

PORTUGAL FASHION SUMMIT 2026

Crafting the Future of Fashion

1 July | ANJE / Portugal Fashion Headquarters

14:30 - Check-in & Exhibition Opening

15:15 - Opening Session

15:45 - [Panel] *FASHION BRANDS: The Hard Business of Staying Relevant*
Speakers

Carolina Santos, Co-founder, Alameda Turquesa

Carolina Santos is Co-Founder of Alameda Turquesa, a Portuguese luxury footwear and accessories brand founded in 2012. With a background in Architecture, she transformed, alongside her mother Ana Santos, a small artisanal project into an internationally recognised brand, celebrated for its distinctive design, Portuguese craftsmanship and locally made production. Under her leadership, Alameda Turquesa has become a leading name in contemporary luxury, worn by international figures including Chiara Ferragni, Kylie Jenner, Bella Hadid and Olivia Palermo, while being featured in publications such as Vogue, Elle and Vanity Fair. In 2021, Forbes recognised the brand for creating one of the pandemic's "it shoes", and in 2024 its designs were featured in the global hit series Emily in Paris. Through a vision that combines heritage, craftsmanship, innovation and responsible production, Carolina continues to position Portuguese creativity on the international fashion stage.

Alexandre Basto Gomes, Managing Partner, Portugal Jewels

Alexandre Bastos Gomes represents the third generation of a family deeply rooted in Portuguese jewellery since 1955. An engineer by training, he spent a decade in consulting, building international experience across Lisbon, Copenhagen and London. Today, he leads Portugal Jewels with the ambition of establishing the most internationally recognised Portuguese jewellery brand. His mission is to elevate Portuguese heritage and craftsmanship on the global stage while creating a scalable model for the internationalisation of Portuguese brands.

Margarida Correia, CEO, Amorim Fashion

Moderator

Tiago Castro, Commercial leadership, Fashion & Luxury E-Commerce Consultant

Tiago Castro is a results-driven commercial leader with 20 years in fashion retail, marketing and e-commerce. At Farfetch, scaled up a 40+ account commercial team managing 700+ multi-brand boutiques, steering merchandising excellence and driving revenue growth. His expertise spans commercial strategy, omnichannel range management, and brand building. Passionate about storytelling, business development and the evolving luxury fashion landscape. Based in Portugal, he brings deep insights into digital transformation in omnichannel retail.

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16:30 - Coffee Break

16:50 - [Panel] PORTUGUESE FASHION IN THE GLOBAL EYE: Perception & Future Positioning

Speakers

Serge Carreira, Director of Emerging Brands Initiative, Fédération de la Haute Couture et de la Mode in Paris

Serge Carreira is currently Director of Emerging Brands Initiative at the Fédération de la Haute Couture et de la Mode in Paris. He is also Affiliated Professor at the School of Management and Impact of Sciences Po in Paris. Over his 25 years plus career in fashion and luxury, he held diverse retail merchandising and management positions at Galeries Lafayette (2001-2005), Prada (2005-2013), Miu Miu (2013-2017) and Mary Katrantzou (2017-2019). He is member of the board of the French Centre National du Costume et de la Scène, of the Fashion Institute of Technology Foundation and of the Maison Mode Méditerranée.

Marta Marques, Co-founde and Creative Director, Marques'Almeida

Marta Marques is Co-Founder and Creative Director of Marques'Almeida, the internationally acclaimed fashion label she founded with Paulo Almeida in 2011 after graduating from Central Saint Martins, London. In 2015, Marques'Almeida was awarded the prestigious LVMH Prize for Young Fashion Designers, establishing the brand as one of the leading voices in contemporary fashion. Since relocating to Portugal in 2020, Marta has combined her international practice with a strong commitment to education and emerging talent. Together with Paulo Almeida, she co-leads the BLOOM Portugal Fashion Incubator and the Portugal Fashion Incubator, while also serving as a Guest Lecturer at ESAD, contributing to the development of the next generation of fashion designers.

Ricardo Silva, President, ATP Textile and Clothing Association of Portugal, CEO, Tintex Textiles

Ricardo Martins da Silva is President of ATP for the 2025–2027 term and CEO of Tintex Textiles. He represents a new generation of leaders within the Portuguese textile industry, strongly committed to innovation, collaboration and the promotion of national production. As President of ATP, he is focused on strengthening the sector's international competitiveness, advancing an industry that is increasingly differentiated, technology-driven and prepared to meet the challenges of the future.

Moderator

Rafa Rodriguez, Journalist, El País

Rafa Rodríguez is a cultural journalist and fashion critic for the Spanish newspaper *El País*, and a professor of Fashion Studies and Criticism within the MA in Communications at the Carlos III University in Madrid. Throughout his career, he has held key editorial roles including deputy editor of *Harper's Bazaar España* and editor-at-large for *Vogue España*, as well as being the co-founder and editor-in-chief of the independent magazine *Fake*. Specializing in fashion politics and sociology, international ready-to-wear systems, and emerging design platforms, he regularly contributes analysis on the structural, cultural and political transformations shaping today's global fashion landscape.

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17:35 – [Panel] - INNOVATION BEGINS IN THE PAST: Craft, Identity & Differentiation

Speakers

Darshana Gajare, Head of Sustainability, Lakmé Fashion Week x FDCI Fashion Design Council of India | Lead, Circular Design Challenge, Reliance Brands

Darshana Gajare is a Vogue Business 100 Innovator (2025) and ELLE Sustainable Fashion Changemaker Awardee (2024), recognized globally for her leadership in fashion, circularity, and climate culture. With 17+ years of experience in fashion, currently she heads Sustainability at Lakmé Fashion Week, spearheading initiatives such as the Circular Design Challenge, SU.RE - Sustainable Resolution, and the integration of sustainability as a fashion week-wide narrative. These platforms have championed emerging designers, spotlighted material innovation, and influenced industry-wide collaborations on circularity and conscious fashion. Darshana is known for her ability to bridge diverse worlds connecting grassroots organisations, global institutions, government bodies, and creative communities, acting as a translator and problem-solver across business and

storytelling. Beyond Lakmé Fashion Week, she serves on the Advisory Board of Fashion Revolution India, mentor to students & early-career professionals and hosts Ethically Yours, a podcast on climate and culture.

Jina Luciani, President, Maison Mode Méditerranée and Master Craftswoman

Born in Beirut and raised in the South of France, Jina Luciani is a fashion designer, entrepreneur, and advocate for sustainable fashion. A graduate of the Fashion Institute of Technology in New York and ESMOD Paris, she built an international career between New York and Paris before founding her own brand, Occidente, a pioneer in organic cotton lingerie and sustainable lifestyle wear. In 2016, she was awarded the OpenMyMed Prize by Maison Mode Méditerranée for her sustainable fashion initiative. President of Maison Mode Méditerranée from 2019 to 2020 and again since 2024, she actively supports emerging designers, craftsmanship, and cultural exchange across the Mediterranean and Africa. Named Master Craftswoman in 2022, she is committed to promoting sustainable innovation, heritage preservation, and the transmission of savoir-faire to future generations.

Joana Duarte, Founder & Creative Director, Behen

Joana Duarte is the founder and creative director of BÉHEN. She holds a Master's degree from Kingston University in London, where she further developed her long-standing interest in traditional craftsmanship and artisan communities. Inspired by her family's textile heritage, she founded BÉHEN with the mission of preserving and reinterpreting Portugal's intangible cultural heritage through contemporary fashion. By combining antique textiles, traditional craftsmanship, and innovation, BÉHEN creates garments that celebrate artisans while extending the life of heritage materials. BÉHEN's work has been recognized with the AWE Female Entrepreneurship Prize, awarded by the U.S. Embassy in Portugal, a Golden Globe for Fashion Personality of the Year, and the SANDRO x Maison Mode Méditerranée Prize for Textiles, Savoir-Faire and Craftsmanship.



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Moderator

Raffaella Loncao, Founder & Managing Director, On This Planet | People & Culture Advisory

Raffaella Loncao is a leadership and culture advisor, executive coach and former Chief People Officer with more than 20 years of international experience across global luxury organisations including Gucci, Saint Laurent and Boucheron. She sits on the Advisory Board of Women in Sustainable Luxury and is the founder of On This Planet, where she helps impact-driven startups build the people foundations needed to scale. Born and raised in Venice, she has a lifelong connection to the ocean and a deep commitment to protecting the natural world.

18:20 - [Pitch Competition] - *FASHION INNOVATION CALL*

18:50 - Founder Stories

19:15 - WINNER ANNOUNCEMENT & CLOSING SESSION

19:40 - Networking Cocktail