

MODALISBOA CAPITAL

PRESS RELEASE

06.02.2025



MODALISBOA CAPITAL

The **64th Lisboa Fashion Week** takes place, co-organized with the **Municipality of Lisbon**, from **March 6th to 9th, 2025**.

MODALISBOA CAPITAL is an edition that questions, provokes and challenges by knowing its value. Its capital. But what capital? The **geographic** — the capital of the capital, the nerve center, the decision-maker and the decisive one. The **creative** — obviously, due to its assets and conceptual codes capable of thinking about society. The **cultural** — of course, for its historical contribution to an increasingly active and conscious area. The **social and relational** — yes, through synergies,

bridges and intersectoral connections. The **economic** — inevitably, because it is the realization of the symbolic and the sustenance of a growing business. And the **human** — always, and above all.

It is the **CAPITAL** that builds and, therefore, we decided to deconstruct it. The **communication campaign**, designed by the **Graficalismo Studio** begins here, now, with a first image that functions as a preface to six symbolic and material representations of the idea of capital. Revealed over the next month on **Lisboa Fashion Week's** social media, these characters, or **alter-egos**, are thoughts transformed into living sculptures using repurposed clothing and textiles. An agglutination of very fast fashion, very cultivated waste and a very urgent **sustainability** as a way to talk about concerns in an avant-garde post-internet visual language.

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

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Thinking about CAPITAL, from the capital, is the starting point for designing the program for this ModaLisboa, an event so capital that it is written with two capital letters.

And we start with the creative CAPITAL: the **Fashion Shows** return to **Pátio da Galé**, from **March 7th to 9th**, with the second and final phase of the Sangue Novo competition supported by Seaside, and the new collections from the Workstation platform and renowned Designers. There will be three days of fashion shows that position **author Fashion** as a solution against the hegemony of a colossal and uncertain system, and the **calendar**, which will be released soon, brings news.

It is with the creative heritage that we arrive at the inevitable cultural CAPITAL of a Fashion Week: on **March 7th**, MODALISBOA CAPITAL debuts at **CAM** with a series of **new activities** designed in collaboration with the Gulbenkian Modern Art Center to explore, from its authors' perspective, the historical relationship between **Fashion and Art**. Lisboa Fashion Week's foray into the city's most important cultural facilities takes it back to **MUDE - Museu do Design**, with a programme of **workshops, Fast Talks and Fashion Presentations** in different spaces of the building, in an ongoing conversation between Design, Heritage and Community.

To this conversation we add more subjects of **capital importance**: responsibility, technology, digital transformation — in other words, the sustainability of the sector in which we operate. It is also part of the social CAPITAL of a **Fashion Week** to be an aggregating event, which strengthens the connection between creators and their audiences with the innovation of an industry, represented here by **APICCAPS** and **CENIT / ANIVEC**, which are once again part of the Lisboa Fashion Week program to talk about the future.

From **March 6th to 9th**, **CAPITAL** is therefore a powerful means of constructing and representing identity, but it becomes especially attractive due to its scope: **within it, we all fit**, just as everyone fits within Lisboa Fashion Week and its city, sorry, its capital. Talking about CAPITAL means talking about value, **relevance**, pertinence; to have CAPITAL is to have the power of subversion, and to be CAPITAL is to be the center of convergence: main, essential. What CAPITAL?

MODALISBOA. IT IS CAPITAL.

MODALISBOA CAPITAL

PRESS RELEASE

12.02.2025

MODALISBOA CAPITAL | FASHION SHOWS

MODALISBOA CAPITAL, in collaboration with the Municipality of Lisboa, presents a programme of fashion shows that reflects the diversity of its creative CAPITAL.

MODALISBOA CAPITAL
6-9
Março
Pátio da Gale

7 MARÇO

17H00 CONSTANÇA ENTRUDO
PRESENTATION | CAM[1]
20H00 SANGUE NOVO
supported by Seaside
21H30 INÊS BARRETO /
MESTRE STUDIO WORKSTATION
22H30 ALVES/GONÇALVES

[1] CAM – CENTRO DE ARTE MODERNA
GULBENKIAN
[2] MUDE – MUSEU DO DESIGN

8 MARÇO

15H00 CARLOS GIL
16H00 IED Graduate
Fashion Show
17H00 LUÍS ONOFRE
18H00 KOLOVRAT
19H30 LUÍS BUCHINHO
20H30 RICARDO ANDREZ
22H00 LUÍS CARVALHO

9 MARÇO

15H00 PORTUGUESE SOUL
by APICCAPS HAPPENING | MUDE[2]
16H00 NUNO BALTAZAR
17H00 BÁRBARA ATANÁSIO /
ARNDES WORKSTATION
18H30 VALENTIM QUARESMA
19H30 DUARTEHAJIME
20H30 GONÇALO PEIXOTO
22H00 DINO ALVES

SPONSORS: LISBOA CÂMARA MUNICIPAL, MODALISBOA

OFFICIAL PARTNER: MUDE MUSEU DO DESIGN, CENTRO DE ARTE MODERNA GULBENKIAN, L'OREAL PROFESSIONNEL PARIS, Renova, SEASIDE

OFFICIAL PARTNER: ASUS, BIODERMA LABORATÓRIOS BIODERMA, monchique, Locke, CISION, CALVELEX, GROOVE digital, IED INSTITUTO DE ESTUDOS DE DESIGN

OFFICIAL PARTNER: WOTELS, RTP, ANTENA 3, máxima, Woman, L'OCOL, L'UNIGE, SV

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Creative, yes, for obvious reasons, but Lisboa Fashion Week's shows also continue to position themselves as a **cultural CAPITAL**, because each collection adds a new perspective to the contemporary system in which we operate. And it is because of the diversity of visions, voices and aesthetics — united by a responsible and conscious approach to production — that the Portuguese fashion ecosystem continues to thrive.

In this season, the presentations will take place between **7 and 9 March** at **Pátio da Galé**. The programme opens with the second phase of **SANGUE NOVO supported by Seaside**, and continues with the promotion of young talent with **WORKSTATION** — Inês Barreto, one of the winners of SANGUE NOVO in 2023, has completed her Masters in Fashion Design at IED Milano and is now joining Mestre Studio, Bárbara Atanásio and ARNDES — and the **IED Graduate Fashion Show**. Under the theme 'Nostalgia for the Future', IED Istituto Europeo di Design brings to Lisbon a selection of six collections from its campuses in Italy and Spain to reflect on the nostalgia of moments that only exist in the imagination. Sala do Risco's runway will also be the stage for the most famous names in Portuguese design, with the return of Alves/Gonçalves alongside Carlos Gil, Luís Onofre, Kolovrat, Luís Buchinho, Ricardo Andrez, Luís Carvalho, Nuno Baltazar, Valentim Quaresma, Duarte Hajime, Gonçalo Peixoto and Dino Alves.

But that's not all: **MODALISBOA CAPITAL** also has two **off-location** fashion presentations. On **7th March**, **Constança Entrudo** will present her Fall/Winter 2026 collection, 'Second Best', in the Studio Room of **CAM - Gulbenkian Modern Art Centre**. From 5pm to 6pm, the presentation will have free admission, with a ticket to be collected from the CAM box office on the same day (starting at 3:00 PM, with a limit of two tickets per person). Due to capacity, the event will be split into three 20-minute slots, with doors opening at 5pm, 5.20pm and 5.40pm. The CAM shop will be open throughout the presentation, with pieces by Constança Entrudo and other ModaLisboa designers such as Valentim Quaresma and Dino Alves. From 6pm, the presentation will be reserved for guests and the press. And on Sunday **9th March**, **Portuguese Soul by APICCAPS** makes its debut at **MUDE - Design Museum**, with a happening that consolidates the reflection on the intersection between design, know-how and responsible production.

Creative CAPITAL, cultural CAPITAL... Do we need to talk about **economic CAPITAL**? Yes, we've left the materialisation of creativity to the end, but we're confirming another edition of the **Pop-up Store of Portuguese Designers and brands** at **Locke de Santa Joana**: a temporary shop that encourages the responsible purchase of design products, so that we can continue to value our human CAPITAL. The store will open on 26 February and more information, including the participating designers, will be available soon.

MODALISBOA CAPITAL

7 MAR '25

SUPPORTED BY
SEASIDE

20H PÁTIO DA GALÉ

SANGUE NOVO

JOINT INITIATIVE

LISBOA
CÂMARA MUNICIPAL

MODALISBOA

AWARDS | SUPPORT

IED

RDD

test
bed

SHOWPRESS
PRESS AND PR OFFICE

PARTNERS

CALVELEX

fabrics4fashion

Requie

The five finalist collections in the second and final stage of **SANGUE NOVO** supported by **Seaside** are the purest, most experimental and innovative materialisation of our CAPITAL, focusing on themes such as fashion as a dream that can and should be realised through conscious choice, a very close dystopia in which the middle class is abolished, the blurring of boundaries between ancestral techniques and technological innovation, the translation of highly human emotional depth into pieces that defy volume and proportion, the transgression of gender and the visual tension between the past and the future.

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

MODALISBOA CAPITAL

DESIGNERS

Dri Martins

Duarte Jorge

Francisca Nabinho

Gabriel Silva Barros

Ihanny Luquessa

Selected in October 2024, the five young designers now present the product of their conceptual growth and commercial maturity, developed over the last six months and with the accompaniment and mentoring of the jury. There's news here too: **Danilo Venturi, director of IED Milano** with a multidisciplinary career ranging from curating to strategic planning and fashion branding, joins the jury for this second phase of the competition.

JURY

Miguel Flor (President)

Joana Jorge (Project Manager, Associação ModaLisboa)

Constança Entrudo (Textile Designer)

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

Ana Tavares (CEO, RDD Textiles)

Danilo Venturi (Director, IED Milano)

Seaside continues to support the competition, in line with its mission to promote creativity and raise awareness of sustainability throughout the fashion industry value chain, with a positioning that places the brand not only as a partner of ModaLisboa, but also of culture in Portugal. The collections will once again be made using materials supplied by the textile partnerships established by the ModaLisboa Association: **Calvelex / Fabrics4Fashion, RDD Textiles e Riopele.**

AWARDS

ModaLisboa x IED Istituto Europeo di Design Award

- Master's degree 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, modelling, 3D, clothing, among others. The aim will be to create a collection using innovative RDD materials and processes, alternative to those conventionally produced;
- A grant of 1,750 euros.

ModaLisboa x Showpress Award

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

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PRESS RELEASE

18.02.2025

MODALISBOA CAPITAL | POP-UP STORE

Lisbon Fashion Week's design **pop-up store** returns to **Locke de Santa Joana** from February 26 to March 3.



A meeting place for designers, the materialisation of their work and the public, MODALISBOA CAPITAL pop-up store is curated to reflect the diversity of **identities** in the Portuguese fashion ecosystem, from the most emerging to the most established names in the market.

Items by **Béhen, Çal Pfungst, Dino Alves, DuarteHajime, Filipe Faisca, HIBU, Lidija Kolovrat, Luís Buchinho, Luís Carvalho, Nuno Baltazar, Ricardo Andrez and Valentim Quaresma** will be juxtaposed to represent the importance of design, quality and durability. Bonded by responsible, ethical production methods that respect each player in the

value chain, design products are not just an investment in creative capital: they are an opportunity to actively participate in shaping change.

LOCKE DE SANTA JOANA

R. Camilo Castelo Branco, 18.

OPENING HOURS

26 FEB - 1 MAR: 10am - 7.30pm

2 MAR: 12pm - 7.30pm

3 MAR: 10am - 4pm

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25.02.2025

MODALISBOA CAPITAL | FREE ENTRY EVENTS

Talks, Fashion Presentations, artistic installations, documentaries, pop-up stores: part of the mission of **Lisboa Fashion Week**, co-organized with **Municipality of Lisbon**, is to offer to the capital a relevant, contemporary **cultural event** that instigates debate and critical thinking. With its program of **free entry activities**, **MODALISBOA CAPITAL** addresses the connection between Fashion and Visual Arts, activism, social justice, technological innovation and responsible consumption, based at Locke de Santa Joana, MUDE - Museum of Design, CAM – Centro de Arte Moderna Gulbenkian and Praça do Comércio.



MUDE - MUSEU DO DESIGN

MAR 06, 5PM — 8PM.

Fee Entry with mandatory registration.

The Lisboa Fashion Week **FAST TALKS** return to **MUDE – Museum of Design** with a program focused on the social, cultural and environmental impact of the Fashion Industry. The event, designed in collaboration with the **Italian Embassy in Lisbon** as part of **Italian Design Day**, is divided into three moments: a **workshop** with **Matteo Ward** (the only moment reserved for guests); two conference panels, moderated by **Rui Maria Pêgo**, focusing on the **cultural** and **social** capital of Fashion; and the screening of two episodes of the documentary series **Junk**, which aim to reflect on the consequences of consumer society. More information about the talks, speakers and registration links, [here](#).

JOINT INITIATIVE



MODALISBOA

HOST

MUDE MUSEU DO DESIGN LISBOA

PARTNERSHIP WITH



Ambasciata d'Italia
Lisbona

Italian Design Day

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LISBOA
CÂMARA MUNICIPAL

MODALISBOA CAPITAL

CAM – Centro de Arte Moderna Gulbenkian

MAR 07, 4PM — 6PM.

Free entry (subject to space capacity), with ticket collected at the CAM box office on that day, from two hours before each session and with a maximum of two tickets per person.

Lisboa Fashion Week arrives at CAM – Centro de Arte Moderna Gulbenkian with a joint program designed to understand the ongoing encounters between Fashion and Visual Arts. With an exploratory vision that evokes the intersection of **artistic experiences**, the events are divided into two moments, reflections of a conceptual and material connection between the two areas, a connection that is increasingly urgent and relevant in the contemporary social scenario. **Diálogos** for possible futures are thus created, with intimate conversations between **ModaLisboa Designers and Artists** — Adriana Proganó with Diogo Mestre (Mestre Studio); João Pedro Vale and Nuno Alexandre Ferreira with Marta Gonçalves (Hibu); Mikhail Karikis with Lidija Kolovrat —; and the Fashion presentation of Constança Entrudo, who brings the autumn/winter 25/26 collection, **Second Best**, to Sala Estúdio. More information about the full schedule, [here](#).

JOINT INITIATIVE



MODALISBOA

HOST



MAR 7 — 9, Praça do Comércio.

Free Entry.

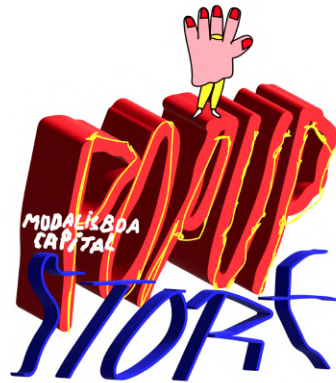
“**The web that binds us together**” has a conceptual basis in the connections woven by nature — in which each thread is a balance between strength and fragility, tension and liberation — which are reflected in human products, from the oldest looms to the innovation of new materials. **MODAPORTUGAL** by **CENIT/ANIVEC** returns to **Praça do Comércio** with an artistic installation that welcomes the city's public, broadcasts the **livestream** of the Pátio da Galé fashion shows and content based on values such as preservation of **artisanal techniques**, durability, sustainability and **technology**. More information, [here](#).

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PORTUGUESE
DESIGN

26 FEB - 1 MAR '25
10:00 - 19:30
2 MAR - 12:00 - 19:30
3 MAR - 10:00 - 16:00

PARTNERS

Locke Joana
SANTA JOANA

FEB 26 — MAR 3, Locke de Santa Joana.
Free Entry.

The **MODALISBOA CAPITAL** pop-up store returns to the official Lisboa Fashion Week's hotel.

Until March 3rd, pieces from the youngest to the most renowned Designers in the portuguese fashion system are available in a space that aims to promote the responsible consumption of design products. More information, participating designers and schedules, [here](#).

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