

# PORTUGAL FASHION SHOWROOM

2 – 4 OCT 2025

62 rue Charlot 75003 Paris

The Portugal Fashion Showroom will take place from October 2–4 at 62 rue Charlot showcasing a sharp selection of Portuguese designers to present their work during Paris Fashion Week. The project founded in 1995 aims to highlight emerging or established Portuguese labels, including participants of their BLOOM Incubator Programme and collaborations with Lisboa Fashion Week. On these 4 days but since years, Portugal Fashion is about showing Portugal as a dynamic fashion hub, providing designers with a strategic space to connect with buyers, press, and industry stakeholders while defending the country's unique blend of tradition, design, and contemporary vision. Among these leading figures, we can count **Marques'Almeida** (LVMH prize winners), **Felipe Oliveira Baptista** before Lacoste or KENZO, **Miguel Vieira** or **David Catálan** in the official calendar of Milan Fashion Week.



## THE BRANDS

### Arieiv collaborating with Lo Siento

**Lo Siento** : Founded in 2018 in Porto by João Pereira and Francisco Oliveira. Born out of the city's vibrancy, it embraces an urban, artistic, and minimalist approach, designing pieces with a strong identity and irreverence. In 2023, the brand joined forces with "bloomer" ARIEIV and worked on a joint collection resulting in creations of strong visual coherence, precise tailoring, and meticulous attention to detail—pieces conceived to assert presence on stage, in the street, and in image—while expressing a contemporary aesthetic rooted in Porto's creative territory.

### Pé de Chumbo

Founded in 1995 by designer Alexandra Oliveira, brand Pé de Chumbo is a womenswear label approaching experimental and innovative techniques, combining different fabrics and threads through a manual process. The later focuses on experimentation and stems from materials and threads that are transformed into the final fabric, closely linked to textile recycling, sometimes using waste thread from textile factories in the Guimarães region as a starting point for her creations, contributing to a more circular and sustainable approach to fashion.

### David Catalan

David Catalán is a Spanish designer who moved to Porto to study fashion and launched his brand there after gaining recognition through the BLOOM platform at Portugal Fashion. He debuted on the main runway in March 2018 and, with Portugal Fashion's support, earned a place on the official Milan Fashion Week calendar. His menswear combines modern culture, sporty silhouettes, layered constructions, and innovative materials to create high-quality pieces that mix elegant tailoring with edgy, oversized streetwear for a consumer seeking fresh details in everyday staples.

### DuarteHajime

Ana Duarte (Lisbon, 1991) is the founder and designer of DUARTEHAJIME, a Portuguese brand redefining streetwear with a cool, sustainable lifestyle. A graduate of the London College of Fashion (MA Menswear, 2015), she is also a guest lecturer in Lisbon. Since debuting at Lisboa Fashion Week's Sangue Novo competition in 2016, she has shown at Riga Fashion Week and the United Fashion showroom, earning the C.L.A.S.S. Icon 2021 Award for responsible innovation. Known for exclusive prints she illustrates herself, Ana combines natural and technological fabrics to create unique textures and urban pieces for active, design-driven consumers.

### Veehana

Based between Porto and Berlin, Veehana focuses mainly on traditional knit making practices and the construction of playful garments using deadstocks that are deconstructed and re-created.

### Davii

After working years in Brazil and South America, founder Davi left his native country to move to Porto in 2017, where he established his atelier to create unique and handmade pieces characterized by a distinctive tailoring style. Davii is about fluid fabrics and silk, transforming clothes into "timeless" and light creations symbolizing an ethereal, essential, and sophisticated femininity.

### Susana Bettencourt

Lying at the intersection of traditional craftsmanship and the possibilities of digital, Susana Bettencourt label founded in 2011 focuses mainly on knitwear, designed "from yarn to piece"—from the thread to the finished garment—always with a careful attention to raw materials, process, and finishing. She studied at Central Saint Martins and London College of Fashion and brings together a fusion of traditional techniques with contemporary technologies.

### Gonçalo Peixoto

Gonçalo Peixoto is a Porto based fashion designer graduated from ESAD, School of Design and Arts. Since then, his collections have caught the attention of renowned fashion stores and magazines as well as various artists and celebrities. In September 2017 he presented his first runway at London Fashion Week. Since 2018, Gonçalo has been a part of the official ModaLisboa calendar, where he presents his collections seasonally and in 2021, presented a collection at Milan Fashion Week.

### Nopin

NOPIN, founded by designer Catarina Pinto, is a Portuguese fashion brand with its own family-run production facility, ensuring full control over quality and craftsmanship. Rooted in northern Portugal and guided by values of love, excellence, and authenticity, it uses sustainable, certified materials and an all-women-led team of seamstresses. The brand creates bold yet timeless pieces with clean lines, precise cuts, and subtle details, balancing comfort, elegance, and functionality while expanding internationally through Portugal Fashion.

### Maria Carlos Baptista

Brand which work stands out for its dialogue between body, movement and bold silhouettes coming from designers world of dance. Her work is aroused between rigidity and fluidity, light and shadow, present and memory, what is male and female.

## CELEBRATING TECHNICAL KNOW-HOW AND FAIR CREATION INTERNATIONALLY

All the designers presented by Portugal Fashion share a unified commitment to sustainability, guided by their True Fashion Manifesto that defines the platform's vision for the future of fashion. Each brand aligns creativity with responsibility, ensuring that environmental and social concerns are embedded in every step of the process : collections are conceived with durability in mind, produced with certified and low-impact materials and developed through transparent and ethical practices that **value local craftsmanship and Portuguese know-how**. Beyond materials and production, this commitment extends to fair labour conditions, diversity and inclusion, and the reduction of waste across all activities. By adopting this collective framework, Portugal Fashion and its designers affirm that style today must be both innovative and accountable, positioning **Portuguese fashion as a credible and inspiring reference in the global movement towards a more sustainable and ethical industry**.



## A DEDICATED GLOBAL PROGRAM FOR EMERGING DESIGNERS

Besides showcasing a selection of brands during a few day, Portugal Fashion also brings his 360 expertise with BLOOM Incubator Programme - it promotes a global strategy for the development of strong brands through industrial partnerships, business collaborations, learning and acceleration programs, internships, mentoring and commercial follow-up, as well as a continuous presence in fashion shows, presentations, showrooms and pop-ups. The programme benefits especially from the coordination and curatorship of Marques'Almeida. From its very beginning, the idea behind Bloom was to create a pathway for designers to eventually transition onto the main Portugal Fashion catwalk, building visibility and credibility within the fashion ecosystem. Entirely free of charge, the Bloom Incubator provides sustained mentoring and strategic follow-up, ensuring that emerging designers are able not only to showcase collections but also to consolidate their businesses. The current edition includes Arieiv for Lo Siento, Maria Carlos Baptista and Veehana, three new voices that embody the future of Portuguese creativity and stand as the new generation of Bloomers. The Bloom Incubator represents this new stage in Portugal Fashion's vision: a platform that not only discovers but also sustains and empowers the next generation of Portuguese fashion. It establishes a consistent path of growth, ensuring that emerging designers evolve with the right tools, networks and visibility to progress from promising talent to international recognition. Among this programme :

- **Marques'Almeida**, LVMH winners, the most international portuguese brand supported by PF as one of the main names in London Fashion Week.
- **Felipe Oliveira Baptista**, was supported by Portugal Fashion as individual designer (before being head designer of Lacoste and creative director of KENZO)
- **Ernest W Baker**, LVMH finalists, the brand has the support of Portugal Fashion to be in the official calendar of Paris Fashion Week.
- **Miguel Vieira** and **David Catálan**, portuguese designers in the official calendar of Milan Fashion Week.

## ASSETS AND CONTACTS

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### ABOUT

PORTUGAL FASHION is a promotional project for Portuguese fashion created in 1995 being both a platform to **support young talent and a driver of change in the textile sector**. With 30 years of experience in fostering the internationalization of Portuguese fashion, PORTUGAL FASHION has innovated in its strategy and is now positioned as the hub of the national fashion ecosystem. Embracing a new concept, it asserts itself as more than just an event and distinguishes itself as a decentralized platform, innovating at the intersection of four strategic pillars, combining art, sustainability, and technology as catalysts for the sector's internationalization. This positioning aims to strengthen the connection with the industry, promote cultural heritage, and integrate climate and digital transition.

Today Mónica Neto holds the direction of the project; knowing the architecture of this fleeting place. Her daily work is made of strategic dialogues and decisive encounters, where each conversation can become a collaboration and each gesture a future projection. Mónica moves within that delicate territory where art collides with structure: in the silence of backstage and the sudden glare of lights, but also in the discreet corridors of the world's great Fashion Weeks, where the connections that push fashion forward are forged.

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