

MODALISBOA PRIORITY

PRESENTED BY
OMODA | JAECCO

PRESS RELEASE

09.09.2026



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Choosing is a daunting act. First, because it has become particularly difficult: more tools, more information, more possibilities, a horizon so vast that our attention can never fully encompass it. But beyond that, **choosing means deciding what deserves to remain**, knowing that other paths will inevitably be left unexplored.

For us, what deserves to remain is the ability to transform thought into a singular language, to build identity through culture and to create value that extends beyond function or novelty. What matters to us is this profoundly human intelligence, bringing together the discipline of research and method with creative freedom and artistic expression.

Against the contemporary fascination with efficiency, our **priority** may not

be the coolest or the most widely shared. To speak of **experimentation** or **sustainability** can feel like drawing on a vocabulary the present has been quick to replace, yet the reasons they remain necessary are unchanged. We continue to believe that Fashion should approach with purpose the resources and processes it mobilises, the people and knowledge it brings together, and the economic realities of creators, teams and organisations that need viable conditions to continue researching, working and creating. The **longevity** we seek extends across the object, the ways in which it is made and the entire ecosystem around it, including the conditions that allow that ecosystem to endure. It is also a question of time, and of giving it its proper measure, because talent does not mature under the constant pressure of urgency.



From 7 to 11 October, **MODALISBOA PRIORITY** presented by **OMODA & JAECOO**, co-organised with the **Municipality of Lisbon** and supported by **Turismo de Portugal's Portugal Events** programme, unfolds across the city. **OMODA & JAECOO** returns as main sponsor of the capital's Fashion Week, reinforcing a shared vision in which innovation cannot exist without purpose, and in which fertile ground for creativity and responsible design is itself the result of conscious choice.

With **Pátio da Galé** as its main venue, the programme extends to spaces including **MUDE – Museu do Design, Museu do Tesouro Real, Moldo Studios and Sociedade Nacional de Belas Artes**. Across these venues, the 67th Lisboa Fashion Week brings together Fashion presentations, platforms dedicated to emerging creators and new free-entry initiatives, from conversations and workshops to exhibitions and installations, connecting authorship, production, culture and public experience through opportunities for learning and exchange.

In keeping with the priorities we set out here, this edition opens with the first **MODAPORTUGAL International Conference**. Promoted by CENIT, the **free-entry** conference brings together thought leaders from across the world at **MAAT Central** on 7 October to discuss authorship, European policy, technological challenges and a commitment to future generations.

Over 35 years, the choices made by Lisboa Fashion Week have produced effects that extend far beyond the circumstances in which they were first made. Investment in the **renewal of the creative landscape**, proximity to industry, the integration of multiple artistic disciplines, critical reflection and the creation of contexts for innovation have built an infrastructure of relationships and knowledge whose reach extends beyond any single programming decision. It is through this gradual accumulation that programming acquires cultural significance, that experience becomes heritage, and that what we do in the present begins, without our fully knowing it, to shape a future memory.

MODALISBOA PRIORITY presented by **OMODA & JAECOO** is born, then, from the inevitability of choosing. We do not know which of the decisions we make will reveal their true importance only with time and distance. We know what we refuse to treat as transient. And **that is where we place our priority.**

CAMPAIGN

The campaign for the 67th Lisbon Fashion Week is created by Havas Portugal, with production by Casper Films, photography by Luís Miguel Fonseca, and styling by Tita Mendes. Pictured: Niva Lopes, Elite Lisbon.

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16.09.2026

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FASHION SHOWS OFFICIAL SCHEDULE

8 OCT '26

18H00 Béhen ¹

22H00 Ad Hoc Constança Entrudo
+ Marie Hazard ¹

9 OCT '26

16H00 Sangue Novo ²

18H00 Adolfo Domínguez ²

19H30 Ariana Orrico |
Francisca Nabinho ^{WORKSTATION 2}

22H00 Luís Carvalho ³

1 MUDE - Museu do Design

2 Pátio da Galé

3 Palácio da Ajuda - Museu do Tesouro Real

4 Havas Village

10 OCT '26

12H00 Portuguese Soul
by APICCAPS ^{PRESENTATION 4}

15H00 Carlos Gil ¹

16H30 Mestre Studio |
ARNDES ^{WORKSTATION 2}

17H30 Roselyn Silva ²

19H30 Gonçalo Peixoto ²

20H30 Kolovrat ²

22H00 Nuno Baltazar ²

11 OCT '26

14H00 Helena Vaz Pereira
powered by L'Oréal Professionnel ²

15H30 Bárbara Atanásio |
Çal Pfungst ^{WORKSTATION 2}

16H30 DuarteHajime ²

18H00 Luís Onofre ²

19H00 Valentim Quaresma ²

21H00 2B ²

22H30 Dino Alves ²

JOINT INITIATIVE		INSTITUTIONAL SUPPORT	
HOST	MAIN SPONSOR	EDUCATIONAL PARTNER	OFFICIAL MAKEUP PARTNER
		SPONSORS	
ENGEL&VÖLKERS		Évora 27	

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

MODALISBOA™

LISBOA
CÂMARA MUNICIPAL



FASHION SHOWS SCHEDULE

From **8 to 11 October**, the **MODALISBOA PRIORITY presented by OMODA & JAECOO** fashion show schedule foregrounds the diversity of paths, scales and creative languages shaping contemporary Fashion. Across four days and four locations, collaborations, debuts and site-specific presentations trace a new geography, expanding the possibilities for dialogue between collection, space and audience.

At **Pátio da Galé**, the programme brings together **SANGUE NOVO | Young Designers Competition**, **WORKSTATION DESIGN**, Roselyn Silva, Gonçalo Peixoto, Kolovrat, Nuno Baltazar, DuarteHajime, Luís Onofre, Valentim Quaresma, 2B and Dino Alves, joined by Adolfo Dominguez and Helena Vaz Pereira powered by L'Oréal Professionnel, both making their Lisboa Fashion Week debut. The shows will be **livestreamed** across our digital platforms, on the RTP website and at the MODAPORTUGAL by CENIT/ANIVEC art installation in Praça do Comércio.

But the official presentation schedule begins on Thursday at **MUDE – Design Museum**, with Béhen and AD HOC, a collaborative textile project by Constança Entrudo and Marie Hazard, developed between Portugal and France. Two days later, Carlos Gil's show begins inside **MUDE** and extends onto **Rua Augusta**, as part of a joint initiative by Associação ModaLisboa, the Museum and the **Municipality of Lisbon**. Moving along one of the city's main pedestrian streets, the show steps outside its conventional boundaries and enters the everyday fabric of downtown Lisbon. In keeping with a shared commitment to broadening public access to Designers' work, a number of seats will be available to the public, with mandatory registration opening on 5 October [more information [here](#)].

On 9 October, Luís Carvalho presents at **Palácio Nacional da Ajuda – Real Treasure Museum** for the first time, placing the architectural lines of his work in dialogue with a new heritage context. The following day, the performative presentation of Portuguese Soul by APICCAPS takes place at **Havas Village**, an editorial project dedicated to promoting Portuguese talent internationally.

WORKSTATION DESIGN unfolds across three moments of the four-day schedule, with presentations by ARNDES, Bárbara Atanásio, Çal Pfungst, Francisca Nabinho and Mestre Studio. The platform also marks Ariana Orrico's debut, where she presents the work developed during her creative residency at Burel Factory, awarded through **SANGUE NOVO** — which, in turn, introduces ten new names to discover.

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SANGUE NOVO

On **9 October**, at 4 PM, ten young Designers take to **Pátio da Galé** for the first stage of **SANGUE NOVO**: **Albert Porta, Alexandra Sousa, Catarina Pica, Elio, Francisco Martinho, Granatum, João Pecuro, Marta Amorim, Matheus Dauzaker and Ronni**. Their proposals open a new cycle of ModaLisboa's Young Designers competition, with five finalists moving forward to develop and present a new collection in March 2027.

This year's jury brings together **Miguel Flor**, as president, **Joana Jorge, Adriano Batista, Lidija Kolovrat, Umberto Sannino and Mafalda Fialho**. The competition also introduces the new ModaLisboa x IED – Istituto Europeo di Design award, offering two summer courses at IED Firenze, each with a €2,000 scholarship. The ModaLisboa x **Burel Factory** creative residency

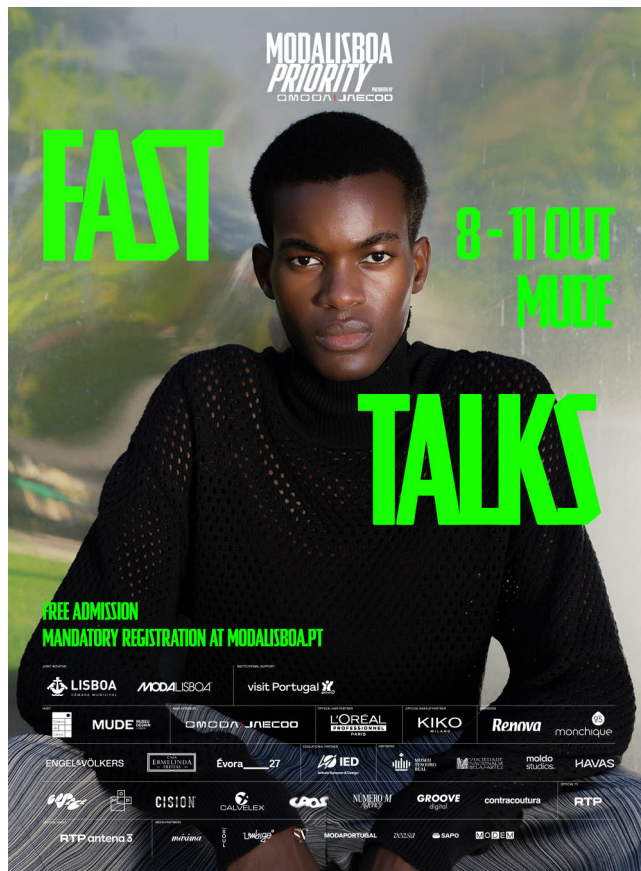
returns with a €1,000 grant and a subsequent presentation at WORKSTATION, while **Showpress** provides press office and showroom support. Textile partners **Calvelex/Fabrics4Fashion, RDD Textiles and Riopelle** support the development of the collections.

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FAST TALKS: MODALISBOA PRIORITY presented by OMODA & JAECCO

Between 8 and 11 October, **FAST TALKS** will bring three sessions to **MUDE – Design Museum**, exploring some of the key issues shaping the development and long-term success of a Fashion project. For this edition of Lisboa Fashion Week, the programme takes **two different approaches**: a **conversation** open to a wider audience, looking at the social impact Fashion can and should have; and two **workshops** for industry professionals, focusing on brand strategy and business development. All sessions are free to attend, subject to registration.

On 8 October at 5.00 pm, **FAST TALKS: Creativity, Agency and Social Change** looks at an industry that creates jobs, shapes culture, influences behaviour and plays a role

in shaping the collective imagination. Moderated by Rui Maria Pêgo, the conversation brings together **Vítor Sanches**, founder of Bazofio and the driving force behind Dentu Zona, a project developing screen-printing, market and collective creation initiatives in Cova da Moura; **Inês Sequeira**, who, after founding and leading Casa do Impacto, now heads Rede Capital Social; and **Miguel Flor**, creative director, curator and artistic director of (re)veste, a project promoting social inclusion through Fashion.

On 10 and 11 October, FAST TALKS take a more hands-on approach, with two workshops for industry professionals, each limited to 20 participants.



BRAND ETHOS: From Values to Strategy, led by **Catarina Pestana** on 10 October from 10.00 am to 12.00 pm, explores the connection between values, identity and strategic decision-making. Working with the participants' own brands, the workshop will look at what is already clearly defined, what needs further development, and how a brand ethos can help guide decisions around product, communication, positioning and growth. A Communication and Marketing specialist with more than 25 years' experience in brand management, Catarina Pestana is **Brand Communications Director at Grupo Visabeira**, CCO and founder of Bang Bang Agency, and a Guest Lecturer at Católica-Lisbon SBE and IADE.

On 11 October, also from 10.00 am to 12.00 pm, **READY FOR BUSINESS: Positioning, Growth and Market Access**, led by **Vincent Lyleire**, focuses on turning a creative identity into a sustainable commercial presence. Buyers, retailers, pricing, distribution, sales, partnerships, markets and international expansion are all part of this practical approach to business development, designed to help participants assess opportunities, prepare for market entry and build lasting commercial relationships. With a career spanning brands, retail and professional platforms including Martin Grant, Who's Next, Première Classe and La Redoute, Vincent Lyleire now works as an independent consultant specialising in business development, sales, networking and international growth. He is also **Buyer Manager at TRANOÏ**.

FAST TALKS

8, 10 and 11 October

MUDE – Museu do Design

Free admission, subject to registration

More information [here](#).

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