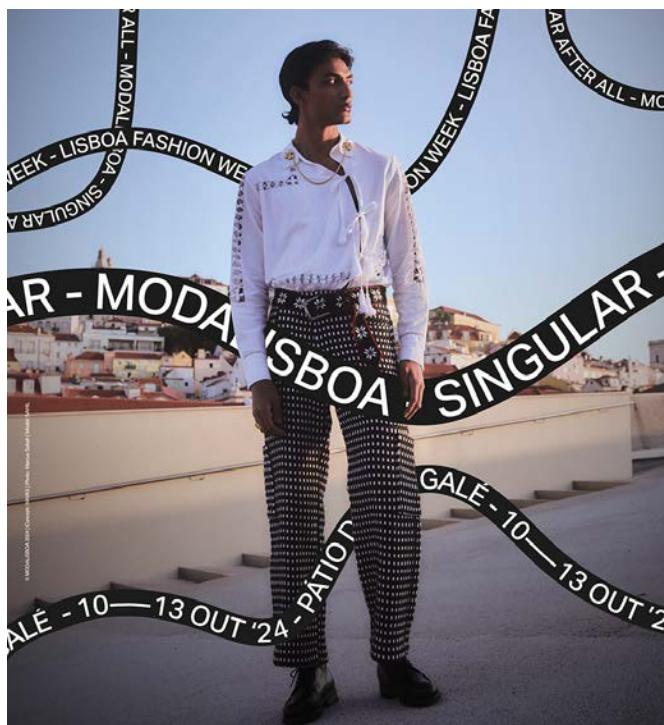




PRESS RELEASE

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, Karacter; 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

ASSOCIAÇÃO MODALISBOA | Lisboa - Rua do Arsenal, nº 25 | Porto - Avenida da Boavista, n.º 3523 – 7º andar



PRESS RELEASE
18.09.2024

MODALISBOA SINGULAR, in co-organization with the **Municipality of Lisbon**, presents a **programmatic design** that is the mirror of a Fashion Week and an expanding city, with a design store, conferences, exhibitions, fashion shows, presentations, performances and artistic installations; with new Designers, sectoral associations and large sustainability projects.

10 OUT

17H00 FAST TALKS ⁽¹⁾
19H00 BEAT by BE@T OPENING (1)
21H00 WORKSTATION NEW MEDIA OPENING (2)

11 OUT

17H00 WORKSTATION NEW MEDIA MASTERCLASS (2)
18H00 SANGUE NOVO supported by SEASIDE ⁽¹⁾
20H00 JOÃO MAGALHÃES LAB | INSTALLATION (2)
21H00 CONSTANÇA ENTRUDO ⁽⁴⁾
22H00 TODAS AS CARTAS DE AMOR SÃO RIDÍCULAS by JOÃO TELMO PERFORMANCE (5)

12 OUT

12H30 PORTUGUESE SOUL by APICCAPS ⁽⁶⁾
14H30 MESTRE STUDIO / ARNDES WORKSTATION
15H30 CARLOS GIL
16H30 KOLOVRAT
17H30 BUZINA x TOUS
19H00 GREEN CIRCLE x be@t powered by CITEVE
20H00 RICARDO ANDREZ
20H30 MODAPORTUGAL CIRCULAR by CENIT PRESENTATION
21H30 LUÍS CARVALHO
22H30 BÉHEN LAB

13 OUT

14H00 ÇAL PFUNGST / BÁRBARA ATANÁSIO WORKSTATION
15H00 DUARTEHAJIME
16H00 LUÍS ONOFRE
17H00 HIBU LAB
18H00 LUÍS BUCHINHO
18H30 AEG FASHION CHALLENGE PRESENTATION
19H30 VALENTIM QUARESMA
20H30 GONÇALO PEIXOTO
22H00 DINO ALVES

1 - MUDE - Museu do Design
2 - SNBA - Sociedade Nacional de Belas Artes
3 - COMETA 10
4 - Lisa
5 - Pátio da Gale
6 - HAVAS Village

LISBOA MODALISBOA

MUDE L'OREAL CLARINS Renova SEASIDE MSD TOUS

NESCAFÉ monchique BEIRAÔ PER SE Locke HAVAS CISION

GROOVE IED WOTELS RTP ANTENA 3 máxima woman e-cool Unige SAPO

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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 Sangue 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**.



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.



PRESS RELEASE

25.09.2024

MODALISBOA SINGULAR | FREE ENTRY EVENTS

MODALISBOA SINGULAR, in co-organization with the Municipality of Lisbon, presents its free entry program.

Designed to reflect the transversality of Fashion thinking, the open actions of **Lisboa Fashion Week** cover debate, local and responsible consumption, emerging technologies and innovation in sustainability. MODALISBOA SINGULAR will reveal the other events on its parallel schedule next week.

Designed to encourage direct contact between its Designers and the ModaLisboa public, the Lisboa Fashion Week **design pop-up store** arrives at **Locke de Santa Joana** from **October 2nd to 13th**, maintaining its mission of creating opportunities to sell local products, produced in a fairly and responsibly way. More information [here](#).

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MODALISBOA SINGULAR's FAST TALKS focus on the transversality of technology for the practice of Fashion — a consequence of the same transversality applied to contemporary thinking in society — and the crucial role of Creative Industries in social regeneration, in the redefinition of identity and in the strategic vision of a city. **Rui Maria Pêgo** will, once more, assume the role of moderator and all information, including speakers and registration form, is at ModaLisboa.pt.



From October **10th to 13th**, at **MUDE – Museu do Design**, **beat by be@t** — a program designed by BCSD Portugal — returns to Lisboa Fashion Week to present the materialization of its second edition. In the **exhibition** designed for MODALISBOA SINGULAR, the public will be able to browse **four circular and innovative textile projects** developed by teams made up of Fashion Designers and small and medium-sized companies. More information about each of the projects, [here](#).

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The **WORKSTATION NEW MEDIA** exhibition, organized by Associação ModaLisboa with the support of the Portuguese Republic — Culture / Direção Geral das Artes and **curated by ZABRA**, explores the intersections between Digital Art, New Media and Fashion at the **National Society of Fine Arts**. The curators invite the public *“to cross borders where human beings are not the only creators and where forms of life are not limited to the organic. Here, beings born of code inhabit digital universes that float in a new ecosystem, where life manifests not in flesh, but in data.”*

In addition to the work of the invited artists, ModaLisboa has already released the selected **Open Call** projects (which will be in competition for the **prize** in this second edition), as well as details about the **Masterclass** and the guided tour in **Portuguese Sign Language**, [here](#).



PRESS RELEASE

04.10.2024

MODALISBOA SINGULAR | OFF SCHEDULE

In co-organization with Lisbon's City Council, the 63rd Lisboa Fashion Week announces the events that complement its program.

In addition to the design [pop-up store](#), the [beat by be@t](#) and [Workstation New Media](#) exhibitions, as well as the [Fast Talks](#), MODALISBOA SINGULAR adds two free entry actions to the program (the full list can be consulted [here](#)). Networking moments, exclusive to guests and professionals from the Fashion Industry, are also intensified to encourage the sharing of experiences and the building of bridges between diverse professional areas.

Newly added events are detailed below, and the full schedule is available [here](#).



MODAPORTUGAL CIRCULAR by CENIT

11 — 13 OCT (Artistic Installation)

Praça do Comércio

Free Entry

12 OCT | 08:30 PM (Cocktail of MODAPORTUGAL CIRCULAR Magazine)

Pátio da Galé

Strictly by invitation

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The **MODAPORTUGAL CIRCULAR** by **CENIT** installation gains new prominence: an artistic and technological object in Praça do Comércio, exposed to all audiences in Lisbon, which will intersperse its programming between the livestreaming of the Pátio da Galé fashion shows and content that reflects the path that the Portuguese Textile and Clothing Industry is doing to become a more circular and sustainable industry. As a complement, there will also be a moment reserved for guests to celebrate the launch of the new MODAPORTUGAL magazine, on Saturday, at 8:30 pm, inside Pátio da Galé. More information [here](#).



TODAS AS CARTAS DE AMOR SÃO RIDÍCULAS by João Telmo

10 — 13 OCT | 12PM — 11PM (exhibition)

11 OCT | 22H (exhibition-concert)

Palácio Chiado

Free Entry

The **exhibition-concert** with artistic direction by **João Telmo** arises from the idea of selecting key letters between Fernando Pessoa and Ophélia Queiroz, and proceeding with the composition of original songs and respective visual album: 10 tracks, by Ella Nor and Mogno, and 10 photographs by Telmo Pereira starring names like Inês Castel-Branco, Laura Dutra, Rueffa or Vicente Gil. More information [here](#).



COCKTAILS AND LAUNCHES

12 and 13 OCT

Pátio da Galé

Strictly by invitation

The **MODALISBOA SINGULAR Club Room** will be the privileged place for networking actions, presentations and launches of new projects aimed at strategic audiences at each of the events. On Saturday, the 12th, right after the Buzina x TOUS fashion show, it is in the Club Room that guests from both brands will gather for the **TOUS Cocktail**, at 6pm. The following day, at 6:30 pm and in the same space, the AEG Fashion Challenge will be launched, a fashion project aimed at Designers and creatives with the goal to raise awareness about the importance of giving new life to already worn clothing items. The moment is the conclusion of a challenge made to three Designers from Lisboa Fashion Week: **Ana Duarte (DuarteHajime)**, **Dino Alves** and **Nuno Baltazar** star in a happening that symbolizes the launch of the competition (more information, [here](#)). And right before the last fashion show, the meticulous, artisanal and historical work of André Ópticas is celebrated, with a cocktail that brings the atelier experience to the Club Room, also replicated in the Lisboa Fashion Week Lounge.

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SINGULAR LOUNGE

12 and 13 OCT | 01:30 PM – 10 PM

Pátio da Galé

Strictly by invitation

The **MODALISBOA SINGULAR Social Area** is a lounge designed to offer guests of Lisboa Fashion Week Designers an immersive experience, before and after the shows. With each edition, the event's partners and sponsor brands — **DS Automobiles, Clarins, L'Oréal Professionnel, Renova, Seaside, MSD Portugal, Nescafé, Água Monchique, Licor Beirão, André Ópticas** and **Orquídea** — design activations that respond to the values protected by ModaLisboa: innovation, sustainability, design and creativity. To get to Pátio da Galé (and the surrounding locations, such as Praça do Comércio or MUDE) there are also new features: in partnership with ModaLisboa, Telpark created a special rate at Parque Camões, for €4.90/24h, subject to pre-payment. - reservation on the [Telpark app](#).

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