



## Portugal Fashion Showroom Takes Over the Marais During Paris Fashion Week

From 22 to 26 January, during Paris Fashion Week, the Marais becomes home to the Portugal Fashion Showroom. Located at 43 rue des Tournelles, the showroom is conceived as a focused professional environment, welcoming buyers, press and industry professionals.

Presented is a tightly edited selection of brands defined by design integrity, production quality and a clear, confident sense of positioning within the global fashion market.

Conceived as a clear curatorial statement, the showroom reflects the current position of Portuguese fashion and its forward momentum. It brings together established designers and emerging voices developed through Portugal Fashion's talent programmes, in close collaboration with ModaLisboa. Featured brands include **ARIEIV FOR LOSIENTO.**, **BÉHEN STUDIO** (powered by Lisboa Fashion Week), **DAVID CATALÁN**, **DUARTEHAJIME** (powered by Lisboa Fashion Week), **E.P. ATEL'YE**, **VEEHANA**, **MARIA CARLOS BAPTISTA** and **SUSANA BETTENCOURT**.

Within the selection, the contribution of Portugal Fashion's INCUBATORS and BLOOM programmes is clearly articulated. Marta Marques and Paulo Almeida jointly run these programs heading up its uratorial aspects as well as providing mentorship and guidance to these emerging brands. **ARIEIV for LOSIENTO.**, **VEEHANA** and **MARIA CARLOS BAPTISTA** participate in the INCUBATORS programme, which supports emerging brands through mentoring, production development and international exposure. **E.P. ATEL'YE**, also present, is the current BLOOM prize winner, representing a new generation of Portuguese talent entering a fully professional, market-ready stage.

Their presence in Paris reflects a sustained process of development, resulting in designers equipped to operate at international level.

The brands are presented in dialogue with one another, allowing visitors to understand the curatorial logic behind the selection. Spanning conceptual propositions and refined ready-to-wear, experimental material research and technically rigorous tailoring, the showroom

reveals a fashion culture grounded in consistency, craft and strategic clarity. What emerges is a shared discipline in how Portuguese fashion is being built.

An installation by **ERNEST W. BAKER** adds a visual and editorial layer to the showroom, bringing cultural depth and a clear sense of authorship. It frames the environment while keeping the focus on the collections and the designers behind them.

Open daily from 9am to 6pm, the Portugal Fashion Showroom operates as a dynamic space where collections are viewed, conversations unfold, orders are placed and relationships are built. On 23 January, from 6pm to 9pm, the showroom hosts a cocktail, providing an informal setting for buyers, press and industry professionals to connect around the brands and the broader Portugal Fashion network.

During this period, Paris becomes the stage for Portuguese fashion, asserting its place in the international market today through presence, professionalism and a clear approach to the intersection of talent, industry and culture.