

PORTUGUESE  
**LOW**



**A P I C C A P S**

PORTUGUESE FOOTWEAR MANUFACTURERS ASSOCIATION

The image features a dark blue, almost black, marble background with intricate white and light blue veining. The marble is divided into large rectangular tiles by thin, dark lines. The overall texture is smooth and polished, with a slight sheen. The text "Just Gorgeous" is centered in a bold, white, sans-serif font.

**Just Gorgeous**



**PORTU  
GUESE  
SHOES**  
DESIGNED BY  
THE FUTURE

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Editor-in-Chief

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Conceptual Shoe by **Valentim Quaresma**

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SANTOS

*by Carlos Santos*



**Paulo Gonçalves** Editor in Chief

# Editorial

These are challenging times for the overwhelming majority of economic players worldwide. The slowdown in major economies may induce a decrease in consumption. History over the ages, however, allows us to conclude that it is precisely during the most critical moments that the best opportunities arise. Portuguese industry seems to be living one of those periods and it made good use of 2011 to strengthen its international prestige and conquer market share from its main competitors.

Get to know the essentials of Portuguese fashion in this edition of Portuguese Soul magazine. Learn about the players, the innovations and future bets.

Get also to know a remarkable country with a history spanning more than nine centuries. A country with tradition, but permanently reinventing itself. A soulful country called Portugal.



no matter how dark  
you see the night,

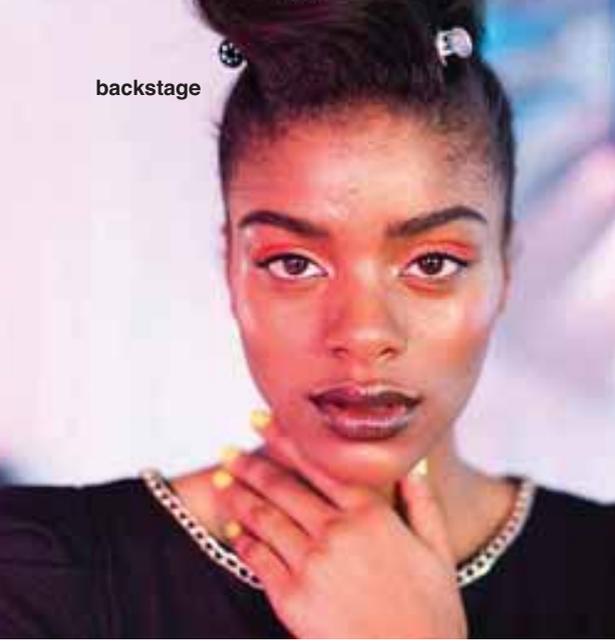
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# GO WITH YOUR WALK

# ES

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backstage



# MAKING OFF

“Protect me”

Boldness. Creativity. Talent.

“Protect me from what I want” is the title of the main editorial of this edition of Portuguese Soul magazine.

Designed and produced by a team of Portuguese fashion professionals, it combines the excellence of Portuguese footwear with the proposals from some of the most outstanding Portuguese designers.

The final result invites to a journey to a universe of beauty and magic.





*eject*

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# Portuguese Footwear Shakes Up International Markets

Supported by the Compete Program, the industry will invest 11 million euros to reinforce the commitment in the internationalization process through a major offensive that will translate into dozens of image related actions and the presence in major international specialty forums.

There are basically four major goals set for this promotional offensive. To consolidate the position of Portuguese footwear in foreign markets, to diversify exports destinations, to approach new markets and to allow new companies to initiate the internationalization process, such are the goals of the industry, which comprises more than 1,300 companies accounting for more than 32,000 jobs and stands as the most internationalized in the Portuguese economy.

The external trade promotion is the major priority for the industry, which exports roughly 95% of its production to over 130 countries. Therefore, in 2012 more than 140 companies will participate in more than 60 professional fairs all over the world.

The industry will invest in reinforcing its presence in world-scope fairs and exhibitions, such as MICAM and Riva del Garda (both in Italy) and GDS (in Germany), in fairs with strong regional impact (Modacalzado in Spain, Ciff and CPH Vision, both in Scandinavia) and niche events (Bread & Butter in Germany, Who's Next, Mess Around, Midec, Premiere Classe, Italmoda and Fashion Week in France - each of them aimed at different targets and market segments - The Brandery in Spain, Pure, Moda Footwear and London Fashion Week in the UK).

A special note to the huge bet on emerging markets with high growth potential for Portuguese companies, such as Brazil, China, UAE, Japan and Russia.

As part of this large "charm operation" on a global scale, the Portuguese footwear industry will reinforce the investment in communication and image actions. Under the "Glamour" motto, the 2012 campaign will reveal the excellence of the Portuguese offer. With the city of Porto as backdrop (the photo session took place right at the Town Hall), the choice fell on an all-Portuguese team (photographer, producer, stylist, models, hair stylists and makeup artists). Noteworthy was the presence of two major names in Portuguese fashion: models Sara Sampaio and Kevin Sampaio. Sara Sampaio, currently living in New York, won the 2011 Golden Globe Awards and Fashion Awards.

In recent years, besides a presence in editorials of the world's most famous fashion magazines (Vogue Portugal, Spain and India, Elle, Marie Claire, Biba and Wad France), she starred in several major international campaigns, such as Axe, Agatha Ruiz de la Prada, Blumarine, Replay Jeans and Armani Exchange. As for Kevin Sampaio, he's the face of several reference campaigns, such as D'Squared2, Macy's and Boglioli. In addition to the presence in editorials of fashion magazines around the world, he regularly walks the catwalk for big international brands, such as Armani, Bottega Veneta, Dior, Dolce & Gabana, Fendi, Gautier Versace, and Trussardi, among others.



# THE SHOES MUST GO ON

As 2012 is expected to be a particularly demanding year for the overwhelming majority of economic players at the international level, the Portuguese footwear industry is set to shake up the international markets once more with a large-scale promotional assault.

FLOOMT



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SPRING-SUMMER | 12

DKODE

# RELEASE THE STARS



First, we saw the lead actors from Star Wars comfortably wearing Swear. Luís Onofre would have the honour of designing shoes for the Princess of Asturias, and Helsar for 'superstar' Anastasia. Lately, it is Michelle Obama's turn, the most important woman in the world, to confess being seduced by Portuguese footwear.

Portuguese footwear is literally fashionable and deserves attention from famous personalities all around the world. Luís Onofre's creativity, for example, does not go unnoticed, and after celebrities like Paris Hilton and Naomi Watts, it was Michelle Obama's turn to acknowledge pieces by this Oliveira de Azeméis designer. Luís Onofre gifted two pairs of shoes to the American First Lady when she visited Portugal. A few months later, Onofre received, a courier, a special letter embossed with the White House seal. "When I saw the postman with a registered letter saying 'White House', I couldn't believe my eyes," revealed Luís Onofre. It didn't influence his humility, though. He learned early on to ally talent and work ethics, and inherited the company established by and named after his grandmother, Conceição Rosa Pereira & Co. Ltd. After graduating from the Professional Training Centre for the Footwear Industry (he was one of the first Portuguese Hot New Talents), Onofre would specialize in Italy and work with prestigious brands like Kenzo and Cacharel. He is currently one of the best well-known names in the Portuguese Footwear sector.

Ferreira & Avelar, who holds the Profession Bottier brand, gained the loyalty of some special customers as well. Production of luxury shoes is growing in Portugal, and names like Nicolas Sarkozy, Hugh Jackman and Michael Bublé cannot do without Portuguese footwear.

Ferreira & Avelar, was created in 1947 and is based in Santa Maria da Feira, with a turnover of around five million euros, and is in the hands of the same families of entrepreneurs for three generations. Ferreira & Avelar has invested in the production of high added value shoes, aimed almost exclusively at foreign markets, especially France. It is precisely in the French market that Ferreira & Avelar Footwear Company has consolidated its prominent position in the luxury footwear industry for men, either through its own brand, Profession Bottier, or through 'prestige' customers.

"We have seen sustained growth," emphasized Eduardo Avelar, responsible for the company's commercial matters. Its confidence in luxury footwear has been showing results. "We have paid great attention to the selection of raw materials and specialized workmanship, particularly in the finishings," he said. Supplying a high-quality service is another issue of major importance, as Ruben Avelar explained. "We are in permanent contact with our clients, and it has been through them that we found out that personalities like Nicolas Sarkozy, Hugh Jackman and Michael Bublé had purchased our products."

# PORTUGUESE FOOTWEAR GROWTH IN 2011

As it grows, Portuguese footwear industry is becoming more and more international. Exports account for around 95% of its production. In the first nine months of the year, Portuguese footwear exports grew by 20%. Portugal currently exports footwear to 132 countries in five continents – 68% of all countries recognised by the United Nations.

Still in 2011, Portuguese footwear reinforced its status as the product that contributes positively to the Portuguese balance of trade, with a trade surplus that will surpass 850 million euros by the end of the year.

From January to September, according to the Portuguese National Institute of Statistics, Portugal exported footwear to the value of 1,231 million euros. Imports have grown 7% to 427 millions euros.

Portuguese footwear exports have been registering growth in practically every market, particularly within the European Union, in France (a growth of 10.8% to 162 million euros), Germany (21.4% to 113 million euros), and the Netherlands (22%, to 80 million euros). Sales fell 3.2% in the United Kingdom (to 46 million euros), but thrived in Italy (a growth of 77% to 19 million euros).

Outside of Europe, growth was also registered in Russia (72.7% to 5.2 million euros), the USA (21.8% to 4.8 million euros), Japan (28.6% to 4.2 million euros) and Canada (87.6% to 3.6 million euros).

In the last quarter of the year, this export growth rate should slow down, because of the worldwide economic crisis. In any case, 2011 will always be a remarkably successful year for Portuguese footwear in the world markets.





Portugal currently exports footwear to 132 countries in five continents – 68% of all countries recognised by the United Nations.

All around the world, the Portuguese working abroad achieve success after success in the rather competitive Fashion trade.

We couldn't resist asking:  
"What is the best thing about  
being Made in Portugal?"

# PORTUGUESE IDOL

by Manuel Arnaut



**Ana Sofia, model, New York.**

"The cultural heritage we left in the World, our language, our cuisine, and being able to express 'saudade' with just one word."

Wide eyes, afro hair, perpetually sun-kissed skin. With exotic looks and a cat-like stride, Ana Sofia is one of the best well-known Portuguese models in the world. She has been photographed for magazines like American Teen Vogue and Glamour, walked the runway for Narciso Rodriguez and Betsey Johnson, and modelled for brands such as Victoria's Secret and Gap.

Ana is also as beautiful on the inside as she is on the outside. While in Portugal, she finds time in her busy schedule to work on 'Entre Nós' (Amongst Us), a charity project Ana created and which, through meetings and workshops, brings messages of hope and debates about a better future to the youth from the troubled neighborhood of Outorela, where she grew up.



**Armando Cabral, model and entrepreneur, New York.**

"To know that Portuguese is the sixth most spoken language in the world, and that our emigrants are spread through 140 countries. You are never alone, wherever you may be."

His lengthy resume makes it clear: Armando Cabral is a super model. In addition to being a staple on the pages of American GQ, he has walked the runways of Calvin Klein, Louis Vuitton and Dior Homme. His latest achievements include a Michael Kors worldwide campaign, photographed by Mario Testino, and becoming the face of J.Crew.

Beyond his achievements on the runway, Armando, who studied management in London, has also proved to be an able businessman. His recent footwear line, Armando Cabral Shoes, has achieved worldwide success. His modern designs, with some old-school charm thrown in, may already be found for sale in South Korea, Japan, China, Canada, Dubai, the United States, the United Kingdom and, of course, in Portugal.



**Marta Mota, manager of woman accounts, Women Management, Paris.**

"Our culture, our values, and the roots that make me the person I am today. I have lived in Spain and came to the conclusion that, although similar to the Spanish, we are different."

After her degree, the City of Light was the inevitable destination for someone who had always felt the pull of the fashion world. Marta Mota worked in fashion houses such as Berluti and Zara, lived in Portugal and Spain, and was then invited to join the model management agency Women Management, in Paris. Marta's responsibilities include negotiating publicity and image rights contracts, as well as deciding in which magazines, front covers and editorials the models on the agency's books will appear. And what a special lot they are – Women Management represents the some of the biggest runway stars, such as Isabeli Fontana, Carmen Kass, Mariacarla Boscono, Rosie Huntington-Whiteley and Natasha Poly. Although Marta lives in one of the most vibrant fashion capitals of the world, she still misses walking on the cobblestoned streets and admiring the sights of Lisbon.



**Felipe Mendes, stylist, Paris.**

“To have a unique, rare and precious heritage.”

His accent betrays the many years that Felipe has spent living and working in Paris. After discovering a passion for styling while working for Maison Martin Margiela, he went on to work for magazines *Jalouse* and *Número*. There, Felipe styled incredible editorials which were photographed by none other than Karl Lagerfeld, creative director of Chanel. Although still very young, Felipe works regularly with the most important fashion and design publications, such as British magazine *Wallpaper\**, American *Harper’s Bazaar*, and several editions of *Número* from around the world.



**Felipe Oliveira Baptista, fashion designer, Paris.**

“To be able to read Fernando Pessoa in its original version.”

It’s a name that needs no introductions. Felipe Oliveira Baptista is, right now, the most respected and well-known Portuguese designer in the international fashion scene. Born in the Azores, this designer, for whom fashion hasn’t always been his life and breath, won the coveted Hyères Festival prize nine years ago and has been unstoppable ever since. Having worked at Max Mara and Cerruti, Felipe is currently developing his own brand, established in 2003, and is the creative director of Lacoste. His début at his new post, during the New York Fashion Week, was described by *style.com* as “a promising start. Lacoste turned sleek, chic, and urban.” Although not available for purchase in Portugal, the Felipe Oliveira Baptista brand can be found in renowned stores such as Browns, in London, or Galeries Lafayette in Paris, amongst others. There, you will also be able to find his Summer 2012 collection, already shown in the City of Light, which reinterprets sportswear and utilitarian fashion in an elegant way.



**Sancha Teixeira, Bottega Veneta, Milan.**

"To have in our blood the will to discover, to learn and to go beyond our own goals. These are characteristics I see reflected in the Portuguese and that is what drives me to fight for my dreams."

Although Sancha worked for three years for a Portuguese fashion retail group, her studies, split between England and the United States, fed her desire for exploring new places. An MBA in Fashion, in Milan, provided the answer and also the ticket for the invitation, while she was still studying, to join the merchandizing division of the renowned Bottega Veneta house. Sancha now acts as a liaison between creative and commercial, focusing on ready-to-wear lines, women's footwear and high jewellery. Her favourite part of her job? "Meeting with the creative team to prepare the manufacture of each product: we define materials, finishings, shapes and silhouettes for the entire collection. It's a fantastic moment, as I have the opportunity to see the meticulous work that is produced season after season."



**Pedro D'Orey, editor, New York.**

"I always fly the 'Made in Portugal' flag. Our cuisine, our climate and our coast, along with our genuine elegance, are truly unique."

Although Pedro is currently involved in the launch of the most anticipated publication of the year, the Brazilian edition of the iconic Harper's Bazaar, his shining path began amongst pots and pans. To feed his secret passion for cooking, this editor decided to enrol in a culinary degree in a renowned French school, which led him to meet Giovanni Bourbon, the founder of the Living section of Vogue Brasil. After working for Vogue Spain, his work as a chef was placed on the back burner, and D'Orey began "a marathon as a freelancer." Always working in areas related to fashion, design and lifestyle, he was one of the first Portuguese to publish in Japan, Australia, Taiwan and China, having contributed to several editions of Elle, Architectural Digest Spain, World of Interiors, Vogue Living Australia, Vogue RG and Vogue Homem Brasil. "Bazaar Brasil will be a challenge, but we are still at the starting stages. After being invited, it was very fulfilling to work the Escape section from New York."

Protect me ...



Bomber jacket and t-shirt - RICARDO DOURADO  
Jewelry and reading glasses stylists own



Shoes-EXCEED  
Shirt-IURI  
Shorts- JÚLIO TORCATO  
Jewelry stylists own





Shoes-SHOES CLOSET  
Skirt and blouse-RICARDO DOURADO  
Men's blazer-JULIO TORCATO  
Jewelry stylists own



Shoes-STRENA  
Bomber jacket and t-shirt-RICARDO DOURADO  
Jewelry and reading glasses stylists own



Shoes-CENTURY  
T-Shirt-RICARDO DOURADO  
Shorts-IURI  
Bracelet stylists own





Jumpsuit NUNO BALTAZAR  
Jewelry stylists own



Shoes-SILVIA REBATO  
Dress-LUIS BUCHINHO  
Jewelry stylists own



Shoes HELSAR  
Jumpsuit, blouse and pants - NUNO BALTAZAR  
Jewelry stylists own



Shoes-CHIBS  
Blazer-JULIO TORCATO  
Sweater-HUGO COSTA  
Shorts-IURI  
Bracelet models own





Shoes-VIRUS MODA  
dress-LUIS BUCHINHO  
Jewelry stylists own

A male model with short dark hair and a goatee is the central focus. He is shirtless, showcasing a well-defined physique. He wears white, knee-length shorts and a black neckerchief tied around his neck. He is sitting on a stack of wooden crates, leaning back with his right arm resting on a crate to his left and his left leg crossed over his right. The background is a solid, vibrant red. The lighting is dramatic, highlighting the contours of his body.

Shorts-JULIO TORCATO  
Silk bandana stylists own  
Bracelet models own



Shoes-XUZ  
Dress and hot pants -ELISABETH TEIXEIRA  
Jewelry stylists own

...from what I want

FREDERICO MARTINS Photography  
FERNANDO BASTOS PEREIRA Styling  
PAULO GONÇALVES (APICCAPS) Production  
ATELIER PATRÍCIA LIMA Make-Up  
VASCO FREITAS Hair  
PEDRO SÁ Photography Assistant  
NELSON LIMA Styling Assistant  
HELENA ALMEIDA Make-Up Assistant  
JANI (ELITE), JOSIANE (KARACTER) Model  
AND GIL (L'AGENCE)



# INÊS CALEIRO

Inês Caleiro defines herself as a designer whose passion for exploring new shapes and geometrical structures allows her to express the emotions of urban adrenaline. She is one of the young Portuguese talents.





The Guava Project started in 2010, when designer Inês Caleiro, who studied at the London College of Fashion and worked with designer Jimmy Choo, chose to explore the business world after winning the 'Best Student Award'.

**How did the Guava Project appear?**

The Guava Project started when I was in the USA, and amongst the sketches of pieces of furniture and products, I would also design shoes as a form of mental therapy. I found myself holding a complete collection designed, with contacts to factories in Portugal and a very clear strategic view of what Guava would be and how to implement it both in the Portuguese and international markets.

**How would you define Guava as a brand?**

I usually define Guava as a Portuguese brand for shoes ruled by the passion for architectural shapes, inspired asymmetry and emotionally strong colours. Guava design is a result of the fusion between geometrical seduction, urban experience and a new design perspective.

**How would you define the general public's response?**

It is fantastic to feel that the public is quite welcoming. Guava was and has been like a boom of innovation in the Portuguese footwear industry, and it is very good to feel that the public was looking forward to seeing something as contemporary as Guava. Recognition at international level has been a motivation for me to keep on coming up with and developing new challenges for the brand.

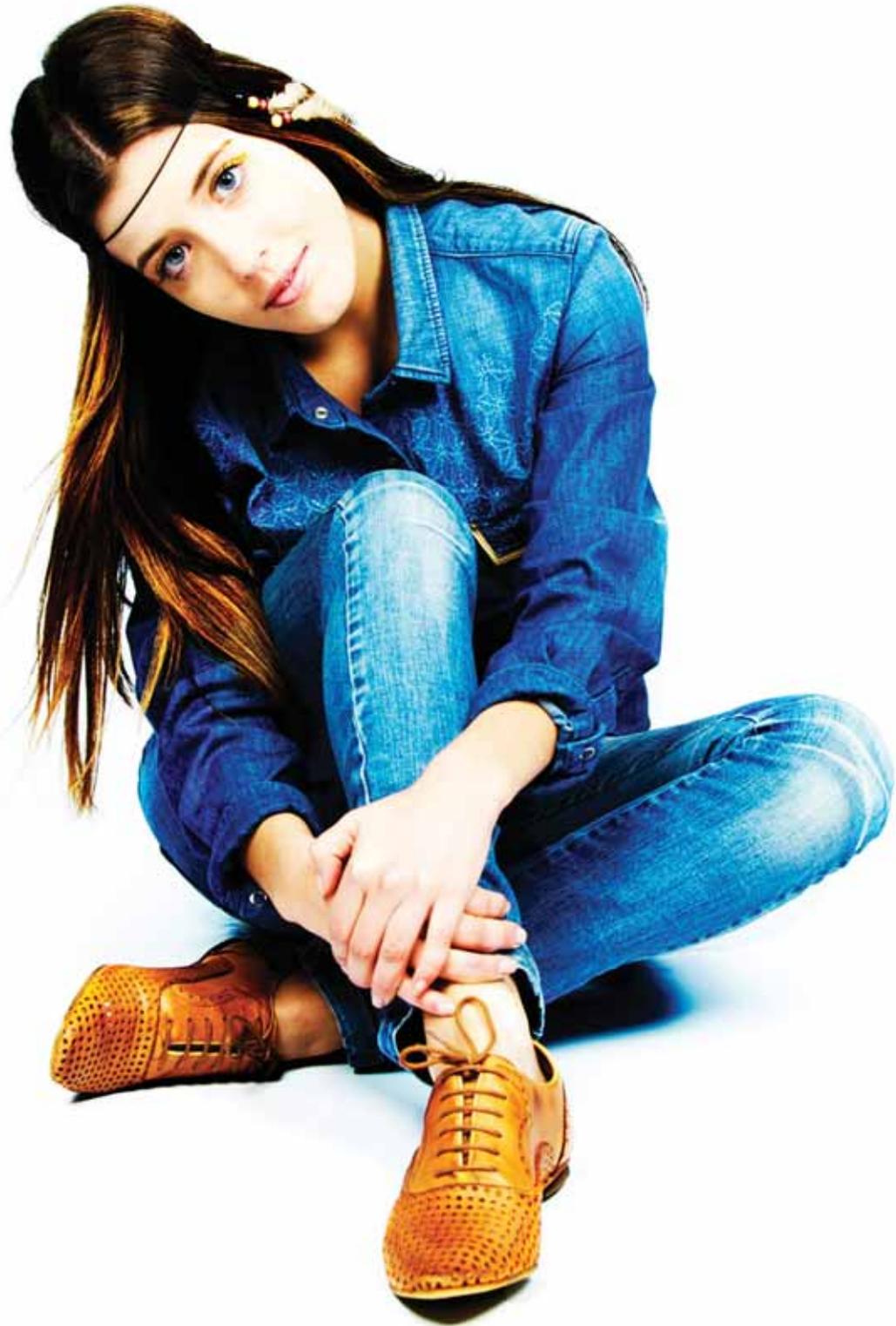
**Do you think that the fact that you studied in London and later worked in the US will project the brand in foreign markets?**

Yes, the fact that I studied and worked abroad and the experience that I brought to Portugal served me well, and will consequently help to implement Guava in international markets. In any case, this knowledge will reinforce the image that Portuguese footwear has abroad. Guava will be another asset to the high quality established by Portugal.

**What news can we expect from Guava over the next few months?**

In the future, Guava intends to expand its creations with a new line of men's footwear and continue to surprise with innovating design.





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# TALENT 'MADE IN' PORTUGAL

by Catarina Vasques Rito

Os Burgueses, Vitor, Ricardo Andrez, Susana Bettencourt, Estelita Mendonça, Joana Lima, Fernando Lopes, Hugo Veiga, Iúri, Saymyname (Catarina Sequeira), Marques Almeida (Marta Marques, Paulo Almeida) or Daniel Dinis are some of the names present in the main fashion platforms of Portugal. Some showing for the first time, some having done this for a couple of years, these young designers are working hard to show that this is the career they want to make a difference in, through projects that are mature on a design, manufacture and concept level.



To achieve the dream of becoming a designer is not enough to know how to sew, recycling what one finds at home or browsing through trade magazines. If the professional goal is simply to know how to sew well and copy what others create, then there is the potential to be a good seamstress, a career worthy of few. But becoming a designer and building a brand, be it an author or commercial one, requires important structural planning. These considerations are now beginning to become a reality for anyone looking to work in the fashion business, with harsh competition both inside and outside Portugal.

This new generation soon learns, on the schools where it studies, that to achieve success and recognition in this area it is essential to be knowledgeable in marketing, corporate communication, management and sales. A brand will not succeed if it's not promoted and advertised. Even if it's not financially viable to have its own physical base, new technologies exist that allow these young designers to promote their work with very little money. The names mentioned above have been setting themselves apart from all others both through more conceptual projects, directed to a more selected audience, or more commercial approaches, designed for mass consumption. Both internal and external markets have room for all these approaches, if these are worthwhile and original, since the current demand focus on the unique.

Promoting Portuguese fashion for 20 years, ModaLisboa is the place where designers rely on their creativity and talent to show their collections each season before the specialized media, buyers (though not as many as one wishes), entrepreneurs and potential consumers. The LAB platform has become the place for the new generation, where fresh talent show their collections, more or less well structured, depending on their financial capabilities. In some cases, even with very little resources, it is possible to glimpse a promising future that needs only some capital investment to thrive.

The Portugal Fashion event, that until recently (around a year and a half) had simply been a collective show of the new generation, has dramatically changed with the Bloom project, where a large space is now given to new designers. Here both fashion schools and recent graduates are given the opportunity to showcase their latest work, if solid and well made.

This has been the case with João Estelita Mendonça, Fernando Lopes and Hugo veiga (which have recently joined forces and created the LIV brand), Joana Lima, Susana Bettencourt and many others, becoming the future of fashion made in Portugal. The question, however, remains: will they still be around in ten years? We don't know. They do have talent, and they do have a strong concept. What they need now is for the textile industry to lose any fear of investing in them, even with their small collections. One has to start somewhere, and that is not with large orders, since only large brands and groups are capable of fulfilling them.

The Portuguese consumer must also begin to understand and recognize the talent of this new generation, and to put aside any fears of purchasing Portuguese brands and be proud to wear them. The creative evolution of these talents is then largely dependent on the interest of the consumers which in turn leads and matures these projects.



The economic crisis is on everyone's mind, but the creativity levels in Portuguese fashion are thriving. With each edition of ModaLisboa and Portugal Fashion new names appear, inspiration solidifies and the potential of a promising generation fulfills itself. Projects created with sales and internationalization in mind are presented, with the understanding of their importance for a successful future.

*Giordano Bianchi*<sup>®</sup>



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### Felmini heading for China

Felmini specializes in the manufacture of boots for a bold female public, particularly in major European markets. The search for new markets is a big challenge, and in the first quarter of 2012 they will enter the Chinese market in grand style.

According to Joaquim Moreira, preparations for entry into the Chinese market in partnership with a Japanese client have been on-going for some time. "We will start investing in China in March," said the head of Felmini, a company with 185 employees and sales of approximately 12 million euros per year.

Despite this investment in new potential markets, Felmini has been establishing itself mostly in Europe, and especially in Italy (40% share of turnover). "We have sold footwear to 500 points of sale in Italy and should soon reach five million euros." Innovative design, quality materials and outstanding service, particularly with regards to delivery times, are the mainstays of this Felgueiras-based company.

# WHAT'S UP?

## **Miguel Vieira invests on the external markets**

Portuguese designer Miguel Vieira who had the honour of opening the GDS Fashion Show last September, is preparing to invest on the BRIC markets, especially in Angola with the opening of a store in the capital, Luanda. The opening is part of a reinforced strategy for the internationalization of the brand.

"We are waiting for the opening of a new Shopping Mall in Luanda" revealed the designer from S. João da Madeira. 80% of his invoicing comes from the external markets. Brazil and Russia will be next because they are "good consumers", he stressed. The choice of the external markets will be strengthened by the opening of a store in Canada (Toronto) and another one in Johannesburg, South Africa as a franchisee will be next. Miguel Vieira expects to hold a network of five stores by the end of next year.

## **Helsar in the Middle East**

It is one of the Portuguese companies of present times. After having manufactured shoes for Kate Middleton's mother and sister for the British Royal Wedding, Helsar prepares to set up business in the Arab countries.

"We are planning to open in the Middle East, especially in Dubai", revealed Patrícia Correia, creative director at Helsar and 2<sup>nd</sup> generation businesswoman. The creation of a bride and groom line in 2005, allowed the company from S. João da Madeira to broaden their horizons.

The Portuguese market is still the most important. But this reality is changing, all the more because Helsar collections are spread over more than 20 countries. Soon, expansion to Eastern countries will be a reality.

"The export market is gaining relevance, and that is due to the fact that the domestic Portuguese market is not going through its best days", Patrícia Correia revealed. In result, Helsar has been growing and in 2010 a growth of 8% on the turnover compared to 2009 is to be registered.

## **Centenário launches golf footwear**

The focus on development and production of golf footwear is beginning to show results for Centenário. Established in 1941, the company based in Oliveira de Azeméis exports nearly its entire output to countries like Germany, Austria, China or Japan. In the golf segment, it is in the Italian market that stands out the most.

In fact, executives from the Italian national golf team saw the line of shoes from Portuguese company Centenário at MICAM and were impressed with the quality of the leather, finishing and design. "At the Milan fair we had a few models on display with the colours of the Italian flag," explained José Domingos.

It was not long before the President of the Italian Golf Association contacted the company. Today, the company's Century brand footwear walks on all major greens around the world.

The company recently celebrated its seventieth anniversary. Investment in new markets is an immediate priority for a company that currently has 71 employees and a strong exports outlook.



### De Gier invests in new markets

It is one of the oldest Portuguese brands of footwear, established in 1935, highly specialized in the production of men's footwear of excellence. It has already reached its fourth generation of entrepreneurs and is still going strong.

According to Fátima Henriques, "manufacturing high-quality footwear has always been De Gier's main concern, by using manual procedures and techniques of skilled craftsmen, turning each model into a piece of art." From the start, De Gier has assumed an exporting aptitude, namely by exploring European markets. It is now "time to invest in new markets, such as Korea, the United Arab Emirates, Japan and Russia," the head of the company pointed out. Likewise, it will be "important to consolidate our presence in major European markets like the United Kingdom." "We try to seduce our clients with fresh ideas, shapes and colours."

### Fly London store opening in Berlin

After opening in Oporto, Lisbon and Sintra, in Portugal, London (United Kingdom) and Copenhagen (Denmark) Fly London arrives, in Berlin in high style, opening the 6<sup>th</sup> own store. They are about to embrace the Spanish market as well, with the creation of a Fly spot in Barcelona.

Currently, the German market represents almost 10% of Fly's exports, but the objective is to double that share over the next few years. We would like to point out that Fly London stores sell not only footwear but also a line of clothing and fashion accessories like sunglasses and handbags based on a concept of complete look.

### Vudu "enchants" customers

It is an ambitious Project that appeared precisely two years ago. After ten years of collaboration with major international brands, Norberto Costa, based in Felgueiras, launched Vudu Shoes. After consolidating their presence in the German market, they are participating in almost 20 professional fairs. A true "overdose" that aims at "enchancing" customers all over the world.

"In the first two years of their existence, Vudu succeeded in consolidating a relevant position in the German market. "Today our aim is to invest strategically in France, Italy and Scandinavia", revealed Sara Pignatelli. Vudu Shoes assumes itself as a "modern and defying brand, destined to the young public". In view of this, the British and American markets become fascinating because they are "demanding but with special interest in young and irreverent products".

Vudu's responsible admits that "the difference is the main signature of the brand namely in what concerns colour. We have risked a lot! We do not intend to create two of a kind pairs of shoes". Another "fingerprint" of the brand that specialized in Dip Dye&Wash, is in the feminine segment. "We have an interesting growth margin that we desire to explore", Sara Pignatelli explained. So, they will privilege "unique personalized finishing, re-inventing classical style, in a bold vision of the world's fashion tendencies".

## **Metro Sneakers surprises in the feminine**

It's one of the new Portuguese footwear brands but it's beginning to stir emotions internationally.

Metro Sneakers was born just a year ago from a partnership between Armando Silva, one the most iconic Portuguese companies, and former Dutch national soccer team player: Pierre van Hooijdonk.

The new brand is aimed at "every consumer of luxury sports footwear, like sports professionals, DJs or fashion followers" Alexandre Tavares says. Presently, Metro Sneakers is sold in Europe, especially in central countries, like Germany, Belgium and Holland, and in northern countries, like Denmark and Norway, but also in other key markets such as the USA. It was initially born as a brand dedicated to male consumers, but it's on the women's segment where it has been most surprising. "It is a very interesting curiosity for a company that for over six decades has always specialized in manufacturing superior men's footwear," noted Alexander Tavares. Indeed, the new Metro Sneakers models sold out quickly in most of retail outlets, forcing Armando Silva's leaders to strengthen the focus on female consumers.



## **Carlos Santos: all to surprise the customers**

Many stories are told, some by word of mouth, related to the origin of Bowling. The oldest ones refer to an English archaeologist who found on an Egyptian child's grave, pins and balls that might belong to the ancestor of this game. Another legend, this one a little grim, tells the story of warriors from ancient tribes that would amuse themselves after the battles using bones from the thighs of their enemies to be hit by the skulls launched using the thumb and another finger in the eyes' cavities. It is true that in the 12<sup>th</sup> century a game of bowling on the grass appeared in England. Its aim was to throw the ball the closest possible to the target without knocking it down. The popularity of this game was such that King Eduard forbade its practice, as he feared it would overcome the bow and arrow, a sport with military importance at the time. The modern version of Bowling appeared, however, around the 4<sup>th</sup> century in Germany.

It had a religious connotation and was played using 9 pins placed in a Diamond. Martin Luther is said to have enjoyed this game so much that he had a private Bowling track built at his home. This particularly popular occupation was in Carlos Santos's mind when he defined the new collection of the brand from S. João da Madeira. "We are always concerned in presenting new concepts to surprise customers" we understand that "bowling style and its historical roots adapt to our brand". An excellent service provided to customers is another fundamental aspect: "We are consistent with the products we present and always select high quality materials", highlighted the founder of Zarco, Carlos Santos.

## companies

### Myst: a Zen brand

It was born just a few months ago and it aims to associate the accumulated know-how of producing high quality footwear with a very "zen and trendy" attitude.

Myst is a Portuguese brand par excellence, which inspired by the history of a country with nine centuries of existence and many traditions, "offers products with the best and latest styles of footwear to the highest standards of quality and comfort," said the brand's General Manager Luis Silva.

Myst's work rests on three fundamental concepts. On the one hand, it assumes itself as an innovative brand, namely by investing in new materials and manufacturing processes. On the other, it favors the know-how accumulated over years in the production of footwear of excellence. Finally, it invests in the production of high quality footwear, in order to ensure maximum comfort. Next year should be the year for Myst to assert itself in international markets.

### Footwear Cubanas Investment in the Middle East

Cubanas, the footwear brand detained by But Fashion Solutions, will invest in the retail sector. The opening of the first single brand store in the Portuguese territory is expected to happen in Lisbon in October, on a "noble area of the city". A move to the Middle East market is due to happen next year with the opening of franchise stores in Lebanon in a partnership with a local group connected to the pharmaceutical business.

But Fashion Solutions started their activity in 1997. Currently, But Fashion detains three own brands (Cubanas, Made In and Sky). They are planning on giving high priority to the spreading of the brand Cubanas, said António Marques, namely in South Africa, England and Italy where an investment in the retail business is expected. Sales of the brand Cubanas in the external markets should increase 30% approximately this year, especially in countries like Germany, Italy, France and in the Asian Continent (Taiwan, Japan, Singapore). The brand Cubanas is currently present in 20 countries.

The first Cubanas store "a project development that started 4 years ago" is intended to be assumed as a "concept-store and we aim at the opening of more international stores" António Marques underlined. The merchandising of accessories such as handbags, costume-jewellery and sunglasses is also foreseen as well as the launching of a clothing collection which is currently being studied.

### Patiko Investment in own brand and in external markets

For three decades, Evalinda has worked exclusively for other major national clients. This reality would change in the near future, after the creation of the brand Patiko in February 2010.

"The brand appeared almost as a blow-off, but it is now our main priority", Vasco Santos admitted. We will start-off with the "German, Spanish and French markets", he revealed. But, in the future we are inclined to proceed with a "strong global investment".

Evalinda started exporting only five years ago, namely to some brands of Prestige Catalogues such as La Redoute or 3 Suisses. However, after having purchased new premises last year in Oliveira de Azeméis the moment came "to start the internationalization process". Patiko will privilege "the segment of women footwear, with an investment in very feminine and comfortable lines with special attention to finishing". The turning point happened "in the GDS in Dusseldorf, and MICAM in Milan where the brand was present for the first time" Vasco Santos revealed.





## Shoes Closet An appeal to artistic celebration

A new brand, created little more than a year ago, starts emerging on the national market: "Our objective was to create an alternative 100% Portuguese brand that would focus on quality, design and proximity to the consumer", Miguel Marques underlined.

In general, the brand defines itself "as an experiment lab, where the closet becomes an area of trial and comfort appealing to the cultural and individual artistic celebration" he revealed.

The brand's DNA relies on five different key aspects: proximity, tendencies, versatility, know-how and inspiration. After consolidating their presence in the Portuguese market where several stores exist already, Shoes Closet is finalizing the process of internationalization.



### 25 times Eureka

Eureka has just celebrated its 25<sup>th</sup> Anniversary. After decades investing in the industrial sector, the group from Vizela is now committed to becoming a reference in the retail sector, and in recent years it has invested 3.5 million euros in the creation of new points of sale. In the 2011 edition of the Fashion Awards, held by the Municipality of Lisbon and Fashion TV, the Lisbon store would be awarded for "Best Shop Design".

Eureka (Alberto Sousa Lda.) was established in 1986 with just 10 employees and it occupied an area of 200 m<sup>2</sup>. The following year, through business development, it had to rent new facilities and in 1994 its first plant was built. The following years were of great investment, first in its technological modernization and then in starting its internationalization process. Already this millennium, the investment focused primarily on the commercial area. In 2004, the brand Philip Sousa is created, and in 2008 the company completes the process of certification according to the ISO 9001 standard.

Since 2009, the company invested in the retail sector by opening its first store in Vizela. Today, it already has stores across the country (employing 65 people), especially in the cities of Lisbon and Porto. For company founder Alberto Sousa, "a lot of sweat, imagination and never being satisfied with the work done" are the key arguments of a company "which is now a domestic and international reference, with about 200 workers in its own facilities, with a area of about 6000 m<sup>2</sup>."

## Chibs launched in the women's segment 60 years after

It is one of the most prestigious Portuguese footwear brands. It specialized in producing added value men's footwear for 6 decades. This year Chibs was launched in the women's segment of footwear. A new concept to maximise new opportunities.

"The strategy of this brand has been based from the first moment on technological innovation, on design and on quality", mentioned André Fernandes. Chibs has focused on the male public but we decided to present a new collection now that is addressed to women, even though we use a very masculine tendency: Oxford models. Boots mark a strong presence in the new collection too. "It wasn't necessary to make huge changes in production", remarked the responsible for the footwear factory Evereste, for this is an investment in continuity.





**FLY**  
LONDON

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*Don't  
Walk,  
Fly!*



# LOUIS VUITTON INVESTS IN PORTUGAL

The prestigious brand of luxury products Louis Vuitton will invest in Portugal.

The company specializes in the production of handbags and other luxury articles, and has purchased an old factory in Calvelo, Ponte de Lima. The premises are currently being renovated, with an investment of 6.7 million euros.

Currently, the multinational has 40 workers amongst its staff in Portugal, but hopes to create over 500 jobs. "Renovation works are almost completed, and [Louis Vuitton] will be able to hire [500 staff] by the end of 2012," said Vítor Mendes, mayor of the City. According to him, the company chose Ponte de Lima because of tax benefits that the local authorities decided to maintain over the next year.

Full production of Vuitton brand is scheduled to start in October.



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# Portuguese Shoes



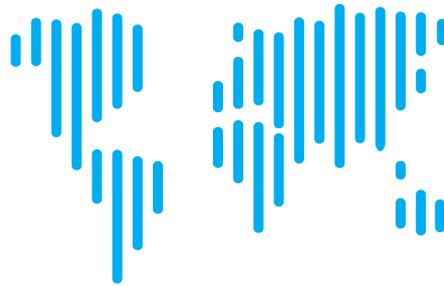
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## WORLD FOOTWEAR

**APICCAPS launched recently the World Footwear Yearbook. It is an unprecedented report that analyses the major movements in the footwear sector of the five continents in quantity, quality and in the evolution of the main world players of this sector.**

This report analyses the situation in the footwear sector worldwide on different items (Production, Exports, Imports and Consuming) and evaluates the strategic positioning of the various players. Additionally, this publication presents a description of the industry/footwear market in several countries.

The first edition of World Footwear Yearbook was distributed in over 50 countries during the month of September, namely on the main international events of this sector, as well as by mail.

For the first time, the world production of footwear overcomes the barrier of 20 thousand million pairs of shoes. China reinforced its role as key-player, ensuring the production of 62.4%. It is the equivalent to 12 597 millions of pairs in 2010. In total, the production of the Asian continent is 87%.

The footwear exports worldwide go up to 13 billion pairs of shoes, and represent an increase of 12% compared to last year. China is the leader by far, with a market share in quantity of 73.4% (the equivalent to 9 930 millions of pairs of shoes exported in 2010). In figures the relative weight of China is substantially lower, the equivalent to only 38.5% of the total amount.

### Europe distinguishes itself

By analyzing the Top15 of the main players in this sector, in value of exports, 9 countries come forward, among which Italy, Spain and Portugal. In the leather footwear segment for example, these three countries detain a share of 23% of the overall exports in the world. However, in the last 10 years all regions except South America registered a significant increase in values of exports.

Furthermore, the European countries stand out in what concerns the average price of exported footwear. Italy (39.51 dollars by pair of shoes), France (28.31 dollars) and Portugal (25.90 dollars) appear in the first three places. China appears on the end of the list with an average value of exports of 3.39 dollars by exported pair of shoes.

### Consuming increases

In what concerns consuming the two most populated countries in the world (China and India) represent 15.2% e 11.7%. The American market comes forward though. Even if they have much less consumers 13.4% of the total in 2010 (only China is bigger).

In exports, Europe comes first. In effect, this continent represents a more dynamic market, absorbing 43% of the imported pairs of shoes worldwide. Apart from Europe, countries like the USA and Japan come forward representing respectively 24.8% and 6.5% of the world quantity of shoe imports.

# THE MAGIC WORLD OF VALENTIM QUARESMA



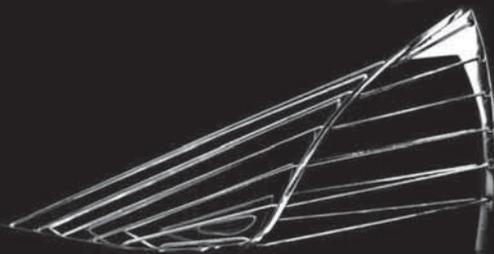
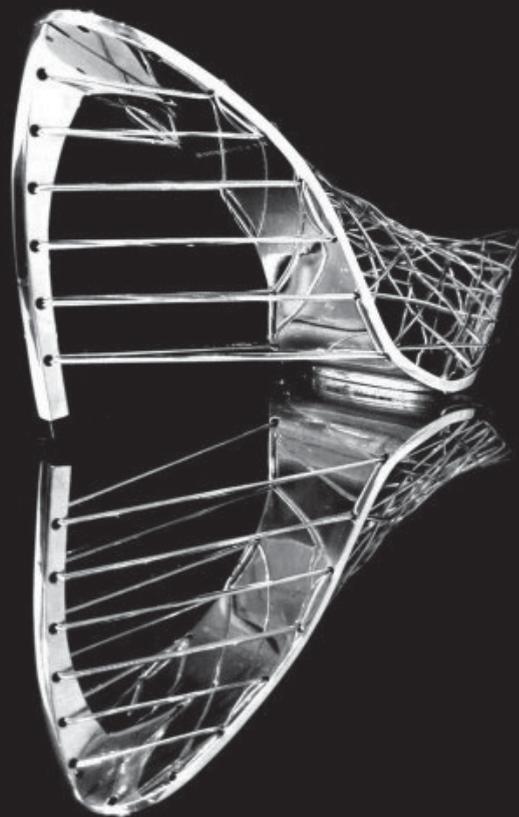




Wealth and longevity are two goals that alchemists tried to achieve through a creative process connecting chemistry, anthropology, astrology, magic, philosophy, metallurgy, mathematics, mysticism and religion. Using some of these sciences as metaphors, Valentim Quaresma, a Portuguese artist presently living and working in Lisbon, has created a collection aiming, on the one hand, to better understand the core of his work, and secondly, to develop new creative processes and formulas to address issues that are inspiring to his creative universe. Using materials such as glass, acrylic, anodized aluminum and nickel plated brass some masterpieces were created, just like alchemy.



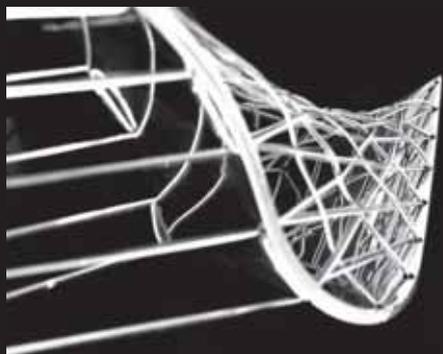
# CONCEPTUAL FOOTWEAR



In Portugal, he is a complete stranger. Abroad, he is a stylist of steadily expanding reputation. Born in Porto, Gil Carvalho travelled to London to pursue a degree in architecture, but he soon became fascinated by the world of footwear.

In the British capital, he found enough inspiration to graduate as a footwear designer (at Cordwainer's Technical College, now absorbed into the London College of Fashion). He won several prestigious awards and worked with elite teams, including Vivienne Westwood. With a company and his own studio, Gil Carvalho's footwear has received attention from some international stars, such as Cameron Diaz, Elizabeth Hurley and Madonna.

Gil Carvalho focuses on limited series, where the materials and the originality of the products make the difference. His talent is easily recognizable in the proposed conceptual footwear (see images).



# PORTUGUESE FASHION ACCLAIMED

For the second year running, the Lisbon City Council and Fashion TV elected the best professionals of Portuguese fashion. In a ceremony held at the Tivoli Theatre, in Lisbon, Nuno Baltazar, Luís Onofre and Os Burgueses were honoured.



Nuno Baltazar, the talented designer from Porto, won the award for 'Best Designer' in the Fashion Awards Portugal 2011. He is one of the best Portuguese designers, and his focus is on very feminine collections that stand out for their elegance and refinement.

Luís Onofre was also one of the highlights, having won the prize for 'Accessory Design'. The 'Cinderella' shoes created by this designer from Oliveira de Azeméis impressed the 14-element strong professional jury. In the 'Best New Talent' category, the duo Os Burgueses, whose members Mia and Pedro Eleutério participated in ModaLisboa for the first time in March, were acclaimed as the winners. For the second time running, the 'Best National Brand' award was given to Lanidor.

In the 'Best Model' categories, Sara Sampaio (Female), twins Jonathan and Kevin (Male) and Margarita Pugovka (New Face) won the honours, while Mário Príncipe (Best Photographer), Paulo Gomes (Best Editorial Editor), Antónia Rosa (Best Make-up Artist) and Helena Vaz Pereira (Best Hairdresser) saw their outstanding work in the past year acknowledged.

The award for 'Best International Brand' went to Lacoste, while Eureka, which just celebrated 25 years in the business, won in the 'Best Store Design' category.

In the media awards, prizes went to Anabela Becho (Press) and José Cabral (Digital), writer and photographer of blog O Alfaiate Lisboaeta.

Entrepreneur Paulo Nunes de Almeida was awarded the 'Fashion TV Special Award' for "his invaluable contribution to the Portuguese fashion industry," as per the Fashion Awards press release. Paulo Nunes de Oliveira is also the vice-president of the Portuguese Entrepreneurial Association (AEP), president of the AEP Foundation, president of the General Council of EXPONOR Brazil, and vice-president of the General Council of the Portuguese Entrepreneurial Confederation.



# WOCK®

## BEAUTY FOR FEET

Based in Vila Nova de Gaia, Procalçado S.A presented WOCK® a few years ago for the professional footwear market.

WOCK® is the word combination of "WALK" and "WORK" and in a short time, already proved to be a dynamic and innovative brand, namely for medical, health care, cosmetic and safety areas.

From the technical design that embodies the creative idea to final product, the WOCK® is completely made in Portugal.

WOCK® shoes are intended for professional use and combine high quality technical specifications with comfort and an attractive colour design.

It's certified footwear in accordance with European Union CE Directive 89/686/CEE.

Due to their specialized features they are the ideal footwear to wear at work or in leisure activities.

WOCK® shoes are ideal for jobs that involve professionals spend many hours standing, which can lead to foot discomfort or leg and feet fatigue.

These jobs include:

- Hospitals and other healthcare institutions;
- Cosmetics and beauty companies;
- Pharmaceutical industry;
- Cleaning companies;
- Food industry.

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# PORTUGAL FASHION



Miguel Vieira (Summer 2012)

With exports growing at a good pace, the footwear industry is literally in fashion. On the catwalk of Portugal Fashion, it left no one indifferent. Also noteworthy are the collections of several Portuguese designers, such as Fatima Lopes, Filipe Oliveira Batista, Luis Buchinho, Luis Onofre, Miguel Vieira or Storytailors.



Models that breathe comfort and clarity in design. Such is the proposal from Atelier do Sapato, one of the Portuguese brands of the moment, for the coming summer. In the new collection, flat and high heeled sandals mingle with men's classic and dance shoes in a complete, balanced and exciting collection. Binding welts, metal fasteners and washed leather soles are some of the usual details from Atelier do Sapato that will stand for next year.

The new women's collection from Dkode is inspired by a retro contemporaneity. Revisited classics are reinvented for the modern world. Natural materials contrast with high tech details. In this collection one can find natural and technological materials, randomly combined... in a Neo Craft movement with an urban touch. This is Dkode recycling materials while searching for new textures and compositions. Vibrant colors and aged appearance materials ensure an exasperated freshness. Dkode will show for the first time at Portugal Fashion its proposals for the male audience, in an eclectic mix of casual style, without forgetting more classical models, shaped through their volume and proportion.

Always progressive, never conventional, Fly London's Summer 2012 collection is an eclectic combination that offers models perfect for everyday life, but also high heeled lines full of glamor and style, always keeping intact the brand's unique spirit. In the women's segment, lines with modern silhouettes and distinctive shapes are associated with Disco inspired proposals with wooden platforms and acrylic heels. For the male audience, Fly combines "casual looks" with styles that convey individuality and originality inspired up to classical models that are differentiated by their vintage finish.

For the warm seasons of the "one thousand and one" colors, Nobrand presents "The Peacemaker Collection." In an irreverent combination of materials, the collection comes out naturally "native", respecting classic American moccasins and British oxfords, reinventing them in openly boho and retro-clean trend. This collection reflects the relentless pursuit of freedom and return to Nature that summer brings after the wintry days. In a vibrant palette, the collection radiates blues, reds and oranges. Right in its second line of colors it presents their derivations into yellows and greens, while never forgetting more natural tones, which have been asserting themselves as neutral, like black, browns, grays and beiges.

For the first time on stage at Portugal Fashion, and focusing on typically Portuguese raw materials, such as cork, wood or leather, Patiko's collection for the Summer of 2012 appeals to female simplicity and comfort in a varied range of warm colors, in ambitious and bold shapes, with a mixture of irreverence and fantasy.

by Catarina Vasques Rito

# EDUARDA ABBONDANZA

Intensifying the  
internationalization of  
ModaLisboa

**Portuguese fashion is an area in rapid creative growth. However, it appears that entrepreneurs and buyers will not take a chance on well-known or on new designers. What can be done to change this?**

I wouldn't say that they don't take chances; we've been seeing improvements in comparison to the past. The new generation of designers, such as those on the LAB platform, come fully prepared to take on a market with different systems of investment and sales that didn't exist in the past. Today you can find incentives and programmes for new companies with support in different business areas. I'm not saying this works perfectly. There are many things that could be better, like, for example, the bureaucracy, which despite many government reforms, remains slow, and the fact that the western world in general and Portugal in particular are going through an economic crisis. Since there are no magical solutions to automatically change things, Portugal must understand that the fashion industry can be a very powerful economic motor and, as such, we should support it, protecting its brands and putting in place incentives to creation, and not just to the development of technology.

**You have been in the Fashion world for over 20 years. What has evolved for the better, and what changed for the worse?**

There was some evolution over these 20 years. I think the 90s were a turning point because of the European Union funds given to Portugal for the development of industry, but they were not used properly. 20 years is a long time, though, and we managed to change, paradigmatically, from a textile industry to a fashion industry. I don't think anything has become worse, but there should have been a much larger growth if Portugal had not maintained a smallholding logic for so long, and if organizations had worked together for the economic growth of the country, something we're seeing now as a way of surviving.





Her name is fundamentally connected to Portuguese fashion, as she is responsible for the most important platform for creativity made in Portugal. Along with Mário Matos Ribeiro (currently working on other projects), Eduarda Abbondanza founded ModaLisboa 20 years ago, where twice a year the cream of Portuguese fashion design is shown. A Lisbon native, former designer, mother and teacher, Eduarda Abbondanza strives to promote and expand Portuguese fashion as a whole, and so we asked her opinion on the current state of this sector, and on what needs to be done to achieve a successful internationalization, as was done with the footwear industry.

**What would you like to change in ModaLisboa, beyond financial issues?**

Accelerating its internationalization, which would benefit everyone, Portugal most of all.

**Footwear is one of the sectors that have been more successful at trading abroad during the past three years. Do you think the changes made by this industry could be applied to the fashion sector (restructuring, researching which markets to invest in, being present at international fairs and other platforms)?**

The footwear industry has always been one of the most traditional in Portugal, and for the past three years it has shown it has a fairly well thought-out strategic plan. And it's one that has been producing results. The fashion industry is larger and more complex. The 90s should have been used to restructure the sector and that didn't happen. Now, new brands are appearing and industries that are unable to adapt to the future are dying. This is part of the renovation of the industrial fabric. There are many things that can be achieved at this time, such as encouraging our protectionist side in what concerns our manufacture, which would make the heads of industry pay more attention to our fashion designers.

**Portugal is being sought again by large international brands and product buyers to create and produce both textiles and footwear. Could this be a sign that new designers may have a future working in the industry?**

Yes. The investment in design, creativity and innovation was always central to the success of every brand, keeping in mind both communication and strategic marketing.

**What pleases you in this successful path, of international development, of footwear brands?**

I am happy to note its example that could and should be followed by other areas.

**As a woman of fashion and a fashionable woman, what do you think is lacking in this sector?**

The creation of more brands, since a brand always adds further value to the product.

**What are your favourite brands?**

Carlos Santos, Armando Cabral, Eureka when partnering with Miguel Flor and Nuno Gama, Miguel Vieira, Ana Salazar, Nuno Baltazar, Fly London, and many more.



# Gentlemen's Only

by Manuel Arnaut



The new 2012 Summer collections have already been revealed by ModaLisboa. Impeccable menswear collections and hot new talent on the LAB runways promise to raise temperatures all around.

"Portugal is a country with a very strong menswear tradition and, as such and for a long time, I have asked myself why there aren't more designers working in this expanding market". These were the concerns of Eduarda Abbondanza, ModaLisboa's president, but also certainly in the minds of consumers of Portuguese fashion. At least that was the case until the 37th edition of the most important event of national style. Thankfully for gentlemen everywhere, and following a trend that has been brewing in the cauldron of Portuguese fashion, the Summer of 2012 marks a turning point. Never have the menswear collections shown such levels of sophistication and growth potential, even when compared to womenswear.

Perfection arrived 'dressed' in many ways. On the more innovating side, the highlights were collections by Alexandra Moura (this time stronger in menswear) and by LAB youths Daniel Dinis and Ricardo Andrez. Inspired by urban environments and films like 'Wassup Rockers', Ricardo Dourado gave us one of the high points of this edition, showing a progressively stronger and extensive menswear line, with a great deal of commercial potential.

Success in sales is an essential part of business, and it appears that our designers know how to read the signs of an ebullient market. Although many designers mention their difficulties in selling their creations to multi-brand stores, several new quality spaces dedicated to menswear appeared recently, such as Wrong Weather, Por Vocação, and Fátima Mendes stores in Porto, and new Fashion Clinic and Espaço B stores in Lisbon.

If, on the one hand, well-made sportswear can be a challenge, classically tailored menswear is the ultimate show of strength. Unlike some womenswear presentations, which could do with some editing and benefit from better manufacture, designers such as Miguel Vieira and Nuno Gama rose above the rest with mature collections, on the level of a Portuguese Saville Row. The former was inspired by the glamour of Capri, with a more structured silhouette, bursting with colour, profusely accessorised, and showcasing rigorous tailoring. Nuno Gama, making a stand against the current crisis, opted for a back-to-basics approach, highlighting the blazer and the "impeccable" suit, as described in his press release.

Where there's creativity  
there's hope

# MODALISBOA

by Manuel Arnaut

Gabriela Pinheiro, fashion editor of men's magazine GQ, noted the effort and attention given to tailoring and to the seduction of a growing male public. "Since the Winter of 2010, when runaways were filled with outfits of impeccable cut, international designers have rekindled the cult of the suit," she says. "This 'dandy' trend allows brands to sell expensive suits, cufflinks, scarves, waistcoats, tie clips... Our designers wanted to jump on that bandwagon and we have proved, yet again, that the Portuguese can produce clothing like no one else. Sometimes the problem is to know which line to follow."

In addition to strong menswear collections, ModaLisboa showcased new fashion names through the LAB platform, a well-tuned radar for discovering fresh talent. "This platform is essential for the constant renovation and discovery of the new blood that the fashion industry needs," notes Eduarda Abbondanza. "To secure a spot in the line-up, brands must produce or sell in Portugal. Usually, several meetings are needed and negotiations may take more than a year. It's not relevant to invest in and support brands that might go out of business."

Along with a well-structured strategic plan, large doses of creativity and the will to take chances are essential. These characteristics weren't lacking in several designers that, although young, have already proven themselves in more competitive markets.

The Marques Almeida duo, which explored the potential of denim and suede (perhaps a bit too much) is a good example of this. Before ModaLisboa, the collection designed by the pair who worked for Vivienne Westwood/Anglomania and Preen had already been shown at Fashion East, during London Fashion Week. The Saymyname runway, by Catarina Sequeira, showed parkas with tulle, well-structured waistcoats and acrylic accessories that can be purchased in places like Hong Kong, Japan, Italy, the United Kingdom and the United States.

With Vítor, based in Germany, the mood was nomadic, inspired by the gipsy community. His collection showcased patchwork made from thousands of pieces of fabric taken from his own wardrobe, which, at least in regards to the material, seemed like a step backwards after a Winter collection with excellent knitted pieces.

There is no need, however, to go abroad to achieve success. Even with a firmly planted foot in Portugal (and rave reviews by the media), the duo Os Burgueses explored a palette of white, rose and grey, creating casual pieces with a twist. If this was the first act of their "new world opera", we can hardly wait for their performance next season.



# WOMEN WEAR LUÍS BUCHINHO

by Patrícia Gonçalves

**For a practical, urban woman with a very feminine attitude and who knows what she wants. With no age limit. The creations from Portuguese fashion designer Luis Buchinho have long convinced the Portuguese. Already represented in Spain and being a regular presence at the Paris fashion week, the future is about increasingly promoting the brand abroad.**

He is an essential name in Portuguese fashion. More than two decades after starting his career as a fashion designer, Luis Buchinho keeps on winning several awards for the way he dresses women, creating collections of clothes that accent femininity.

Early on, the designer chose to create simple clothes, without extravagance, that can be easily used in any situation, favoring prêt-à-porter, although adding some elements of high couture. With a distinctly cosmopolitan and contemporary design, Luís Buchinho's creations appeal to different audiences and the designer therefore believes his models have no age limit. "When I design I do not worry about the client's age, only with the final proposal. The same pair may be purchased by a 20-year old woman and by a 60-year old one. The only difference is that they will wear them in different contexts and possibly with different accessories," he says. That's maybe why wearing Luís Buchinho may prove a pragmatic and intelligent choice: "A woman who wears my clothes has a wardrobe made up of different brands, but she chooses mine as a top complement. It is basically a consumer who pays great attention to the timelessness of the pieces, since my coordinates can easily transit from one season to another, as they are not too rigid in terms of trend".

The fashion designer's proposals for Spring / Summer 2012 respect the brand's concept.

Dresses are assumed as the main piece of the feminine wardrobe, with a soft color palette dominated by pastel colors, pink, beige and white, contrasting with the patterns and sun yellow. "Trends for the coming season are the return to a sweeter woman, but without forgetting her vibrant and energetic side," explains Luis Buchinho.

The designer's collection is also based on sport-inspired pieces revisited, with slim cotton shorts and pants with zip and lace details, bicolored and tricolored graphics. The straight lines of the light, practical dresses and cigarette pants play with the chosen materials: cotton with silk, cotton twill, linen gauze, silk and cotton jersey. "These are light and fluid materials that dance along the body, with draped forms, slightly contrasting with some more structured screens and the more architectural forms of the coats," he explains. Multifunctional models that, depending on which accessories are coordinated, can be worn in a cocktail or simply on everyday life.

# Proposals for next season

For the next Spring / Summer season, however, Luís Buchinho's work goes beyond women's fashion, presenting proposals for the "urban, city and very pragmatic man." At the same time, the designer has been presenting lines of accessories - he even has a partnership with renowned footwear brand Goldmud - to accompany his collections.

With a studio and a shop in the city of Porto, Luís Buchinho prepares the path to internationalization. He is currently exporting to Spain already, but other markets lie ahead: "It's a path which is built very slowly and with great perseverance, but one of my goals is to broaden horizons internationally." Even because Portuguese fashion is good and is becoming a reference in international markets, in terms of quality, but also at the level of creativity and innovation.

"Portugal already has a significant number of new designers. In addition, we have a huge asset: high quality manufacturing. Being aware of international events is enough to realize that made in Portugal is still an asset. We have very good manufacturers at level of textile and footwear, as proven by top international brands turning to our country to have most of their productions manufactured," he alludes.



Renowned designer Luís Buchinho was born in 1969. Fashion came as a "fluke" and he early showed his creative strengths. He finished his training in fashion design at CITEX - Textile Industry Professional Training Center in 1989 and in June 1990 he won the first prize for young designers. In the same year, he began his relationship with the company JOTEX, with which he collaborated for 19 years. Nine years later, in 1999, at Moda Lisboa - one of the biggest fashion fairs in Portugal - awarded him for creating the best women's collection and he was also voted best creator at the Look Awards. More recently, in 2010, Luís Buchinho won the award for best designer at the Fashion Awards Portugal, and in May 2011 was voted the best Portuguese designer.

The designer presently achieved an prominent place in the world of fashion and is therefore present in several exhibitions, including the Paris fashion week, being also one of the most sought after fashion designers in Portugal. The future, constantly under construction, is still about showing his creations on the catwalk, gradually conquering markets and fans of the «Luís Buchinho style». Soon, the Autumn / Winter collection will be here. Being aware is all it takes...

HOT  
NEW  
TALENTS





sandals-CÁTIA COSTA  
silk blouse, mesh top and mesh skirt-Luciana Teixeira  
swarovski crystals choker stylists studio





sequined dress- LIV by Fernando Lopes e Hugo Veiga  
metal rings, perspex bangles and metal cuff stylists own



ankle boots-SARA ALVES  
bathing suit, mesh dress and  
silk collar-Luciana Teixeira  
swarovski crystals cuff stylists studio  
vintage sunglasses



sandals-ARMANDO PINTO  
printed top-H&M  
pleated mesh dress-Luciana Teixeira  
vintage metal chokers





ankle boots-MARIA JOÃO DIAS  
neoprene jacket-LIV by Fernando Lopes e Hugo Veiga  
silk pleated shorts-H&M  
perspex bangles and metal bracelets stylists own

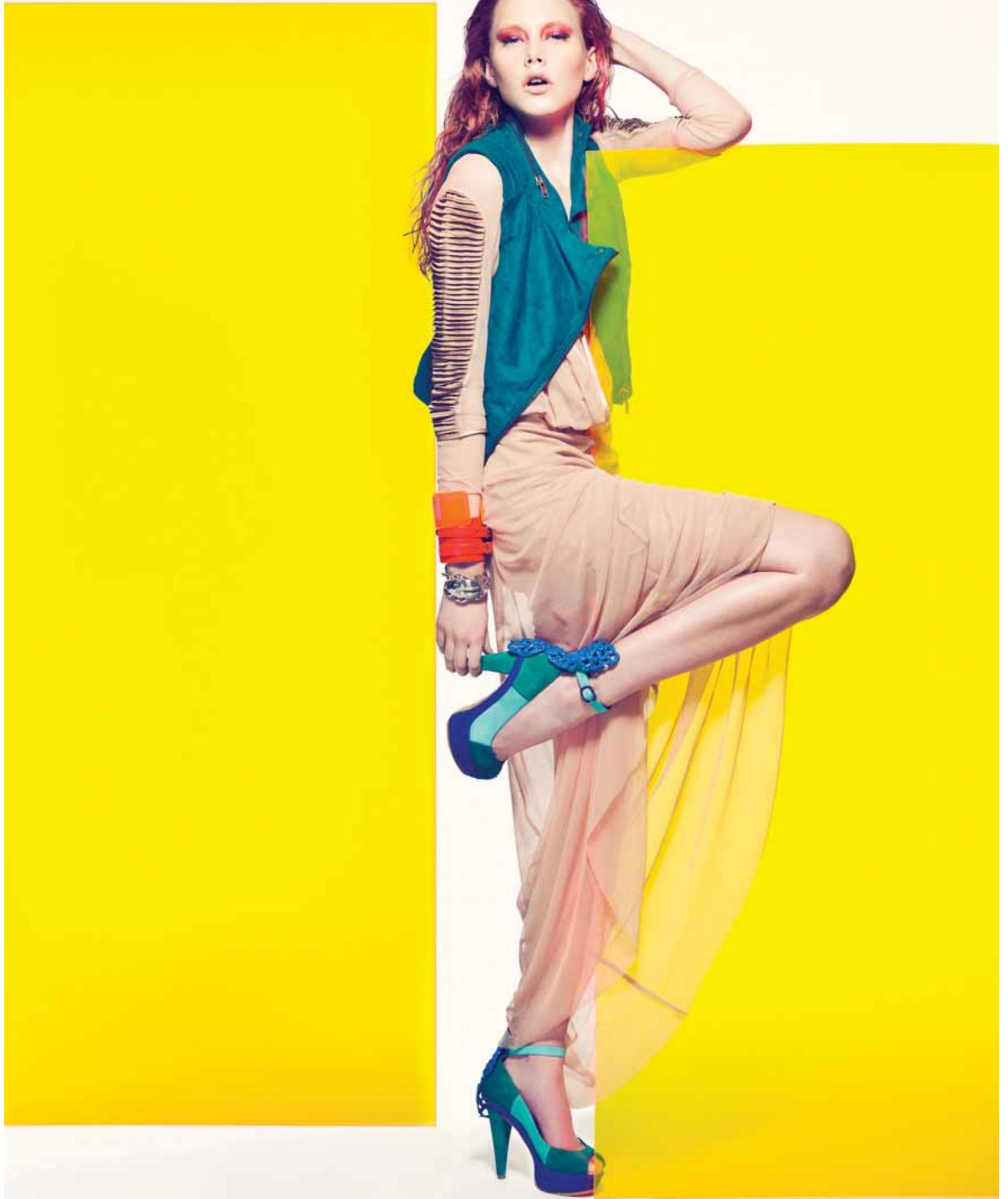


shoes-SARA ALVES  
sequined dress- LIV by Fernando Lopes e Hugo Veiga  
metal rings, perspex bangles and metal cuff stylists own



FREDERICO MARTINS Photography  
FERNANDO BASTOS PEREIRA Styling  
PAULO GONÇALVES (APICCAPS) Production  
ATELIER PATRÍCIA LIMA Make-Up  
RUI ROCHA Hair  
PEDRO SÁ Photography Assistant  
NELSON LIMA Styling Assistant  
HELENA ALMEIDA Make-Up Assistant  
MARGARITA (BEST MODELS) Model





## O Mercado reconhece as Marcas que deixam marca.

A **TENTOES** é portuguesa, mas já palmilhou muito. Itália, Espanha, Alemanha, Turquia, Japão e, claro está, Portugal, são mercados que conhece bem e com o norte da Europa em vista, a **TENTOES** continua a sua expansão internacional, com os pés bem assentes no chão.

A **TENTOES** aposta num conceito jovem e urbano, com características marcantes: a criatividade no design e a qualidade dos materiais e do acabamento rigoroso, conseguindo um produto versátil e extremamente cómodo, sempre na vanguarda da moda. Os resultados, junto dos seus clientes, confirmam-no.

Por tudo isto, para além de conforto e performance, cada par de sapatos **TENTOES** é um objecto de desejo e de prazer.

Uma Marca que deixa marca.

## The Market values Brands that leave a footprint.

**TENTOES** is a Portuguese brand, but these toes have walked many miles already.

Italy, Spain, Germany, Turkey, Japan and, of course, Portugal are markets **TENTOES** knows well and with Northern Europe insight, **TENTOES** is consolidating internationalisation, with all **TENTOES** on the ground.

**TENTOES** is a young an urban brand, with unique characteristics: design creativity and unique quality materials with excellent finishing, create a versatile and extremely comfortable frontline fashion product. Clients results confirm the quality of the products.

For all these reasons, besides comfort and performance, each pair of **TENTOES** is an object of desire and pleasure.

A brand with a footprint.

**TENTOES** 



[www.tentoes.pt](http://www.tentoes.pt)



# NEW OPPORTUNITIES

**World population should grow over 30% by 2030, going from 6.1 billion people in 2000 to 8.1 billion people in 2030. Adding to that, the population is aging at an accelerated rate. A new scenario that is creating new commercial opportunities.**

There are many consensual elements across various demographic diagnostics completed, worldwide, in recent years. A fall in fertility, increase in life expectancy and overall global population aging are three mega-tendencies found.

The world population will increase substantially, seeing as the African and Asian continents will boost this growth. On the other hand, in the more developed countries, namely in Europe, a population decrease will be seen.

During this century, the proportion of people over the age of 60 will triple, going from 10% in 2000 to 32% in 2100. In Western Europe, almost half of the population (46%) will be over 60. These demographic changes will intensify in the next two decades in Europe, North America, China, Japan and Russia hitting the peak sometime close to 2030.



This is, indeed, a new reality that society will have to respond to in the least space of time. Immediately, seeing as the aging population will have a direct effect on the work market and the medium term medicine area. It is, equally, about a market niche that is important to companies that know how to potentiate the new opportunities.

Various footwear companies already seem to be aware of this phenomenon. It is the case of Comforsyst SA. In the last years, the company has radically changed its business model. The bold and tall high heels that were the companies trademark for over three decades gave way to comfortable and elegant soles, with the launching of Softwaves. Marcelo Santos explains that "the business model had exhausted itself". Thus, the new brand started to invest "in a global target audience, less sensitive to fashion and one that privileges comfort and well-being". The world is changing and change underway could result in excellent business opportunities for companies willing to take the chance.

Cindicalfe also "faces the new needs of the population as an opportunity to develop ever more sophisticated shoes, in terms of productive process and materials", revealed André Oliveira. For that reason the Flex & Go. Brand was created. Generically, "Cindicalfe is a flexible company in productive terms and that has specialized in the production of comfort footwear and seeks to create propositions of value to demanding customers".

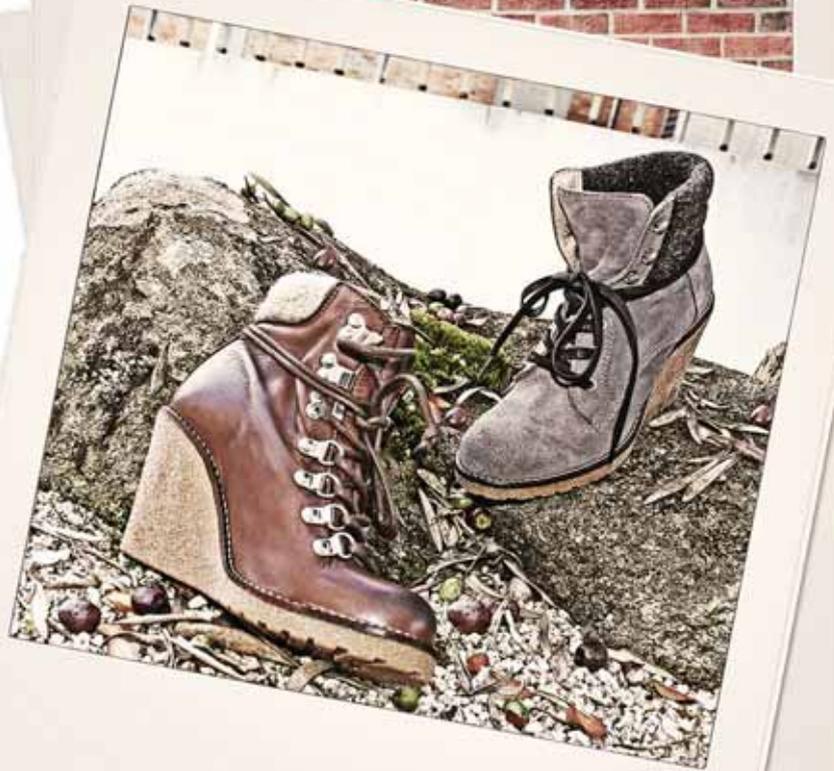
Generally speaking, those responsible for Cindicalfe view that the new demographic tendencies are an opportunity. In today's day and age, the elderly "are clearly more demanding and seek comfortable items, of quality, without neglecting fashion tendencies. Customizing the product for each customer could become, as such, a key point".

On the same viewpoint, Kyaia (one of the largest corporate groups of the footwear industry in Portugal) is investing in this market segment with great potential and, in 2007, they created the Softinos brand. A brand that presents a product of comfort, that privileges the best shapes and natural raw material, namely very soft leathers, to the customer. The priority is to present an excellent product, captivating an emerging market segment.

With a long history in this market segment, Ropar since its early days invested in the Arcopédico brand. "We have come to work very specifically in the "Over 50" market", revealed Erico Parodi. An experience that allows them to conclude that "there will be an even bigger offer of products in this market segment", reason for which "the demands of the buyers should excel" and will proceed itself to a "restructuring of offer". A new reality that emerges worldwide. The Portuguese footwear companies seem to be on the front row.

# cafeina™

cafeina was born in Soho, New York in 2005 and it was established in Felgueiras, Portugal. It started with a dream to create an original and contemporary brand on the ideology of craftsmanship and design. A brand that undressed itself of fashion excess and returned to the simple design and craftsmanship to produce a new exciting and timeless collection.



## WHAT WE ARE

We are a group of dedicated people on what we do. We have always been concerned about the affirmation of an open mind, faced to simplicity and authenticity. We adore craftsmanship and those who take attention to every little detail. That's what life is about, easy to say, but not always easy to do. Whenever we decide to do something, we do it with professionalism, with the same dedication as in everything else we do. We try to follow our convictions to create shoes. Our communication is growing fast. We have strong collaborations with a wide range of internationally established partners.

great products communicate by themselves.

## HEADOFFICE

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Tel: +351 255 312 026  
E-mail: geral@cafeinafootwear.com  
Website: www.cafeinafootwear.com



# GAPI AWARDS



## Portuguese brands honoured in Germany

**After Porto (MOCAP), Madrid (Modacalzado) and Milan (MICAM), it is Dusseldorf's turn (GDS). Six Portuguese brands were honoured in Germany for their innovating characteristics, four of which for the first time.**

The wooden clog collection by Xuz was one of the highlights, winning the 'Revelation Brand' award. Xuz was launched three years ago by Carmo Alvim and Rita Melo with the goal of "going back to our roots," in a remake of clogs used in the past. The boots, clogs and sandals have a wooden base and are handmade "to avoid mass production," revealed Carmo Alvim.

Portuguese brand Profession Bottier also won for the first time in Dusseldorf, in 'Prestige Collection' class. Originating in Santa Maria da Feira, the brand invested in a luxury men's footwear line and caught the attention of VIPs like Nicolas Sarkozy and Michael Bubl . Ruben Avelar considers that "the daily work, attention to detail, selection of quality materials and providing pieces suited to each customer is what makes Profession Bottier a very innovating brand". Another deciding factor is the combination of quality, good service and modern designs with traditional techniques that ensures the presentation of a product of the highest quality.

Cohibas, Cubanas and Telyoh were honoured in the 'Design' class in Men, Women and Children categories. Andr  Fernandes considers that "receiving the Innovation prize means that the strategy developed in terms of collection and brand work has quality and should be continued, bearing in mind that Cohibas is in a highly-competitive market." For the head of Cohibas, the diversity of proposals and the possibility of personalizing each article make Cohibas a key brand. "We've attained the necessary stability to proceed to new projects," highlighted Andre Fernandes. As for Cubanas, it received, for the first time, the 'Footwear Oscar'. For the first time, GAPI prizes distinguished a "new talent". The winner was Eug nia Elisabete Sousa Tavares, graduate of the Course of shoe and leather goods designer from the Professional Training Centre of the Footwear Industry.

For the first time, GAPI prizes honoured a 'new talent'. The winner was Eug nia Elisabete Sousa Tavares, a graduate of the Footwear and Leather Goods Designer Course from the Professional Training Centre for the Footwear Industry.

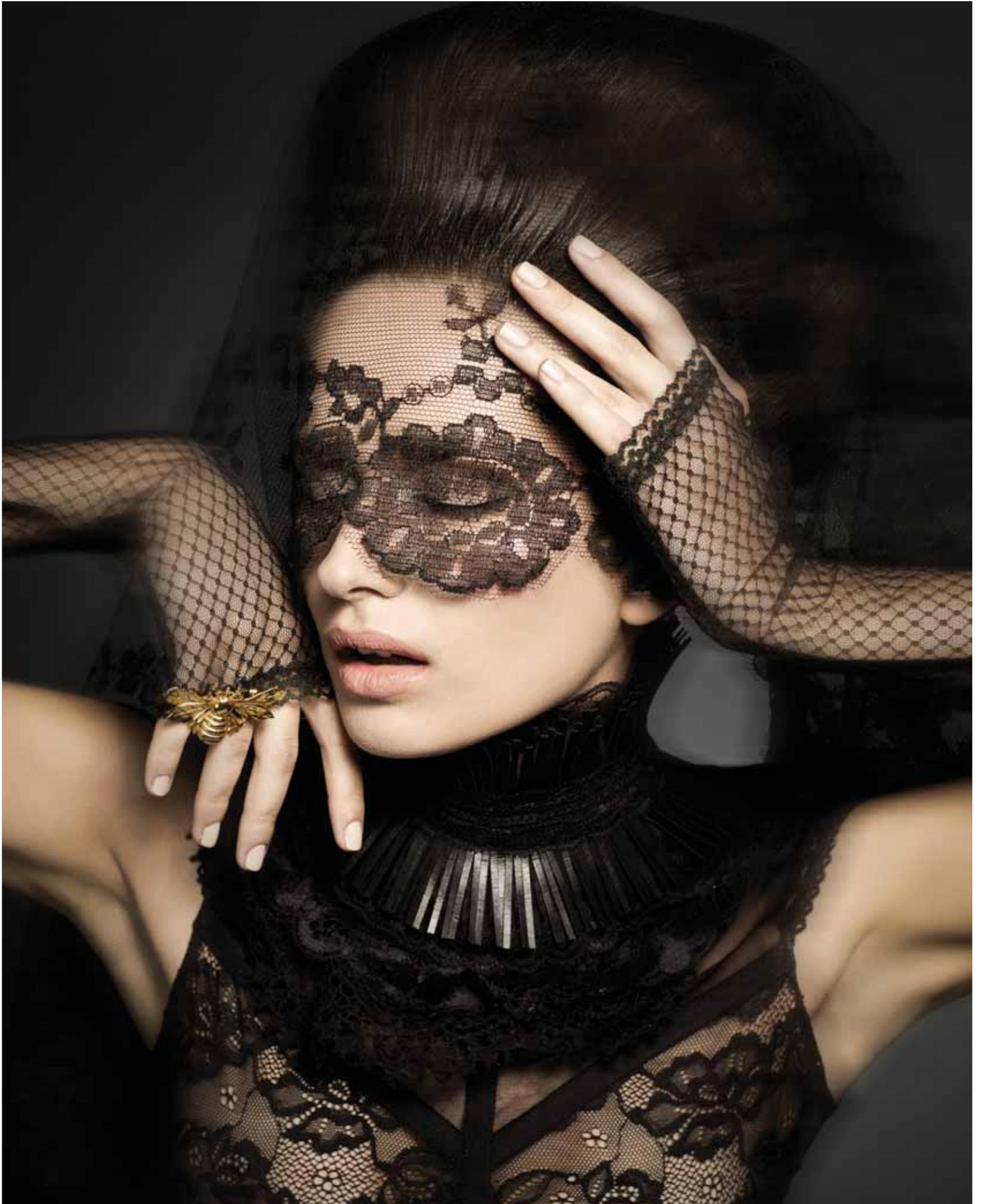
Over the last few years, the Innovation in Footwear Industry Prizes, an initiative of the CTCP (Technological Centre for Footwear in Portugal) and of the INPI (National Institute for Industrial Property), together with GAPI (Industrial Property Supporting Office) have already rewarded over 30 Portuguese brands.

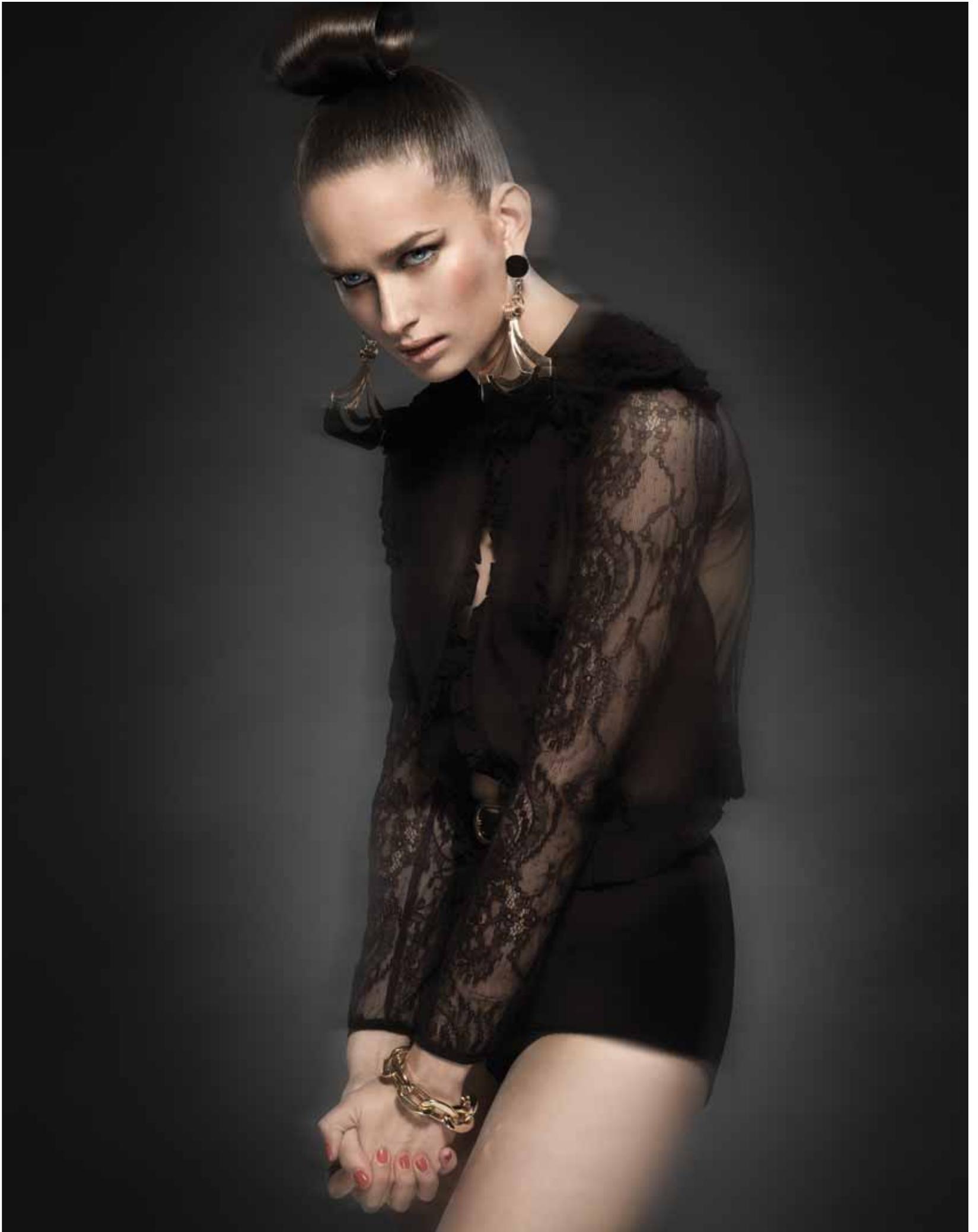
*Helmi*  
GENUINE LEATHER  
INNOVATIVE CONTEMPORARY  
PYTHON'S

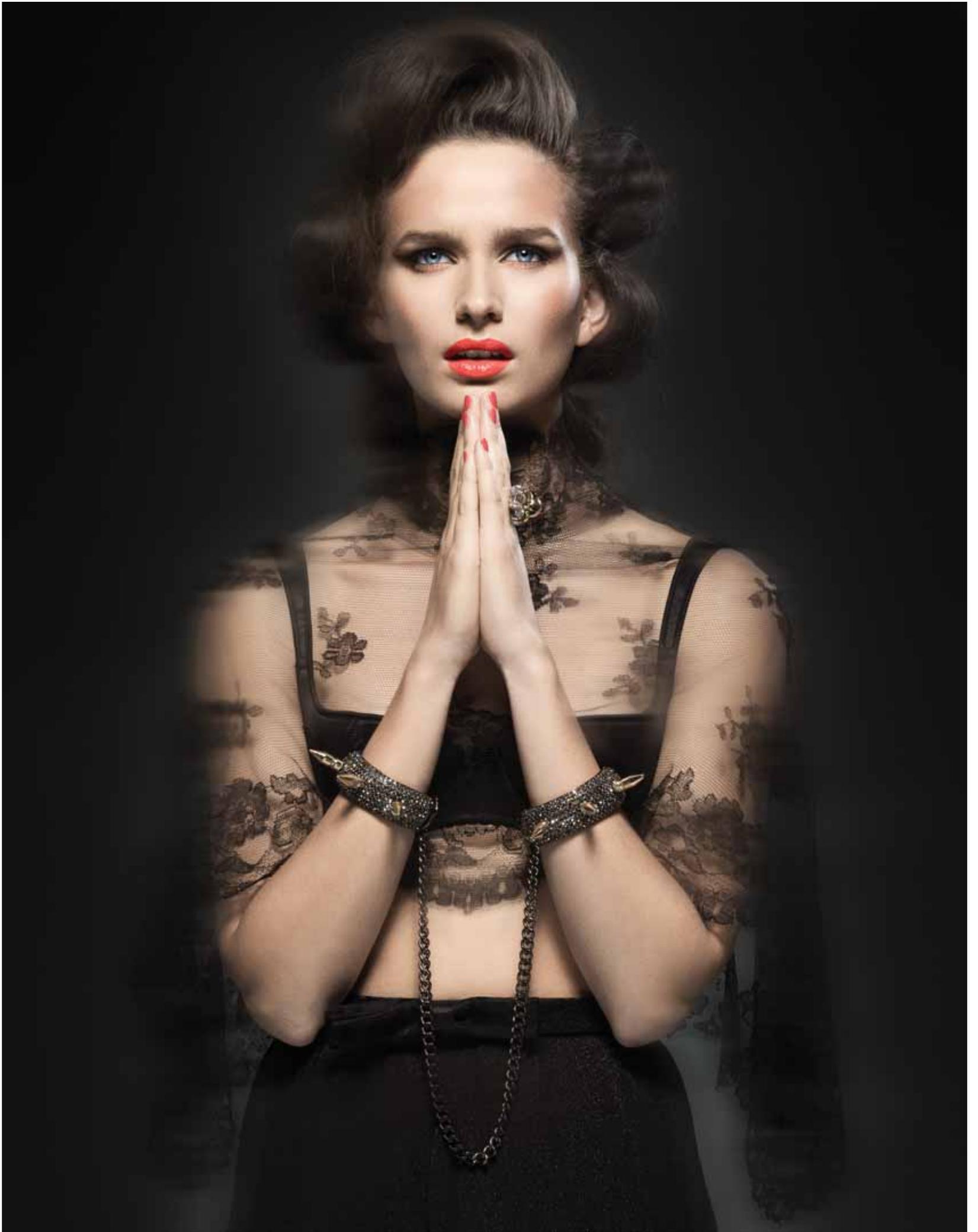


Lace it up!













FREDERICO MARTINS Photography  
FERNANDO BASTOS PEREIRA Styling  
ATELIER PATRÍCIA LIMA Make-Up  
RUI ROCHA Hair  
PEDRO SÁ Photography Assistant  
NELSON LIMA Styling Assistant  
HELENA ALMEIDA Make-Up Assistant  
ZHENYA (BEST MODELS) Model





extra care



natural



PVC free



chromium free



water resistant



anti slip



biodegradable



recycling



vegan



comfort



green shopping



green unit



carbon footprint

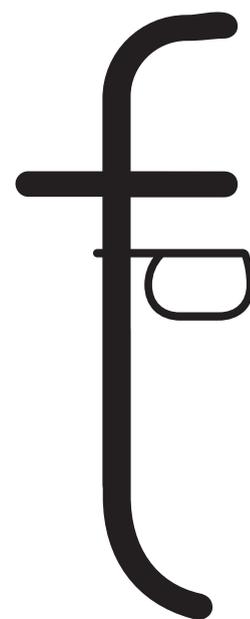


ALTOGRUPO ept eptaniva | Teófilo - Ictonilla.com | Teófilo - Ictonilla.com | Teófilo - Ictonilla.com

Footwear certification  
Comfortably walking in Nature



"I CARRY INSIDE MY  
HEART, AS IN A SAFE  
SO FULL IT CANNOT  
BE CLOSED, ALL THE  
PLACES I HAVE BEEN  
TO, ALL THE HARBOURS  
I ARRIVED TO, ALL THE  
LANDSCAPES I WATCHED  
FROM WINDOWS OR  
PORTHOLES, OR FROM  
DECKS, DREAMING,  
AND ALL THAT, SO  
MUCH, IS TOO LITTLE  
FOR WHAT I WANT."



From  
"The Passing  
of the Hours"  
(Álvaro de Campos)

# PLACES YOU SHOULDN'T MISS WHILE IN PORTUGAL



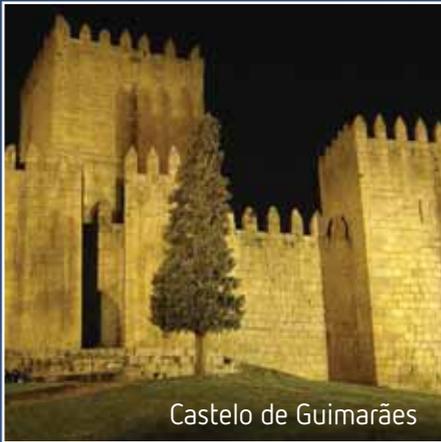
A country with nine centuries of history, full of tradition, enchanting landscapes and cultural riches. Be surprised by a trip to Portugal.

# DISCOVER PORTUGAL

You will spend memorable times.

You can start by visiting the North of the country. See the Castle of Guimarães – the birthplace of Portugal. Take the opportunity to witness Portuguese Baroque in all its splendour at São Francisco Church and at Clérigos Tower. Those are monuments you definitely cannot miss in Porto. Still at 'Cidade Invicta', visit Ribeira (quayside) or Lello Bookshop, one of the oldest and most beautiful bookshops in the world. Indulge in the natural beauty of Gerês National Park and visit the Mateus Palace near Vila Real. The Douro region, which was designated as a World Heritage site by UNESCO, is a must-see. Be amazed by the magnificent landscapes and discover the essence of Port Wine. Don't forget to stop by other cities, such as Braga and Ponte de Lima.

Continue to the Centre of Portugal, where you will find the University of Coimbra, one of the oldest in Europe. It will guide you through this city of students. The ruins of the Roman city of Conimbriga is very close to Coimbra, and will take you back in time to when the Romans ruled the Iberian Peninsula.



Castelo de Guimarães



Mosteiro dos Jerónimos

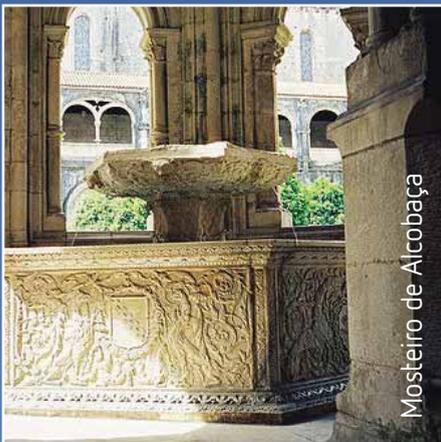


Torre de Belém

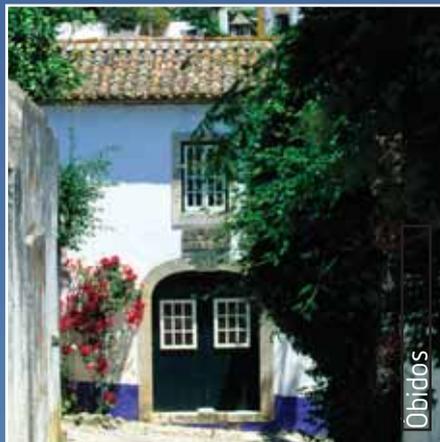
Once you arrive to the capital of Portugal, Lisbon, Jerónimos Monastery and Belém Tower are two not-to-be-missed monuments to the history of Lisbon and Portugal. They are both the product of one of our most significant eras, the Age of Discovery. Very close to Lisbon, another mandatory destination is the Pena National Palace, in Sintra.

Queluz National Palace, Mafra National Palace and Convent, Castle of Almourol, Convent of the Order of Christ in Tomar and Castle of Óbidos are other places of worship that you absolutely must visit. At Batalha Monastery, Old Testament kings, angels, prophets and saints invite you to explore one of the most fascinating gothic monuments in Europe, dating from the Late Middle Ages. Don't forget to see Alcobaça Monastery, a true masterpiece, designated as World Heritage by UNESCO.

Further south, indulge in the sights of Marvão and Monsaraz. They are walled villages where hours lull by and time is never enough to enjoy the endless landscapes. At Évora's Roman Temple and at Vila Viçosa's Ducal Palace, you will be told worthwhile stories of past times. Don't miss Alentejo.



Mosteiro de Alcobaça



Óbidos



Palácio Nacional de Pena

Complete your journey through the Portuguese mainland heritage at the Fortress of Sagres, where the history of Prince D. Henrique is celebrated. At the south-westernmost part of the European Continent, you will be impressed by the vastness and immensity of the sky and of the ocean. The beaches in the Algarve are stunning.

Later on, take the opportunity to visit the Archipelagos of the Azores and of Madeira. Visit Lagoa das Sete Cidades in São Miguel Island (Azores) and enjoy its breathtaking views. The volcanic landscapes of Pico Island, the highest point in Portugal, are dazzling. Madeira is a green oasis in the Atlantic Ocean. The endemic laurel forests are as impressive as is Pico Ruivo.

You can create a complete itinerary, or you can always come back, time and time again. Get acquainted with the habits and hospitality of the Portuguese people and spend a night at a rural Bed & Breakfast or at a Manor House, or even in one of the well-known Pousadas.

She was born in Paris 40 years ago and she is currently one of the maximum exponents of the world of contemporary visual arts. Her work is as vast as it is rich and in 2012, hers will be the picture on display at the Chateau de Versailles.

# JOANA VASCONCELOS

**You are one of the maximum exponents of the Portuguese visual arts. When did your relationship with art begin?**

My relationship with art comes from my family many of which are connected to arts. However, I cannot say that I always wanted to be an artist. The desire of becoming an artist came later on as a result of a personal search.

**In a general manner, how would you describe your work?**

I would characterize my work as being joyful, communicating, inquiring, open and challenging.

**Are the traditions and Portuguese culture your main source of inspiration?**

My sources of inspiration are much more embracing than that. I inspire myself mainly on everyday life, on what surrounds me; being Portuguese and living in Portugal, it is only natural that references to Portuguese tradition and culture should be present in my works too. But even if I use local references I always try them to have a global reach. The heart of Viana is a local symbol, but a heart is always universal.

**In what way is culture still a means of promoting Portugal in the world?**

Culture is what distinguishes peoples. It is something that defines them, a sign of identity. Portuguese culture is so rich and full of good examples in jewellery, gastronomy, arts, music, and so on that it becomes attractive to the outside world too. If the State insists on not being responsible for supporting culture they will be making a major mistake with serious damages for the future of arts.

**On the international plan where can we see the works of Joana Vasconcelos in 2012?**

In the summer of 2012 I will expose my Works at the Chateau de Versailles which is a great honour and a huge challenge. An individual exhibition is also planned in New York in September and there's a good chance that I might have a big itinerary exhibition in Brazil in the beginning of 2012.

**It appears you have a close relationship with footwear, in a sense that one of your most emblematic works appeals to the imaginary symbol of the shoe. What is the image you have of the footwear sector in Portugal?**

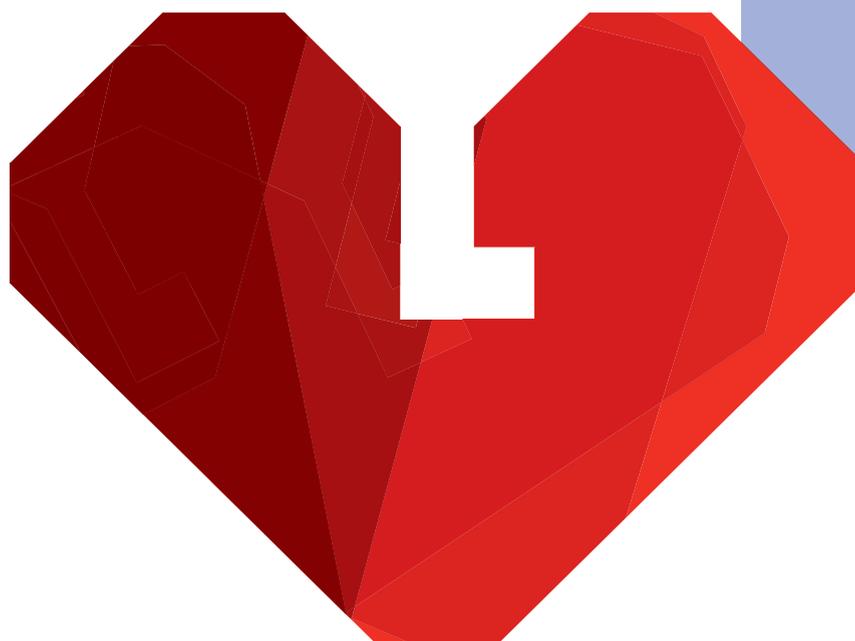
The Portuguese shoe sector is an interesting example on the Portuguese industrial structure. It is highly oriented to exports and it is very competitive, sophisticated and creative. I am a proud consumer of Portuguese footwear.



Lights; Camera; Action.

In 2012, Guimarães will be designated a European Capital of Culture. This is a catalyst for development of the region, with culture, in its broadest sense, as the main drive of this transformation.

In essence, Guimarães 2012 - European Capital of Culture aims at improving quality of life by contributing to the urban, social and economic renewal of the city, while promoting access to culture and adding value to the territory and its collective heritage.



# GUIMARÃES 2012

CAPITAL EUROPEIA DA CULTURA



For twelve months, Guimarães will be a meeting point for artists and creations, from music to cinema, photography, fine arts, architecture, literature, philosophy, theatre, dance and street art. In Guimarães, the artistic productions imagined and created by its residents will merge with those arriving at the city from all over Europe. Throughout the year, the city will promote cultural diversity, hosting cultural events from around the world.

The European Capital of Culture programme makes a strong effort on developing an agenda heavily geared towards formation. According to João Serra, President of the Cidade de Guimarães Foundation, the programme "is consistent and represents an option for the strengthening of cultural facilities and the ability to attract talent, developed with the city's creative and productive structures." Guimarães 2012 European Capital of Culture's programme starts off with a street show by Catalan collective La Fura del Baus and ends with the national premiere of the new 'The Muppets' movie, the well-known characters created by Jim Henson.

The launch of Guimarães 2012 is scheduled for January 21, with an evening of entertainment centred on the renewed Toural square, but the opening ceremony is scheduled for the Multiusos Pavilion, at 18:00, with a show featuring musicians such as Cristina Branco, Chico César, Rão Kyao and Danças Ocultas, amongst others, and the participation of Fundação Orquestra Estúdio and Grupo de Caixas e Bombos Nicolinos.

Another urban entertainment highlight should take place on the following weekend, with 'Mi casa es tu casa', a programme scheduled by Fernando Alvim, where musicians and other artists set their stages in several private homes in the centre of Guimarães.

Based on the concepts of 'City', 'Citizenship and Participation' and 'European Scope', Guimarães 2012 European Capital of Culture's project is built with three goals: to develop human capital, to create a creative economy and to generate a new geography of the senses.

In 2010, Guimarães will also be in fashion. In fact, Portuguese fashion will be featured in the European Capital of Culture, with several initiatives planned to promote Portuguese brands and designers internationally.

Built as the keystone of 'Porto – European Capital of Culture', Casa da Música is the first building made in Portugal exclusively devoted to music in all its different dimensions, incorporating both presentation and public enjoyment, and artistic training and creation.

Casa da Música was designed in 1999 as a result of an international architectural competition. The proposal by Rem Koolhaas - Office for Metropolitan came out as the winner.

# CASA DA MÚSICA

Conceived to be the home of all music, it is part of Porto's urban renewal process, integrated in a network of cultural facilities throughout the metropolitan area and worldwide. It is an institution that embraces a broad and ground-breaking cultural project, which takes on the dynamics of local and international music scenes in various areas, from classical to jazz music, from fado to electronics, from major international production to experimental projects.

In addition to concerts, recitals and performances, Casa da Música promotes meetings of musicians and musicologists, investing in the pursuit of the origins of Portuguese music and relying heavily on its role as a core element in music education. It also defines itself as an open cultural platform for crossing music with other areas of artistic creation and knowledge, a space open to all audiences and all creators.

If you visit Portugal, and Porto in particular, be sure to visit Casa da Música. You will certainly be surprised.

# Programme for 2012

In 2012, Casa da Música offers a real tour of France through the best music written over the past eight centuries.

From the birth of polyphony at the Cathedral of Notre Dame to the latest and most popular creations in France nowadays, from the dances that entertained the court of King Just, to the themes that eternalized films shot in the City of Light or the great symphonic poems from the Romantic period, this is an unforgettable journey in space and time.

Some of the most outstanding figures of French culture will be at Casa da Música in 2012. Pascal Dusapin, Pierre Boulez conducting two concerts with the Remix Ensemble and the Ensemble Intercontemporain, harpsichordist and conductor Christophe Rousset performing solo and fronting Les Talents Lyriques. Bruno Mantovani will world-premiere a piece for two pianos and orchestra and musicologist Jean-Jacques Nattiez presents the Portuguese version of his book Proust Musicien.

The Piano Cycle is dominated by some of the greatest contemporary French pianists as well as international virtuosos, which are committed to offer the audience French music masterpieces and the celebration of the 150th anniversary of the birth of Debussy.

In the Azores, time stops. Leave everyday life behind and accept the invitation to experience the beauty of these landscapes.

A real paradise on the Atlantic, with pristine nature and untouched vegetation, living in harmony with the sea

There are nine small islands, nine places for adventure, nine delightful surprises: whales and dolphins frolicking in the ocean, astonishing volcanic landscapes covered in green, tufts of purple hydrangeas amongst the pastures, blue and green lagoons, craters of extinct volcanoes, smouldering earth.

Nature calls for adventure, mountain climbing, marine life observation and scuba diving.

It invites you to let go and to enjoy the relaxation of a simple stroll or of contemplating the landscape. There is a sense of enchantment, as if time stopped, something pure in the air.

Nine magical places in the midst of the Atlantic, every island is a short boat trip away. See Pico, Portugal's highest point, from Faial Island. It is likely that the summit will rise above the cotton wool clouds. Discover the dramatic cliffs, the black basalt 'maroiços' – pyramid-shaped constructions made of loose stones – on the small rectangular Pico vineyards, a World Heritage site, and the warm waters and fumaroles of São Miguel Island, where your meal may be cooked in the hot springs.

Don't miss visiting Faial. It is an excellent place to venture out on a boat trip and observe cetaceans. Over 24 species travel through this area, from blue whales, the largest living animals on Earth, to sperm whales and dolphins. It is a true expedition that will be engraved on your memory forever.

On shore, discover the 'Blue Island' and the hydrangeas that extend along the paths towards the sea. Visit the capital, Horta.

The Azores have a rich heritage, from which its temples and whaling activities stand out. On Terceira Island, the town of Angra do Heroísmo is a UNESCO World Heritage site thanks to its Renaissance historical centre. Worthy of attention is the architecture of the beautiful traditional houses, the Cathedral, the Mannerist church of Nossa Senhora da Guia, the Museum of Angra, and the Palace of the Captain-Generals. There is also a wine museum in Biscoitos.

In Ponta Delgada, the famous City Gates stand amongst the churches, the Carlos Machado Museum, beautiful palaces and the Esperança Convent and Chapel, with the Treasure of Christ. Visit also the museums of Ribeira Grande and Vila Franca do Campo.

Don't miss seeing Lagoa das Sete Cidades (Lake of the Seven Cities) on São Miguel Island, one of the most beautiful and imposing in the world, situated in a massive 7.5-mile circumference caldera.

The unforgettable scenery at Lagoa Verde (Green Lake) and Lagoa Azul (Blue Lake), framed by steep escarpments covered in trees and flowers, the banks and the small peninsula invite you to relaxing strolls and picnics in the quiet surroundings. According to the legend, the different colours of the water resulted from the tears shed by a green-eyed princess and a blue-eyed shepherd whose love was thwarted and whose weeping created the lakes at the bottom of the crater.



# AZORES



Inside the caldera lies the picturesque village of Sete Cidades, with its curious traditional houses and neo-Gothic (19th-century) church, green pastures, and the more modest but beautiful Lagoa de Santiago (Saint James Lake).

Next to Lagoa Azul lies a picturesque park with magnificent tree groves and clumps of azaleas. Scenic overlooks at Vista do Rei and Cerrado das Freiras offer interesting views of the road that runs along part of the crest of the caldera, with green rows of hydrangeas.

Lagoa do Fogo (Fire Lake) is also one of the most impressive. Located in the crater of an extinct volcano, it is a huge pond of clear water with a beach at a peninsula.

# THE LEGEND OF THE COCK OF BARCELOS

The Cock of Barcelos is one of the key elements of the ongoing promotional campaign for Portuguese footwear and one of the trademarks of Portugal today. At Expo 2010 in Shanghai, for example, thousands of Cocks of Barcelos were sold. But what is the legend behind the cock? There are several versions of the legend. The most widespread tells the story of how inhabitants of Barcelos were troubled by a horrendous crime that had taken place in town, and even more troubled by not having caught the person who had committed it.

One day, a Galician arrived in town and suspicions turned to him. The authorities decided to arrest

him, and claimed his believed him.

that the Galician de Compostela in devout believer in Saint the Virgin Mary. So, he was hanged, the Galician asked to be taken to the magistrate, who at that time was hosting a banquet for his friends. The Galician again the disbelief of all present, pointed in the direction of the table and said: "My innocence will be proven by this cock when I am hanged." Everybody laughed in case, no one touched the cock. What seemed however, became true. When the pilgrim was hanged, the cock stood on the table and one doubted his innocence then. The judge ran to the gallows to discover the poor man hanging from a rope around his neck. The knot was loose, though,

and that kept him from choking to death. He was immediately released and sent in peace. Years later, he returned to Barcelos and erected statues in praise of the Virgin and of Saint James.

although he innocence, no one Nobody thought possible had been on pilgrimage to Santiago fulfilment of a vow, nor that he was a James, as well as in Saint Paul and in sentenced to death by hanging. Before being taken to the judge who had condemned him.

claimed his innocence and, to of a roasted rooster on by the crowing of and japed but, just impossible, to be hanged, crowed. No





# FADO

## Intangible Heritage

UNESCO approved in November, Fado, one of the leading exponents of Portuguese culture, as **Intangible Heritage of Humanity.**

For the President of the Republic of Portugal, this recognition is a “cause for pride for all Portuguese.” “From this moment, Fado is recognized as a Heritage of all Humanity, an inestimable value in the present and an important cultural heritage for future generations,” Cavaco Silva emphasized.

For UNESCO, “intangible cultural heritage, transmitted from generation to generation, is constantly recreated by communities and groups depending on their environment, their interaction with nature and history, giving them a sense of identity and continuity, contributing thus to promote respect for cultural diversity and human creativity”.

From Severa to Amália, from Marceneiro to Carlos do Carmo and the new generations of Fado singers like Ana Moura, Camané or Marisa, from the famous “Fado houses” and big shows to unknown “retiros” and small taverns, Fado has a history very much alive and is an art constantly evolving.

In this regard, all attempts to crystallize it, to trap it, to instrumentalize it in a single formula, in an exclusive expression, in a single attitude have failed. Because it belongs to all, Fado never allows itself to belong to only a few. Recognition by UNESCO is the strongest evidence of its vitality and timelessness, of its genuineness, its richness, and its creativity: the loyalty to a root has always been an urge for it to upgrade. Its link to a past and a tradition has always been a desire for future and renewal. Equal and different from itself, Fado recreates and reinvents itself and surprises with each metamorphosis. Fado is the Portuguese culture and now Intangible Heritage of Humanity.

# CUSTARD TARTS



These tarts are one of the most popular Portuguese pastry specialities.

As the story goes, in the 19<sup>th</sup> century, clergymen from Mosteiro dos Jerónimos (Hieronymites Monastery) in Belém, in an attempt to support themselves, put up custard tarts for sale in a shop next to the monastery. In those days, Belém area was far from the city of Lisbon, and steamboats were the only fast way of getting there. Mosteiro dos Jerónimos and Torre de Belém (Belém Tower) attracted many tourists, who would soon surrender to the custard tarts.

The monastery was shut down in 1834 and, three years later, 'The ancient confectionery of Belém' was founded. Since then, it operates continuously, baking around 15,000 custard tarts daily. Only master confectioners, who hand bake the custard tarts at the Secret Workshop, know and pass on the recipe, which still remains unchanged to this day. Both the original recipe and the name 'Pastéis de Belém' (Belém Tarts) have been patented.

Nowadays, most Portuguese cafés sell custard tarts from the pastry industry. It is an original and exclusive confectionery that delights tourists throughout the world.





# Recipe for 20 custard tarts

## Ingredients

Dough (Puff Pastry):

- 300 g of flour
- 250 g of puff pastry margarine
- salt and water
- or you can buy ready-made puff pastry, in which case you'll only have to roll it and line the moulds as indicated

Filling:

- ½ litre of cream or sour cream
- 9 egg yolks
- 10 tablespoons of sugar

## Preparation

Mix the flour, salt and water, and knead the dough until it holds together. Divide the margarine into three portions. Roll the pastry, sprinkle it with one of the margarine and roll it up like a rug. Repeat this operation twice, until all the margarine has been used, and let the pastry rest for 20 minutes. Then, cut the pastry into 2 cm thick squares and place each of them in a flat madeleine or muffin mould. Whip the egg yolks with sugar and cream and cook the mixture in a double-boiler in the oven until it thickens. Let it cool for a while and place a dessertspoonful of mixture inside each mould. Put the moulds in the oven and allow the tarts to bake until they turn brown. You can eat them warm or cold.

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