

10TH-ANNIVERSARY SPECIAL

MARCH 2017
ISSUE 101

MONOCLE

300+ PAGE COLLECTOR'S EDITION: THE SHARPEST
REPORTING, INTERVIEWS AND ANALYSIS

A to F AFFAIRS: Manila under Duterte **BUSINESS:** Making a mint on mattresses **CULTURE:** Netflix's commissioners
DESIGN: Animal architecture **ENTERTAINING:** From prime minister to prison **FASHION:** Akog: Germany's loveliest design duo

WOOF: A decade of
keeping an ear... and
an eye on the world

SPECIAL RELATIONSHIP:
PORTUGAL X MONOCLE
A 64-PAGE REPORT



A NEW BREED OF GLOBAL SECURITY

PLUS: We sit down with
Emmanuel Macron,
Lufthansa's Carsten Spohr,
the *president of Portugal*
and *CNN's Hala Gorani* –
AND an **EXPO** on PBS in
Washington – a *renaissance moment*
for US public broadcasting?

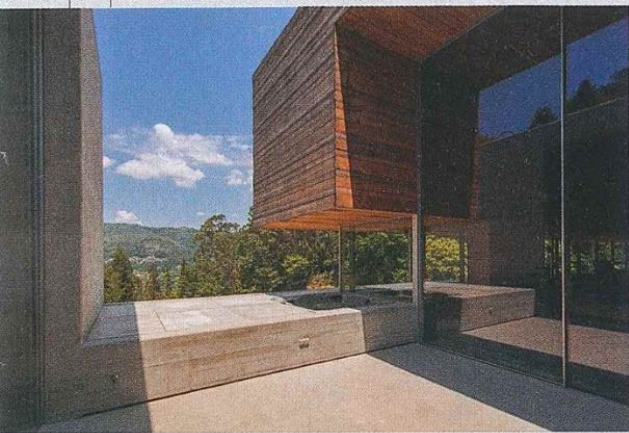
INVENTORY: all you need for the month ahead. A guide to **PUNTA DEL ESTE**. Ten to-do's on Spain's **GRAN CANARIA**.
THE BEST in **LIGHTING**. **EYEWEAR** in **MADRID**. City stockists: **PARIS+**. A media round-up of **FILM**, **MUSIC** and **FINE PRINT**.

PS

Portugal

A Monocle survey of business, culture, design – and a new global ambition

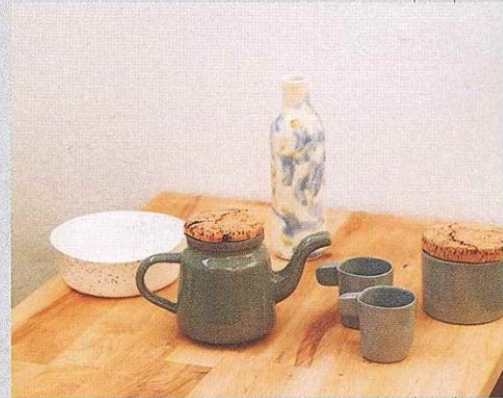
A to F Affairs: Meet the nation's leaders **Business:** How to relocate your HQ **Culture:** New museums, old-school cinemas **Design:** The best architecture, graphics and crafts **Entertaining:** Dinner with the country's food stars **Fashion:** The rise of 'Made in Portugal' + **i Inventory:** all the products you need to own



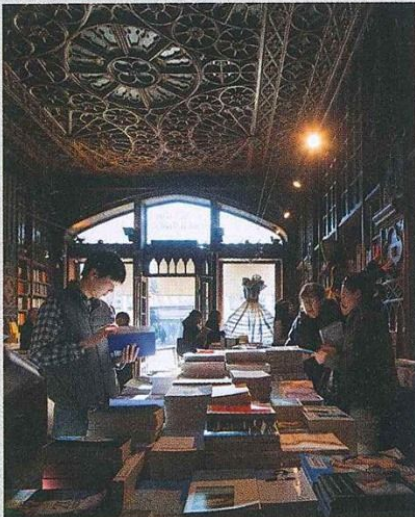
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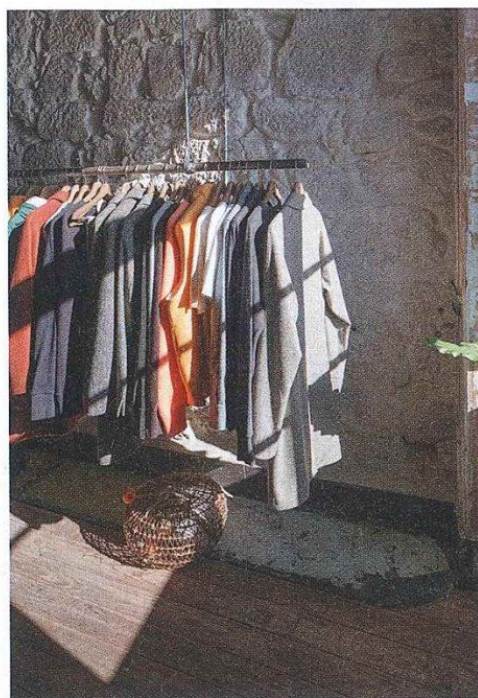
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A SPECIAL
MONOCLE SURVEY



(1) Pattern-making at Lagofra
 (2) Inside La Paz, a pioneer of Portugal's potential
 (3) Team at the Daily Day shop



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PS
 FASHION/PORTO
Seamless transition

A focus on the fundamentals of fashion has made northern Portugal, and Porto in particular, a manufacturing magnet for designers in the market for quality and value for money.

By Nolan Giles
 Photography Luis Díaz Díaz

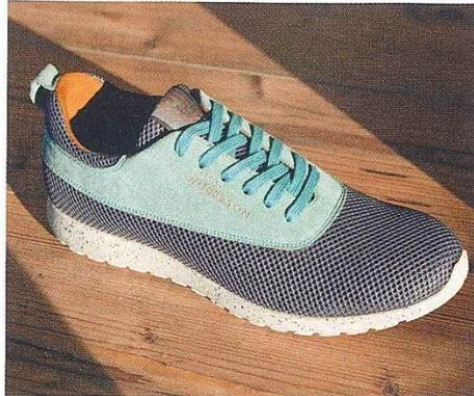
Fashion manufacturer Lagofra is busier than ever. Lightning fast and precise, its tailors cut and stitch clothing for Danish designer Henrik Vibskov. This particular order came in the day before and, in three days time, the assembled pieces will hit Paris Fashion Week.

"You'll come here next week and it will be a completely different scene," says Felipe Prata, weaving through the facility on Porto's outskirts. He became CEO of this family business in 2012, scaling up from 30 staff to 80 in five years. Today the

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factory resembles a rippling sea of pink fabric as a batch of dresses is crafted for a renowned Italian fashion label. “Made in Italy’, ‘Made in France’; they’re nice tags,” he says. “But we can now compete on quality, lead time and price.”

Prata maintains a mantra of “being good at doing everything”; it has served three generations of his family well in the fashion industry. The company works with independent brands on productions of 200 to 300 pieces per style, and every item needs to meet the finest standards. Reasonable labour costs in Portugal and an excellent skills base mean that Prata and his peers can go up against European fashion centres. Yet the engineering of clothing and textiles, as well as access to global logistics chains, is where the real progress is happening.

“From design to distribution, the fashion industry is enjoying an amazing recovery and we continue to develop,” says Paulo Vaz, who heads the Textile and Apparel Association of Portugal, the nation’s fashion industry body. His organisation represents some 35,000 workers and €3bn of turnover in Portugal, where the industry accounts for 3 per cent of GDP.

“When fashion manufacturing moved to Asia most countries in Europe – barring Italy and a few others – lost their know-how. But while Portugal struggled, our fashion tradition remained and the skills survived. If you are looking for the best value for quality you come here.”

“Made in Portugal” tags are found on a surprisingly large number of items throughout most fashionable European department stores. With north Portugal’s manufacturers favoured for their shirting



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and footwear output, independent labels such as Sweden’s Our Legacy, the UK’s Oliver Spencer and the US’s Saturdays Surf NYC are all using the region’s talent. Their pieces sit alongside larger labels such as Giorgio Armani, Calvin Klein and Versace on production lines at well-equipped factories such as Petrutex, a short drive from the city. Here, high-performance fabrics for athletic wear are generated, as are clothes for many of the world’s top fashion houses, in a flashy facility semi-powered by biomass.

Hall of fame

Europe’s quality fashion brands are increasingly entrusting their designs to manufacturers in Porto and its surrounding region. Here are some of Monocle’s favourites.

Officine Générale: Producing in Portugal, this Parisian menswear brand uses premium fabrics and is able to offer elegant cuts at a reasonable price.

Our Legacy: Since its first collection in 2007, the Swedish menswear brand has drawn on Portugal’s top manufacturers to craft clothes that have gone on to draw a cult following.

Oliver Spencer: Known for his high standards, the menswear designer uses Portuguese manufacturers to produce shirts, knitwear and trousers.

APC: From leather moccasins to canvas tennis shoes, France’s APC manufactures its top-selling footwear in Portugal. — NJ

With all this expertise the region has become a magnet for designers. We find Svenja Specht, the German behind fashion label Reality Studio, thumbing through her latest sample orders at Lagofra factory. Japan is a key market for Specht's vibrant, loosely cut designs and her clothes reach boutiques from Shanghai to New York. "It gives us more opportunities; I am adding knitwear because there is simply no production for this in Germany."

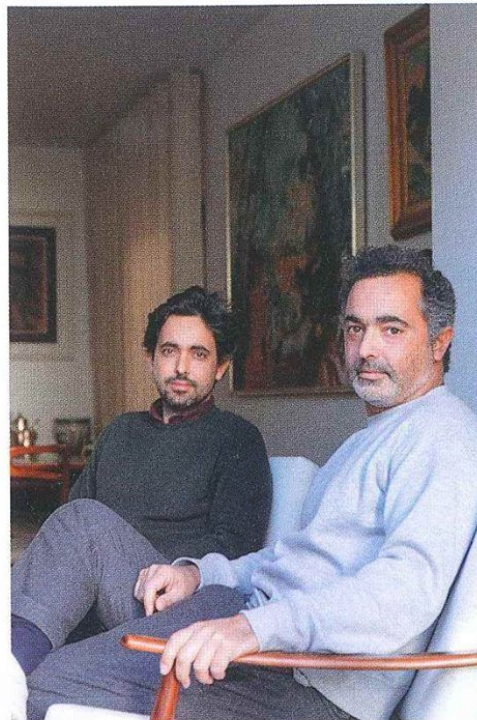
Transport helps: Porto Airport is becoming increasingly connected as the city heats up as a holiday and business destination. "It's certainly becoming a more fashionable city," says André Bastos Teixeira from La Paz, a brand that has come to represent the potential of Portuguese design in the past five years. It forged a path that many new brands, such as shirtmakers Portuguese Flannel and Wolf & Son – a brand spun off by successful shoe manufacturer Jovan – are following.

Business partner José Miguel de Abreu says: "More and more good international labels were producing in Portugal so we thought, 'Why not put something together and do some shows? We have the suppliers.'" While La Paz is blazing a trail for Porto labels, the owners admit that a homegrown designer setting the international fashion scene alight is a way off; the financial support, education system and even culture aren't quite ready.

"If there is a brand that will rise it will be one that has the essence of Portuguese fashion in it; this essence is in manufacturing," says Prata. Designs for Daily Day, his own brand of classic-cut clothes, are created at a studio adjoining his factory. The private label features in his Daily Day boutique in central Porto, which showcases the best of Portugal.

"The job of our generation is to shift some of the emphasis onto our own labels," he says. "It takes time but we will do it." Fashion moves fast but on this evidence, so does Porto. — (M)

- (1) Shoe-making at Jovan factory outside Porto
- (2) Portugal is famed for its shoe production
- (3) Daily Day on display
- (4) La Paz founders José Miguel de Abreu (left) and André Bastos Teixeira
- (5) Coat by La Paz at the Porto shop
- (6) Portuguese Flannel founders Manuel (left) and António Magalhães
- (7) Portuguese Flannel uses traditional techniques
- (8) Portuguese flannel fabric



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GALLERY

Porto street style

An influx of tourists, as well as Porto's growth as a fashion capital, has seen its streets become increasingly populated by an elegant crowd. Here are a few of the dapper dressers we bumped into on our travels.

