chief: Mónica Figueira

Production Coordinator: Mónica Martins

Location Manager: Andreia Monteiro

Production Assistants: Urshi Cardoso and Hugo Granjo

PPM: Diana Oliveira

Production Van: David Almeida

Art Direction: Marta Cruz

Handyman: Ivna Carvalho

Sytlng: Larissa Marinho assisted by Sofia Amaral Coelho

Make-up: Joana Lopes, Catalina Canas, Sandra Alves and Marcelo Duarte for Antónia Rosa Studio

Hair: Ana Fernandes, Nicole Francisco, Paulo Vieira and Edgar Santo for Helena Vaz Pereira/Griffe Hairstyle

Electrician Chief: Sérgio Pontes

Electrician Assistants: Tiago Jesus and Luís Carneiro

Camera: Planar | José Tiago

Light/Grip: STP | Sérgio Pontes

Production Material: New Play | David Almeida

Editor: César Santos

Post-Production: Miguel Diogo

Sound: Som de Lisboa

Grading: Bernardo Infante

Music: MÁXIMO

Casting: Ana Julia and Yanessa, Karakter; Mingze and Ezy, We Are Models; Diogo Faial, Gany Camara, Nikita and Elis Meeksa, Face; Sahil and Junior, Just; Ariel, Miriam and Aurora, Papaya.

HAVAS TEAM

CEO: Pedro Graça

CCO: Paulo Pinto

Creative Director: José Vieira

Digital Creative Director: Margarida Pedreira

Account Director: Maria João Ramos

Production Director: Raquel Gomes da Costa

Creative Duo: Rita Neves and Vasco Carvalho

Director of Strategic Planning: Gabriel Batista

Advertising Account Manager: Sofia Tavares de Carvalho

Digital Designer: Guilherme Carvalho

Art-finalist: Nuno Nascimento

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After the opening of the **Portuguese Design Pop-up Store**, on the **2nd of October** (open at **Locke de Santa Joana** until the **13th**), the official program will begin on the **10th**, at **MUDE – Design Museum**, with the **FAST TALKS**, to debate the Fashion system and its intersections with the social and technological challenges of contemporaneity. A narrative that continues at the inauguration of the exhibition of the **beat by be@t** projects, a program by **CITEVE** and **BCSD Portugal**, which brings sustainability to the concrete level with its second edition. Also on Thursday, the Lisboa Fashion Week schedule follows to the **National Society of Fine Arts (SNBA)** to inaugurate the **WORKSTATION NEW MEDIA**, a project implemented with the support of the Portuguese Republic — Culture / General Directorate of Arts, which returns with new artists, new competition and new programming. The exhibitions will have **free entry** until October 13th, and information about all projects and artists will be revealed soon.

Also on Friday, the MODALISBOA SINGULAR calendar continues its geographical exploration of the city. The day starts at SNBA, at 5pm, and progresses to the debut of the **SANGUE NOVO supported by Seaside** competition at MUDE (more information, below). Next, João Magalhães inaugurates **COMETA 10**, his cultural space — the opening features an artistic installation by the Designer, and the space can also be visited throughout the day on Saturday — and Constança Entrudo presents her new collection in a space to be revealed soon. October 11th ends with the premiere of **ALL LOVE LETTERS ARE RIDICULOUS**, an exhibition and performance by João Telmo at Palácio Chiado. The exhibition, also with free entry, will be on display until October 13th.

The last stop before Pátio da Galé takes place on Saturday: the first presentation of the day, Portuguese Soul by APICCAPS, opens the doors of **HAVAS Village** to the Lisboa Fashion Week audience. Afterwards, all eyes turn to Sala do Risco at **Pátio da Galé**, for a program of fashion shows, happenings and launches that also speak of singularity. The calendar maintains its diversity, both in terms of design and positioning of audiences, voices, visions and scales — from the most popular and renowned Designers to younger creatives, such as Mestre Studio, Çal Pfungst and Bárbara Atanásio, who advance from the competition Sanguê Novo to join ARNDES on the Workstation exploratory platform. Another new feature on the Lisbon Fashion Week catwalk is the **GREEN CIRCLE X BEAT powered by CITEVE** fashion show, a project that reunites and materializes the technological innovations from the Textile Industry at the service of a responsible production and a circular economy.

With **four days of programming, eight locations** and a diversity of content designed to mobilize the creative community, **MODALISBOA SINGULAR** is the reflection of an increasingly deeper intersection between **Fashion**, the **city** and all its **cultural spheres**. Over the next few weeks, ModaLisboa will reveal in detail the programming parallel to the fashion shows, designed to mobilize the Lisboa Fashion Week community around themes such as **Sustainability, Craftsmanship and Digitalization**.

LISBOA FASHION WEEK - LISBOA FASHION WEEK - LISBOA FASHION WEEK
 MODALISBOA - SINGULAR - SINGULAR - SINGULAR
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And what would be of culture without the future? On October 11th, at 6pm, the new contestants of the **SANGUE NOVO** supported by **Seaside** competition make their debut at MUDE - Museu do Design. The first fashion show of the 63rd Lisbon Fashion Week is also the first contact of the ten young creatives with the event's audience, inaugurating the MODALISBOA SINGULAR catwalk with projects that contextualize the contemporary fashion practices.

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It's here that digital and artificial manufacturing processes that confront technology and sustainability are presented, an in-depth exploration of new materials and silhouettes that defy the laws of physics, the elevation of time as a crucial ingredient for a responsible production, or the discussion of gender roles and societal norms. In addition to **Seaside**, a brand that continues to support the competition, fulfilling its mission of empowering creativity and raising awareness of sustainability, the ten collections are once again fabricated with materials provided by the textile partnerships established by Associação ModaLisboa — **Calvelex/Fabrics4Fashion, RDD Textiles** and **Riopele**. On the day of the presentation, there is a new addition behind the scenes: the models hair will be styled by **Jean Louis David**, in the context of its program to attract new talent, maintaining the partnership with **L'Oréal Professionnel** products.

At the end of the fashion show, the five finalists of **SANGUE NOVO supported by Seaside** will be announced, and in **March 2025** they will compete for the **ModaLisboa x IED - Istituto Europeo di Design** and **ModaLisboa x RDD Textiles** awards.

DESIGNERS

[Dri Martins](#)

[Duarte Jorge](#)

[Francisca Nabinho](#)

[Gabriel Silva Barros](#)

[Gonçalo Oliveira](#)

[Ihanny Luquessa](#)

[Inês Arthayett](#)

[Lolo](#)

[Toque Amargo](#)

[Void](#)

JURY

Miguel Flor (President)

Joana Jorge (Project Manager, Associação ModaLisboa)

Constança Entrudo (Textile Designer)

Rune Park (Founder and CEO, loja Sheet-1)

Ana Tavares (CEO, RDD Textiles)

Olivia Spinelli (Coordinator and Creative Director, IED Milano Fashion School)



AWARDS

OCTOBER 2024

Each finalist will receive:

A cash prize of 1,000 euros to develop a new collection;

- Mentoring and support from the jury;
- Mentoring by Associação ModaLisboa;
- Press office and showroom at the Showpress communication agency, for one season.

MARCH 2025

ModaLisboa x IED Istituto Europeo di Design Award

- Master in Fashion Brand Management at IED Firenze (nine months, starting in November 2025), worth 24,000 euros;
- Scholarship of 4,000 euros.

ModaLisboa x RDD Textiles Award

- Three-month internship at RDD Textiles (accommodation included) with activities related to design, selection and development of materials, pattern making, 3D, manufacturing, among others;
- Scholarship of 1,750 euros.

ModaLisboa x Showpress Award

The winners of the ModaLisboa x IED and ModaLisboa x RDD awards will also benefit from Press Office and Showroom services at the Showpress communication agency, for one season.