



Designação do Projeto | MARITA MORENO *slow fashion*

Código do projeto | NORTE-02-0651-FEDER-018859

Objetivo principal | Reforçar a competitividade das PME

Região de intervenção | Norte

Entidade beneficiária | MARITA SETAS, UNIPessoal, LDA

Data de aprovação | 13-09-2016

Data de início | 01-10-2016

Data de conclusão | 30-09-2018

Custo total elegível | 87.729,30€

Apoio financeiro da UE – FEDER | 65.796,98€

Descrição do projeto | Projeto EMPREENDEDORISMO QUALIFICADO E CRIATIVO

A criação da empresa objeto deste projeto de empreendedorismo deu oportunidade à sua fundadora de reunir os seus conhecimentos em *design*, artesanato, arte e moda, ao criar a marca de moda Marita Moreno (vestuário/acessórios/calçado).

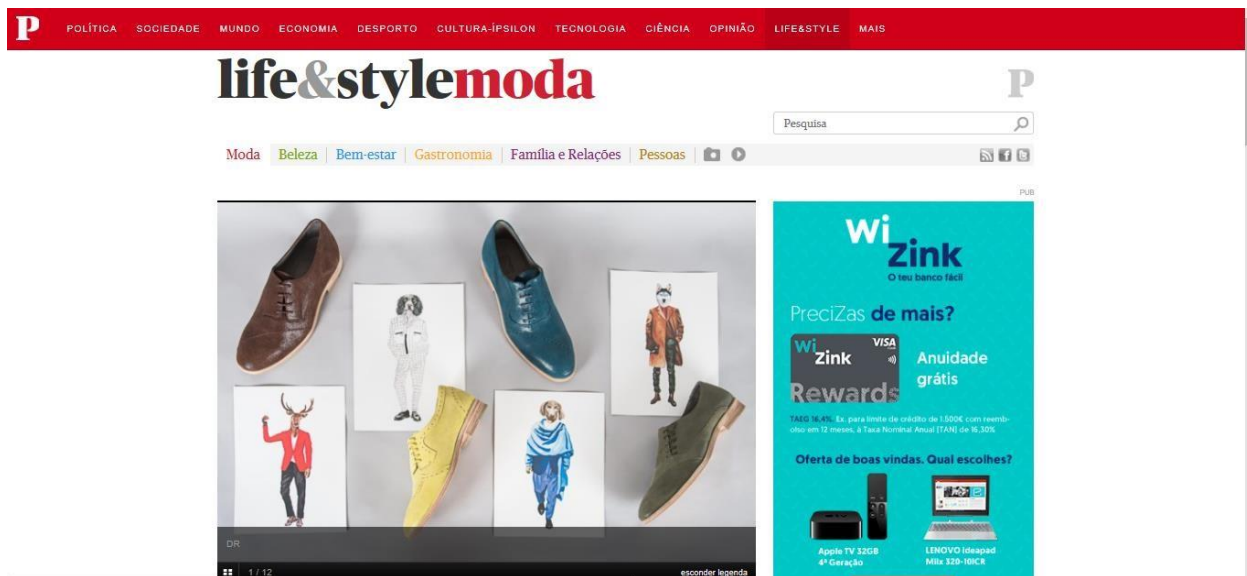
O projeto possui foco na marca própria, Marita Moreno, que proporciona articulação entre a vertente criativa e de *design*, com o cunho da *designer* e criadora Marita Ferro, e a base industrial e tecnológica das indústrias de vestuário, acessórios e calçado em que atua, criando condições para um posicionamento de relevo da fileira da moda e para a crescente valorização e diferenciação das Indústrias Culturais e Criativas da região Norte e do país.



Objetivos/Resultados esperados

- Desenvolver a marca Marita Moreno que espelhe a qualidade *premium* dos produtos criados e produzidos em Portugal e posicionar-se em mercados sofisticados e de elevado rendimento disponível
- Promoção e reconhecimento da marca de moda Marita Moreno nos mercados nacional e internacional
- Criação de produtos de moda construídos a partir da cultura e do património português, com *design* contemporâneo e com selo “Portugal sou eu” e “*Made in Portugal*”
- Promover a competitividade e sustentabilidade da empresa no mercado global

Media



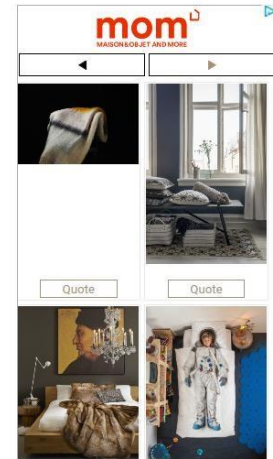
http://lifestyle.publico.pt/noticias/372152_a-escultura-ajuda-marita-moreno-a-desenhar-sapatos

A DESIGNER PORTUGUESA QUE TROCOU A ESCULTURA PELA CRIAÇÃO DE SAPATOS VEGAN

MODERN LIFE // EM FOCO

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Marita Setas Ferro, fundadora e diretora criativa da marca de calçado e acessórios Marita Moreno, mudou de rumo mas nunca deixou de ter um olhar escultórico na forma como encara a sua atual área de negócio.



<http://lifestyle.sapo.pt/vida-e-carreira/em-foco/artigos/a-designer-portuguesa-que-trocou-a-escultura-pela-criacao-de-sapatos-vegan?artigo-completo=sim>



Início > Notícias > Marcas

Marita Moreno à conquista do mundo

Nascida em 2008, a Marita Moreno há muito que caminha pelo próprio pé e tem dado passos largos além-fronteiras – EUA, Inglaterra e Alemanha já se adornam em português. O design é a força-motriz da marca de acessórios de moda, com particular destaque para os elementos do património nacional, que servem de fio condutor às coleções.

9 Jun, 2017



Mais vistas

Trabalhadores destroem fábrica da H&M

9 Mar, 2017



<https://www.portugaltextil.com/marita-moreno-a-conquista-do-mundo/>

MARITA MORENO

STYLE | 10 MAR 2017

PORTUGALITY ON THE POINT OF YOUR FINGERS

Marita Moreno is a Portuguese accessories' brand which now focus essentially on shoes and bags. Galerias Atelier Metamorfose, on Rua Miguel Bombarda, Porto, was the place where the Spring/Summer'17 collection was premiered.

This collection is based on design and exclusivity, and its ethical concerns, after the brand, that before focused on textiles, was repositioned. The collection has four lines: Miramar, Dali, Summer Clouds and What About The Skin.

Miramar is a more sportive line, and unisex, inspired by the Miramar beach huts, on the North of Portugal. This collection "does not use any animal component" in its production.

Dali line, masculine, was inspired on one of Salvador Dali's most recognized works: "The Persistence of Memory". It is a classic collection, in which the traditional cuts of shoes "are moved".

Summer Clouds has accessories for Men and Women. With clouds in summer as a reference, men's shoes are made with smooth leather and irregular textures. For Women, comfortable sandals with a compensated wedge are the suggestion.

Finally, on What About The Skin we find "sophisticated shoes" inspired on skin-based colours. Men's shoes are "robust and solid". Women's shoes are "finer elements" and with a highlight on patterns.

On its production, Marita Moreno, of Marita Setas Ferro, uses Portuguese labour and factories, as well as

<https://www.roof-magazine.com/en/post/marita-moreno-en>

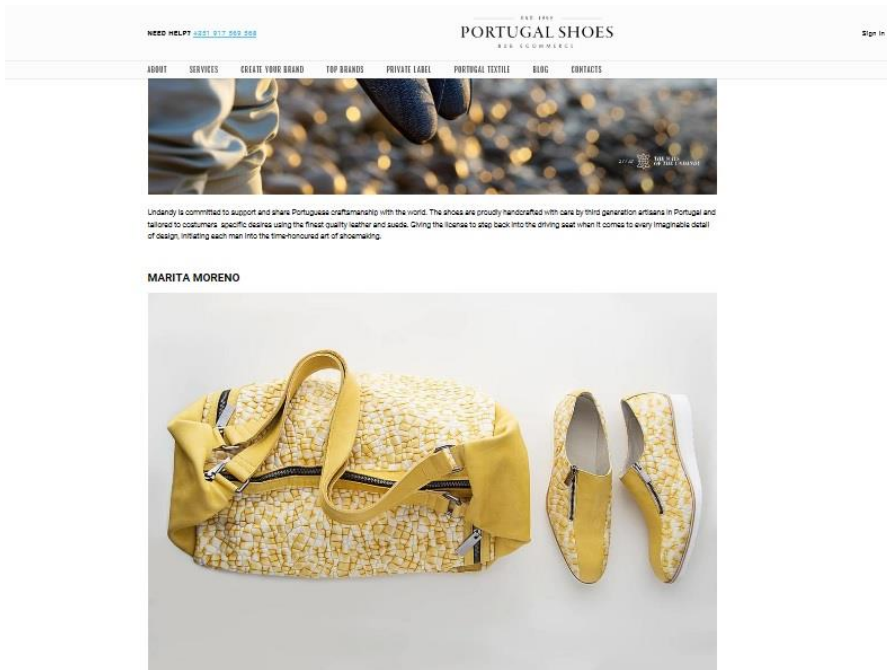
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PORTUGUESE SHOE BRANDS YOU SHOULD KNOW

July 20, 2017 Portugal Shoes B2B  0

A nice pair of shoes can make a huge change on how you feel and if your walking on the most beautiful Prada's you might be preparing to conquer the world, but let us tell you something, Portuguese shoes are as great and luxurious as any of the big fashion names out there. We could make you a list of some of the amazing brands who produce in Portugal but it would be as long as George R. R. Martin books, with sequels and everything. The footwear business is growing in our country with great brands emerging and showing of the quality of the Made in Portugal mark, but pictures tell more then words so let us show you some of the Portuguese shoe brands you most definitely should know (take a note, a post it, keep it on your desk as a memo)!



The screenshot shows the Portugal Shoes B2B website interface. At the top, there is a navigation menu with links for ABOUT, SERVICES, CREATE YOUR BRAND, TOP BRANDS, PRIVATE LABEL, PORTUGAL TEXTILE, BLOG, and CONTACTS. The main content area features a large image of a hand holding a shoe, with a small logo in the bottom right corner. Below the image, there is a paragraph of text describing the brand's commitment to supporting Portuguese craftsmanship. The text reads: "Undandy is committed to support and share Portuguese craftsmanship with the world. The shoes are proudly handcrafted with care by third generation artisans in Portugal and tailored to customers' specific desires using the finest quality leather and suede. Giving the license to step back into the driving seat when it comes to every imaginable detail of design, initiating each man into the time-honoured art of shoemaking." Below this text, the name "MARITA MORENO" is displayed. Underneath the name is a photograph of a yellow handbag and a pair of yellow shoes, both featuring a mosaic-like pattern.

<http://portugalshoes.com/portuguese-shoe-brands-you-should-know/>

29 Quarta

Audatório da Parada

9:30 Sessão de abertura

Prof. Doutor Mário Raposo, Vice-Reitor da Universidade da Beira Interior
Prof. Doutor João Lanchinha, Vice-Presidente da Faculdade de Engenharia
Prof. Doutor Manuel dos Santos Silva, Coordenador da Unidade de Investigação FiEInTech
Prof. Doutor José Mendes Lucas, Diretor do Mestrado em Design de Moda
Eng. Mello Fazendeiro, Adjunto do Presidente da Câmara Municipal de Covilhã
Solange Fernandes, Embaixadora Fashion Revolution UBI - Covilhã
Isolanda Guimarães, Presidente do Núcleo dos Estudantes de Design de Moda UBI

Rede sustentável

Audatório da Parada

Moderador: Liliana Simões Ribeiro

- 10:00 — Away to Mars - Cocriação: processo de criação aberto para todos
- 10:20 — A Montra / The Window - O poder das redes
- 10:40 — Marita Moreno - As pessoas que tornam possível um projeto
- 11:00 — Coffee Break
- 11:15 — Isabel Cantista - O retalho da sustentabilidade
- 11:35 — ONNO Models - Onno. Um projeto de colaboração artística
- 11:55 — Pé de Chumbo - Sustentabilidade no desenvolvimento da marca
- 12:15 — Rafaela Norogrande - Little Dress Project
- 12:35 — Sessão de Questões

Workshops Paralelos

- 14:30-18h — Produção fotográfica de moda
(Estúdio CREA)
- 14:30-18h — Cama de gato: do fio à trama
(Museu de Lanifícios)

#Ação 3 - O outro lado da moda

Audatório Municipal de Covilhã

- 21-22:30h — Exibição do documentário "The true cost"

Participação da Diretora Executiva, Marita Setas Ferro, na Fashion Revolution UBI – Março, 2017



Participação da Diretora Executiva, Marita Setas Ferro, na Fashion Revolution UBI



14:00 – Mesa redonda “Novos Desafios no Design de Moda”

Designers convidados:

Júlio Torcato – *Júlio Torcato*
Alexandra Oliveira – *Pé de Chumbo*
Marita Setas Ferro – *Marita Moreno design*

Moderação:
Maria da Graça Guedes – Universidade do Minho

18:00 - Encerramento



Participação da Diretora Executiva, Marita Setas Ferro, no Seminários Design de Moda, na Universidade do Minho – Maio 2017.

Marita Moreno

De tipicidade portuguesa, a Marita Moreno é uma marca de roupa e acessórios, com design contemporâneo, que recorre ao talento artesão nacional e utiliza matérias-primas como a lã, o linho, o algodão, a seda, a cortiça e o couro. Utilizando a textura e a cor como elementos fundamentais num design simples e geométrico, a coleção primavera-verão da marca inclui quatro linhas distintas. A linha *Sculpture*, por exemplo, da qual faz parte o conjunto *Deacon*, é composta por sapatos e bolsas e apresenta tecidos com detalhes em couro, linho branco e cores brilhantes e intensas, inspirada no padrão típico da calçada portuguesa.

Portuguese in identity, Marita Moreno is a clothing and accessories brand, with contemporary design, which uses to the talent of local craftsmanship, using raw materials such as wool, linen, cotton, silk, cork and leather. With texture and colour as the fundamental elements in a simple, geometric design, the brand's spring-summer collection includes four different ranges. The *Sculpture* range, for example, which includes the *Deacon* set, is made up of shoes and bags, presenting fabrics with leather details, white linen and bright, intense colours, inspired by the typical pattern of Portuguese cobblestones.



MARITA MORENO

Photographs: Rossana Mendes Fonseca



Foz Côa Collection, Fall/Winter 2016/2017, Man – Penascosa and Ribeira da Pisco models

The brand Marita Moreno was created in 2008 by Marita Setas Ferro. Being the brand's creative designer she develops all its concepts using only Portuguese products, factories and handmade crafts to create her designs. The brand's mission is to present high quality products, making good use of creativeness and a good eye for selecting the materials. The production is based on small quantities and all numbered which makes every piece unique. From shoes, bags, clothing and knitting the purpose is to deliver good quality design with a affirmative and proud "Made in Portugal" label.

Marita Setas Ferro was born in 1967 in Beira, in Mozambique. With extensive and consolidated academic and professional experience, from fine arts to design, she has worked for several years as a consultant, teaching and mentoring fashion

designers, crafters and creative people. At the same time she kept always the development of own author pieces and sculptures.

The brand present its first shoes and bags Spring/Summer 16 collection last August of 2015 at the Premium Footwear – Pure London, one of United Kingdom's fashion trade exhibition. This year, from 8th to 9th of January, Marita Moreno was back in the UK for the WeAr Select London, a fair organized by the magazine of international trends WeAr Global Magazine.

The brand's creative designer underlines that the "biggest goal is to continue to show the brand internationally, put the product in some of the most iconic places in London and get more customers to realize the added value of the pieces and appreciate how culture and Portuguese heritage are translated into everyday".

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Foz Côa Collection, Fall/Winter 2016/2017, Woman – Fariuseu and Quinta da Barca models

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Revista Design Magazine – <http://revistadesignmagazine.com/>



MARITA
MORENO

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MARITA MORENO

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MARITA SETAS FERRO

Reproducir video

16:35 09/08/2017

<https://www.maritamoreno.com/videos>