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# Interview to Moda Portugal

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# MODAPORTUGAL

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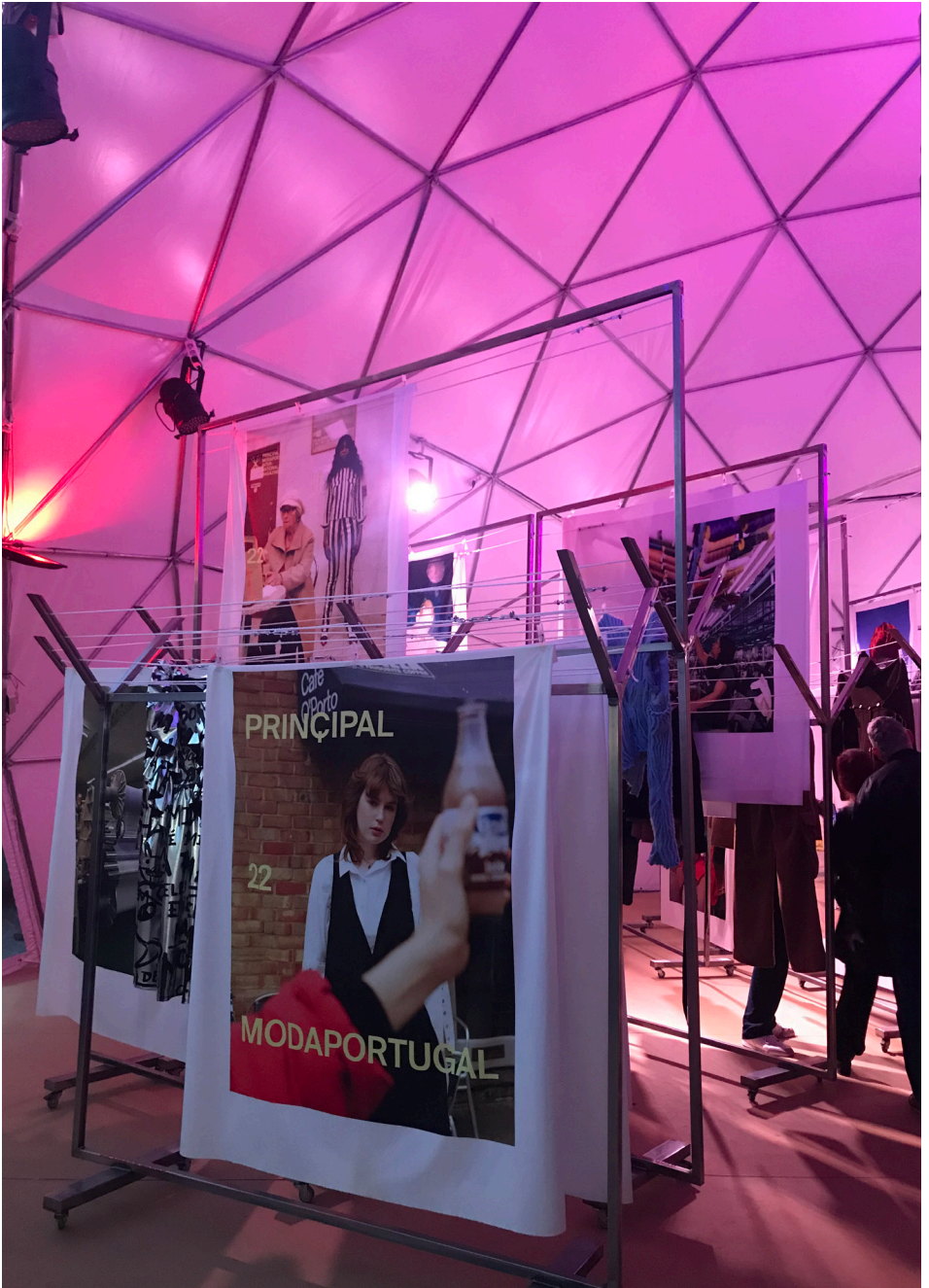
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MODAPORTUGAL promotes the Portuguese fashion ecosystem. It showcases the several dimensions of the industry and conducts promotional events that highlight its key assets. From design to manufacturing, the initiative presents the traditional along with the most cutting-edge features of Portuguese companies as they embrace the future with a sustainable and planet-friendly approach.

**Q: How as the Moda Portugal initiative born and why this need?**

**A:** The strategy MODAPORTUGAL was created to promote the Portuguese textile and clothing sector as a whole in international markets. It aims to communicate that this sector is one of the best in Europe and, maybe worldwide, because it incorporates traditional know-how, allied with the best state of the art technology, the best R&D organizations and the continuous search for innovative and sustainable products and procedures.

**Q: How is Moda Portugal organized?**

**A:** MODAPORTUGAL is conducted by CENIT, which major partner is ANIVEC, the Portuguese Association of Clothing and Apparel Industry. CENIT designs and implements projects that are EU-subsidized. These projects help the Portuguese companies and designers to internationalize, by granting them support to participate in professional trade shows across the world dedicated to manufacturing and fashion. It also promotes several events in international markets that showcase the several dimensions of the industry and highlight its key assets.



# MODA PORTUGAL PRINÇIPAL

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From design to manufacturing, the initiative presents the traditional know-how along with the most cutting-edge features of Portuguese companies as they embrace the future with a sustainable and planet-friendly approach.

It also features a monthly newspaper, *Jornal Têxtil*, a website dedicated to the fashion and industry ecosystem, [www.portugaltextil.pt](http://www.portugaltextil.pt) and a quarterly magazine called MODAPORTUGAL Príncipeal.

**Q: Taking into account the current challenges imposed by the emergence of Covid 19, how does Moda Portugal think it can help companies in their responses and what are the new chances for fashion?**

**A:** During these pandemic times, MODAPORTUGAL has continued to support the Portuguese companies by issuing relevant information about the changes in legislation and governmental support measures for the daily day operations.

It has also provided help as far as discovering other ways to do business in the lack of international trade shows, by presenting marketplaces and other B2B platforms that have been the only way for companies to contact their usual clients and to find some new ones.

**Q: What does the transparency of companies mean today as a factor for success and survival?**

**A:** The consumer is increasingly more informed and demanding. It has driven companies to better assess its preferences and transparency is one of the key features that consumer

looks upon when engaging relationship with a brand or a company. The way a garment is made, from design to the moment it reaches the consumer, it is now scrutinized and how it's perceived by the consumer is vital for the buying decision. The storytelling of this process is paramount and it should be done with sincerity and transparency. The Portuguese companies and brands are quite aware of this and are making changes to the way they communicate, so they can meet this new and demanding consumer.

**Q: Territorial production and its sustainability are among the greatest challenges for companies at the moment. Companies produce in national territories, use finite national resources such as energy resources and export the product exclusively abroad, leaving in the different territories waste to be recycled and polluted common resources, with little gain for the community. What is the current role of companies in the social, cultural and identity enrichment of their territorial geography?**

**A:** Companies are now dealing with sustainability in their daily operations. Progress has been made, but everyone is aware that a lot is yet to be done. Consumption is changing and companies are responding to these new trends trying to keep up with them, but above all, maintaining their business alive and the work places viable. When a company ends its operations, the local community is considerably affected, so the balance between doing business in an environmentally and, at the same time, socially responsible is quite a difficult exercise but it is already undergoing throughout the industry.





## **Q: What will be the future in the vision of Moda Portugal?**

**A:** MODAPORTUGAL considers that the nearest future will be one of recovery. After this pandemic conjunctural times, the confidence felt by consumers will increase and fashion consumption will consequently rise. Companies and brands have taken some lessons from the past 12 months and we are convinced that they will efficiently know how to embrace digital, sustainability, new consumption trends and at the same time, combine it with the traditional and historic know-how deeply rooted in the Industry. We are optimistic and ready to help the Portuguese companies to thrive.

### **Credits**

MODAPORTUGAL is a project promoted by CENIT (Portuguese Centre of Intelligence for the Textile Industry) and ANIVEC (Portuguese Association for Clothing and Apparel Industries). This initiative is co-funded by the European Regional Development Fund, through the Portugal 2020 Operational Programme for Competitiveness and Internationalisation.

The MODAPORTUGAL website is designed and maintained by Mountain Superstudio™ and built with Laytheme. Miguel Flor is the contributing editor for the News section, Eliana Macedo and Mariana Matos are the contributing writers, and Alex Finkle is the native English revisor.

All photo credits must be attributed to: [cenit/modaportugal](http://cenit/modaportugal).



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She is conducting her studies at the intersection of Design and Science, in particular related to the application of biologic processes in substitution of the conventional manufacturing processes, in order to exploit their potentiality in terms of new aesthetics, languages and fruitions patterns. She has conducted several department researches and experimentations in the field of biomaterials, obtained from the re-use of organic waste from the agri-food chain, and collaborated as teaching assistant on the topic. She is actually part of the team of the Interdepartmental Center Saperi&Co of Sapienza University.

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Visiting Professor at the School of Fashion and Design (SOFD) of the GD Goenka University in Gurgaon (New Delhi, India) and at the EDC Business School (Ecole des Dirigeants et des Créateurs d'entreprise) in Paris.

From 2011 to 2020, she has been a contract lecturer at the School of Design of the Politecnico di Milano and from 2009 to 2018 research fellow at the Design dept of the Politecnico di Milano, developing research on communication for the fashion system and on the relationships between design, culture and territory.

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After the three-year course in Bologna in "Industrial Product Design" he graduated at CDLM in Fashion System Design at University of Florence. He is interested in the creative sphere, confronting different expressive disciplines such as illustration, painting, videomaking, DIY, gaming, musical composition and writing.

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For over 20 years she worked in projects in Ethiopia, Algeria, Tunisia, Morocco, Yemen, Jordan, Haiti, with the most important national and international donors WHC - UNESCO, UNCCD, World Bank, European Commission, WMF, AICS. Since 2011 she has been collaborating with the DIDA UNIFI especially in projects around Maghreb countries and in the social field promoting Social Design projects and workshops using co-design methodologies.

She is professor of Service Design at DIDA UNIFI, professor of Design for Cultural Heritage in the License Course in Design at Ecole Euro-Méditerranéen d'Architecture Design et Urbanisme de l'Université Euro-Méditerranéenne de Fès EMADU – UEMF in Morocco and visiting professor in some universities in Mediterranean countries.

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A scientific training gained in the national and international design environment gives him research and strategic planning skills in Design and Design for Fashion, thanks the relationship with supranational research and training institutions as Iacocca Institute of Lehigh University USA; Oxford Brookes University, England; Saint Petersburg University of Technology and Design, Russia; Goenka University, New Dheli, India; Tecnológico de Monterrey, Campus Sonora Norte, Mexico; BIFT Beijing University of Fashion Technology, Beijing, China; ESMOD Japan, School of Fashion Design, Tokyo, Politecnico di Milano.

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Main focus of his line of research are parametric design, medical design, and advanced manufacturing – knowledge acquired during his academic path. The Ph.D. course with industrial characterization has allowed him to carry out and consolidate his research activity, as well as at his university, also at the Escuela Técnica Superior de Ingeniería y Diseño Industrial (Universidad Politécnica de Madrid, Spain) and a company from Campania, based in Gricignano di Aversa, to design a system of innovative orthopedic devices through parametric design.

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He is currently engaged in the research project: “Design, Art and Business: innovation, strategy and sustainable channels for the creation of value”, which focuses on the analysis and collection of information relating to the mapping of the relationships between Design, Contemporary Art and Companies starting from the Tuscan territory.

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She was a Visiting Professor at the Politecnico di Milano (Italy) and was awarded a CAPES PVEX scholarship (2019/2020). She is the Editor-in-Chief of ModaPalavra e-periódico (UDESC), Coordinator of the laboratory FPLab - Futuro do Presente (UDESC), Collaborating Researcher at the University of Lisbon (CIAUD/Portugal), and Integrated Researcher at the Trend-sObserver platform (Portugal).

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Since 2015 she has been teaching fashion and communication design courses at the Accademia delle Belle Arti di Napoli. Since 2009 she has been working as a professional visual designer and in 2017 she is co-founder of the Pluff design studio specialized in visual communication projects of national and international importance.

Among the main projects are the visual identity of the Italian Pavilion at the Venice Biennale (2015) and the creative direction of Milano Book City.

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Her research interests concern the heritage/creativity sphere within the digital evolution; thus, the application, impact and opportunities that lie in the relationship between digital technologies and cultural heritage. She is currently working on a research project titled "Living archive. Disseminating and reusing the Fashion cultural heritage" founded by Regione Toscana.

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