

Designação do Projeto | MARITA MORENO - Plano de internacionalização 2016 / 2018

Código do projeto | NORTE-02-0752-FEDER-019903

Objetivo principal | Reforçar a competitividade das PME

Região de intervenção | Norte

Entidade beneficiária | MARITA SETAS, UNIPessoal, LDA

Data de aprovação | 26-01-2017

Data de início | 01-06-2016

Data de conclusão | 31-05-2018

Custo total elegível | 205.961,26€

Apoio financeiro da UE – FEDER | 92.682,57€

Descrição do projeto

O plano de internacionalização que a empresa apresenta dá sustentabilidade à sua estratégia de penetração em mercados externos, com foco na inovação e diferenciação dos seus produtos transacionáveis e marca de moda Marita Moreno.

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

Clipping em publicações internacionais

EUROPEAN BRANDS



LE FABRIQUE

La Fabrique was born in the traditional garment region of Venice just over 10 years ago under the vision of designer and founder Marie France Russell. The brand has grown into an established womenswear label recognised for its refined styling, quality of detailing and distinctive cuts to deliver understated elegance. Its unique style is focused on prime quality and innovative material. Season after season, its collections draw inspiration from fabrics with materials such as real fur and leather often accompanied by its own eco versions. For SS16 its Wanderlust line explores and reinvents luxury daywear with soft colour and prints from ivory to green, burnt brown, blue and pearl grey. Standout styles include a silk jumpsuit (pictured), Reglan Tapestry Coat and a Printed Denim Dress.

AVERAGE WHOLESALE PRICE: From €60

MINIMUM ORDER: None

CONTACT: Tel: 07880 645 806

Lafabrique.it



MARITA MORENO

Showcased for the first time at Pure London this summer, Portuguese label Marita Moreno delivers unique and distinctive womenswear and accessories. Each piece is produced in small quantities of around 100 per style, enabling stockists to offer customers something completely different. Its eponymous founder creates each collection with an ethical and unique perspective using only Portuguese products, factories and handmade crafts to create her designs. Highlights for SS16 include the Tatlin, Deacon and Brancusi shoes from the Sculpture line. These pieces were created from handmade and hand woven linen as well as printed leather details.

AVERAGE WHOLESALE PRICE: €130

MINIMUM ORDER: 10 pairs

SHOWING AT: Wear Select London January 2016; Pure London February 2016

CONTACT: Tel: 0035 193 655 4490 / 0035 193 758 8040 E: socko@gmail.com / crel.office@gmail.com / maritamoreno.com



OLVI'S LACE

Created in Holland over a decade ago, Olvi's Lace specialises in modern-yet-classic lace dresses for special occasions and wedding parties. Its handmade dresses are created using the finest stretch lace exclusive to Olvi's with contouring lining creating an elegant sophisticated look with a vintage touch. Each seasonal collection comprises of elegant long, mid and short dresses, skirts and trousers as well as tunics and cardigans and is available all the year round on short order. With around 1,000 pieces available for indies to choose from in around 65 colourways, there's something for all customers and tastes – from its full-length formal dresses with v-shaped necklines to its cocktail designs with folding front panels and flattering ruching detailing, plus a lace and cashmere collection including scarves and boleros.

AVERAGE WHOLESALE PRICE: Dresses €290 and €350 for gowns

MINIMUM ORDER: 6 pieces

CONTACT: Tel: 01625 500 888 / 01625 529 529 E: info@mainnetrading.co.uk Olvis-lace.com

Boutique Magazine - Novembro 2015 - <http://boutique-magazine.com/>



MARITA
MORENO



Vogue Uk - Novembre 2015 - <http://www.vogue.co.uk/>



Vogue Uk - Novembre 2015 - <http://www.vogue.co.uk/>

VOGUE advertising feature

INDIGO BY
Indigo by's British style like never, and Indigo by's choice of trend clothing... www.indigo.com

CAPRESSHA
Capressha's Italian soft Italian leather... www.capressha.com

ILE DE COCO
The London-based studio of I.L.E.E. DE COCO... www.iledecoco.com

IRA BAGS
The 'No Waver' label is a high end women wear label... www.ira.com

MEU DESIGN
Meu Design specialise in hand printed silk blouses... www.meudesign.co.uk

MARIA MORENO
Maria Moreno is launching its first shoe and bag collection... www.mariamoreno.com

KARNA IK
Karna IK's shoes and bags are made from the finest Italian leather... www.karnaik.com

SUSANA TRACA
Inspired by her background, Susana Traca has created a refreshing and original collection... www.susanatraca.com

JACQUELINE PIRON
Jacqueline Piron's luxury white is expertly tailored and made from a premium Italian material... www.jacquelinepiron.com

MARIE
Following freedom, identity and style, MARIE is all about mixing... www.marie.com

SHEILA COUTURE
Sheila Couture, established by Sheila Charles-Miles in 2011... www.sheilacouture.com

MANURÍ
Manurí is a Women's fashion brand based on a strong concept... www.manuri.com

TRIEYOU
TrieYOU is a Women's fashion brand based on a strong concept... www.trieyou.com

ILLIAS SWIRWEAR
Illias Swirweare was founded on the shores of Beach Bay, Australia... www.illias.com

DAWN SUNFLOWER
Dawn Sunflower has been known for her unique classic elegant style... www.dawnsunflower.com

EUGENE TAYLOR
It has been noted that streetwear is becoming high-fashion markers... www.eugenetaylor.com

VOGUE advertising feature

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SHEILA COUTURE
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MARIA MORENO
Maria Moreno is launching its first shoe and bag collection... www.mariamoreno.com

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Shoe fetish

APPEAL TO YOUR CUSTOMERS' FOOTWEAR DESIRES WITH THESE MUST-HAVE BRANDS

CAPRICE

Using only the best leather and patented innovations, superb fit and detail make every Caprice shoe special. The German brand's Air Insoles and On Air Antishock technology ensure a comfortable wearing experience for the discerning public - offering ladies a new level of comfort throughout the year. It's easy for retailers to stock Caprice shoes as the workmanship combined with the brand's latest trends in its latest shoe shapes create a two-toned finish. The brand's unique design is perfect for ski holidays, Caprice's collection can withstand degrees.

AVERAGE WHOLESALE PRICE: £34 for full ankle boots and £34 for full
MINIMUM ORDER: Packs of 6
CONTACT: Tel: 07734 247 669
 E: caprice@gmail.com Capriceshoes.com



Portuguese footwear manufacturer creates unique distinctive footwear in small quantities, with each piece featuring its own limited edition number. AW16, its Foz Côa collection is inspired by the historical engravings at the rocks in the Côa R. The leather features a texture created in homage to the rocks and the dry lands left by the river flow as well as metal hardware inspired by pre-historic drawings. Key styles include low and high heel shoes, boots and bootlegs with sculptural forms. Alternatively, the Space 1999 collection features comfortable shoes inspired by its namesake television series and images of the moon. These are made with leather and burel, which is 100 per cent vintage Portuguese cloth from the mountains. The brand reflects the bright side of the moon with rough leather, bright and vibrant colours as well as geometric spots.

AVERAGE WHOLESALE PRICE: £34
MINIMUM ORDER: 10 pairs
CONTACT: Tel: 0035 193 758 8040
 E: crel.office@gmail.com Marita.moreno.com

40 | boutique | February 2016



February 2016

OUR
 SENSE FOR FASHION RETAIL

BLACK AND WHITE
 ons showcase
 th fashion bloggers
 nke boutique
 archi on swimwear

Boutique Magazine – Fevereiro 2016 - <http://boutique-magazine.com/>

Ladies and gentlemen

Pure London returns with a clutch of first-time exhibitors and an all-new menswear sector

In brief

Show: Pure London
Venue: Olympia, London
Dates: 14th - 16th February, 2016
Website: www.purelondon.com
Twitter: @PureLondonShow

More than 700 brands will join the exhibitor line up at Pure London in February, with a whole host of first-time exhibitors adding to the mix. Collections will range from inspirational eveningwear and young designer dresses to premium accessories, an exciting range of menswear and statement fashion pieces.

The exhibition will showcase the finest in capsule collections from emerging brands, while the launch of Pure Menswear will cater for mid-to-premium high-end brands with an original and exciting mix of labels for the sector's debut season.

Within the wider womenswear offering is Pure Premium; an area that will house over 40 high-end names, each offering distinctive, bespoke and couture collections for autumn/winter 2016, as well as short order for spring/summer 2016. This season, Premium Footwear will also be presenting in this section of the show.

Following its highly-acclaimed and applauded inauguration at the August 2015 edition of Pure London, the Premium Footwear area will return again this season, offering a fresh and an exciting showcase layout of must-have collections from a variety of high-end footwear companies. With niche, quality designs set to inspire independent buyers looking for something different, the line-up for Footwear Brands includes C.doux, Audley, Lucida's Secret, United Nude, Camper UK, Chie Mihara, Cocostore London, Marita Mirren, Pao-



Heron, CREEL and Slack.

Making their comeback to Pure London are Danish labels h.young, Frana, Cream, lowear, Part Two, Soaked in Luxury and ICHL. The exhibition expects a great range of innovative fabrics and prints from the brands. h.young will be providing hero pieces filled with energy and feminine patterns, while Cream and ICHL create flattering fits and silhouettes for the sophisticated woman. Also adding to the mix will be first-time exhibitors Delicious Eyewear, Hemera, Haber & Dasher, EllisD, Lily & Carter, Pauline B, LuckyLU and Zoe Vise.

The Pure Footwear and Accessories offering will showcase everything from expert millinery and cutting-edge handbags to avant garde shoes and this season's most trend-led fashion jewellery. Renaming names include Zandra Rhodes, Adèle Monrow, Bandit, Kanari Beads, Nour, Helmi Moon, Love My Soul, Reeves & Reeves, GI Jewellery, Kirsteen Stewart, Pia Rossini, Lacoste Footwear, Peter Kaiser,

Unisa, Ravel, Moda in Pelle, Birkenstock, Aigiga, Manas, Fly London, Peach Accessories and Smeridi London.

Adding a wholly new element to the show, Pure Menswear will launch in February as a hub for breakthrough menswear designers. Targeted at fashion boutiques and other independent retailers who want to launch into the menswear market, exclusive trend-led pieces will be presented from labels and designers exhibiting at the show for the very first time. These brands include I Like No Other, Warren, Guide London, Haber & Dasher, Hams, Wolsey, Zaha Berlin, NEED Japan, Shackleton, D-Rock, Eric & Sophie, Claudio Lugli, Peter Gribby, Jackson, SLIMS Sportswear, ETO Denim, Blow Ties, Guide, Lighthouse Clothing, Duke Clothing, ADAMIST, BALMEDOR, Noi, Claron's Wear, Affliction Clothing and Noble Wilde.

Pure London will take place from 14th - 16th February 2016. For more information and to register, visit www.purelondon.com





First-time exhibitors added to the mix for Pure London

The exhibitor line-up at Pure London will bring a whole host of first-time exhibitors, adding to the mix.

They will showcase the finest in capsule collections from emerging brands, young designers, contemporary brands, premium accessories and footwear.

The Pure Footwear offering will showcase everything from expert designer heels, high street casuals and international staples.

Returning brands to the area include Urrsa, Fly London, Moda in Pelle, Aspiga, Birkenstock, Caprice, Peter Kaiser, Cars, Ten Point, Zary, Lofna, Sika and Lacoste Footwear.

British footwear brand, Y&L, will be showcasing a collection inspired by British and Irish heritage using traditional tweeds in a range of three different colours.

pure
LONDON

Block heels are designed for practicality, detailed with gold buckles and leather straps, making the footwear modern and stylish. Y&L will be joined amongst other British brands such as Cocoonise London and Ravel.

Premium brand, Aukley will showcase a range of elegant, original and modern shoes, created with quality fabrics, intellectual design as well as comfort and practicality.

The Aukley brand combines design, quality and natural fabrics within its collection. Aukley will be joined by

independent buyers looking for something different.

The line-up for Premium Footwear Brands includes Chie Mihara, C.Boho, Invidia's Secret, United Nude, CIEL, Marita Marano, Paoz Henon, Cocoonise London and Camper.

Menswear brand Jackson will be on show in February 2016. Incorporating a true gentleman's personality with the spirit of hand-made craftsmanship, Jackson aims to provide high quality shoes with competitive pricing.

Managing director Satya Singh said: "Pure London is an ideal platform to network with like-minded business people.

"Being a start-up, the show will help us create opportunities to take our business to the next level. I am

looking forward to promoting our brand and values at the show."

Fellow menswear brand, Shackleton will be showcasing their first footwear range, displaying a full collection of knitwear, outerwear, footwear and accessories for the first ever time at Pure London.

Founder and creative director Simon Middleton added: "We're really pleased to take part in the first edition of menswear at Pure London.

"It will be one of the first opportunities for us to show our first complete collection, including knitwear, outerwear, footwear and accessories.

"We have quite an established direct following at the moment, and Pure London is a great opportunity for us to raise our profile into the fashion trade market."



12 February/March 2016

It's showtime

Features



Loja Flying Solo – New York

Vendas B2B online

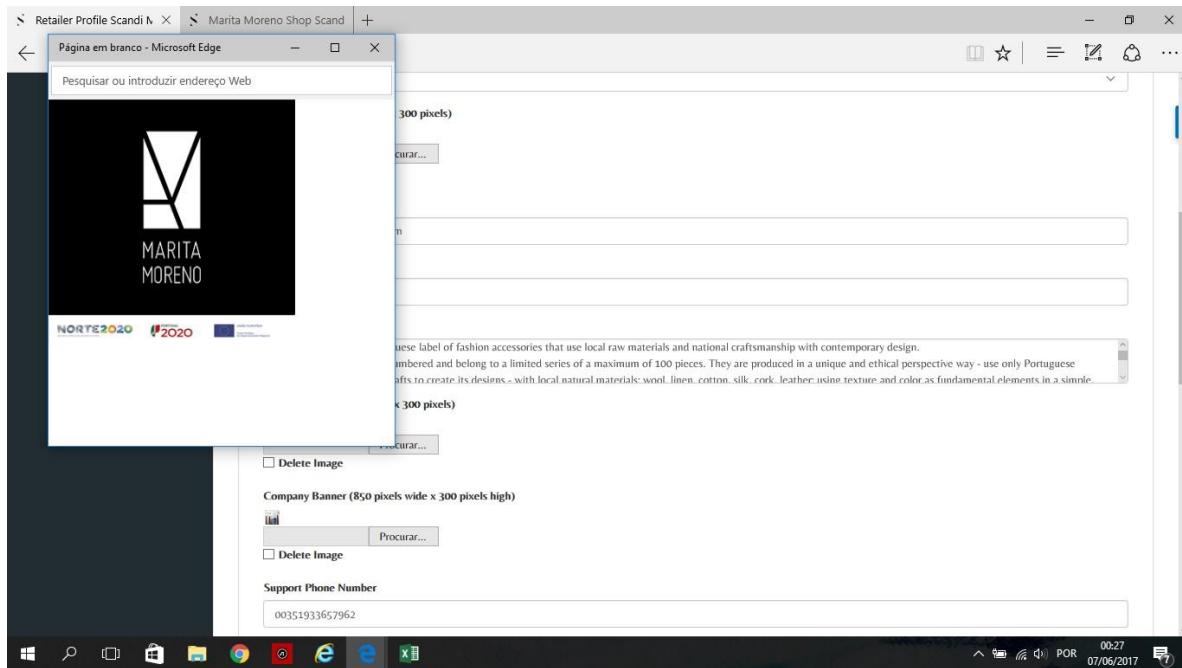
The screenshot shows a web browser window with the URL lenewblack.com/maritamoreno. The page features a navigation bar with 'LENEWBLACK MY SHOWROOM' and menu items like 'Dashboard', 'Collections', 'Customers', 'Sales', and 'Reports'. On the left, there is a profile for 'Marita Moreno' from Portugal, established since 2014, with a link to www.maritamoreno.com/. Below this is an 'ABOUT' section describing the brand's use of Portuguese raw materials and craftsmanship. Under 'AVAILABLE FILES', there are two lookbooks: 'Lookbook SS16' (PDF, 2.2Mo) and 'Lookbook FW15/16' (PDF, 8.3Mo). The main content area displays a photograph of a retail space with clothing racks and a table of shoes and bags. At the top of this photo are logos for 'NORTE2020', 'PORTUGAL 2020', and 'UNIO EUROPEIA'.

Le New Black - <https://www.lenewblack.com/tradeshov/>

The screenshot shows a web browser window with the URL scandi.market/e-marketplace/marita-url. The page has a navigation bar with 'Scandi.Market™' and a search bar. Below the navigation, there are categories: 'WOMEN', 'MEN', 'BOYS & GIRLS', 'INTERIORS', and 'DESIGNERS'. A 'Newsletter' sign-up form is visible on the left. The main content area features a banner with the 'NORTE2020' and 'PORTUGAL 2020' logos, and a photograph of several shoes. Below the photo, the text reads: 'Marita Moreno is a Portuguese label of fashion accessories that use local raw materials and national craftsmanship with contemporary design. All produced objects are numbered and belong to a limited series of a maximum of 100 pieces. They are produced in a unique and ethical perspective way - use only Portuguese factories and handmade crafts to create its designs - with local natural materials: wool, linen, cotton, silk, cork, leather; using texture and color as fundamental elements in a simple, geometric design. The brand also believes in the power of customization through different color combinations, materials and models, where the client has the power to develop their own products, making it unique and exclusive. All the products are Portuguese, as well its quality production is "Made In Portugal".'

Scandi Market - <http://www.scandi.market/>

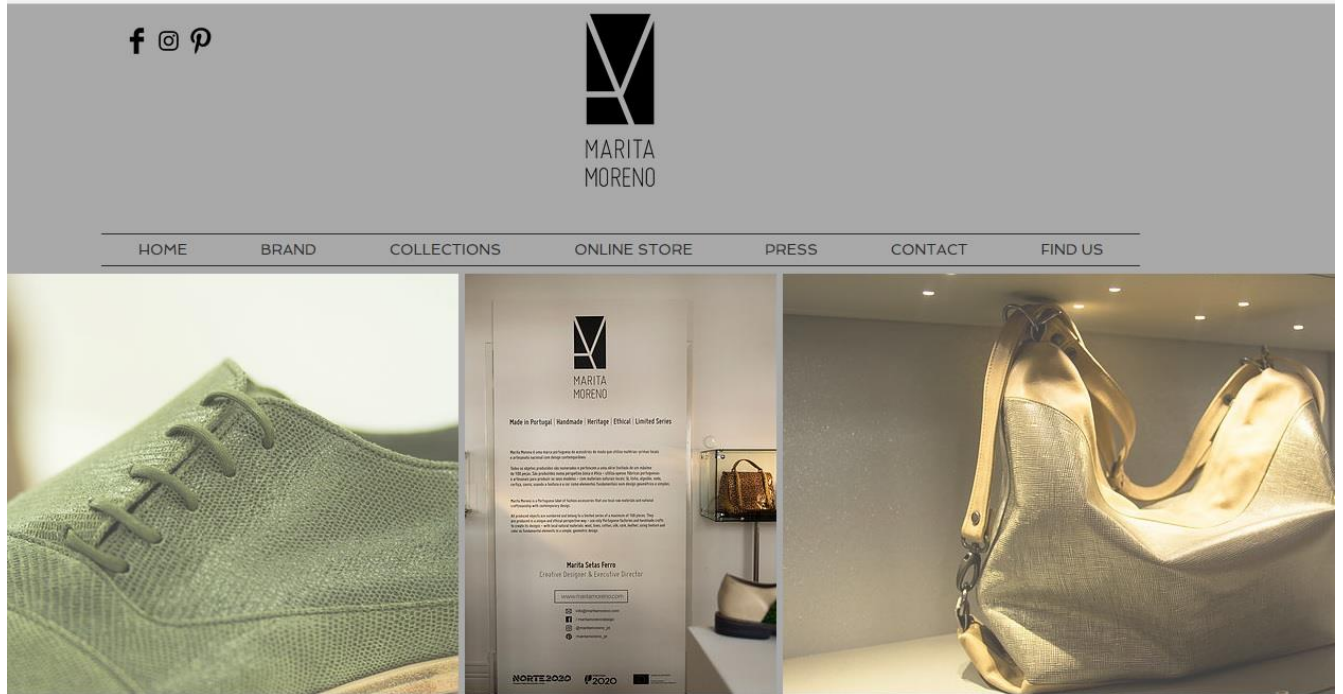




Scandi Market – <http://www.scandi.market/>



Galeria Fotos



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