

FASHION SUMMIT

10 - 12 SEP

Fashion Summit (HK) Design Pavilion
Global Designers' Sustainable Fashion Showcase

Marita Setas Ferro



Biography

Marita Setas Ferro is the Creative Director and Founder of Marita Moreno. Marita is a person who always seek for knowledge: She has a Bachelor and Master degree in Sculpture at FBAUP – FACULTY OF FINE ARTS AT UNIVERSITY OF PORTO, a Post-graduation degree in Cultural Management of Cities (ISCTE / INDEG), Fashion Design Course (MODATEX), Corseterie / Lingerie Course (MODATEX), and she also has The Letter of Craftsman. She has always been involved in fashion industry and related areas: She worked in fashion companies as well she was a professor for 12 years of Fashion Design classes in Árvore - Arts School in Porto, Portugal. As a sculptor, her art pieces are related to woman's fashion: The connection between sculpture and clothing becomes a constant of her professional production (wardrobe), artistic production and fashion production, where she develops a series of objects in textile art - either sculptural or wearable.

After working so many years in fashion, she decided to go with her own project that was related to her background as a sculptor as well as a teacher. Marita Moreno was born.

Besides leading the brand, she still develops work and projects in the field of fashion training and teaching.

About Marita Moreno

Marita Moreno is a sustainable Portuguese brand of fashion accessories created with a unique and ethical perspective, in which the history of the products is fundamental for its definition as a "slow fashion" brand. Our products use local and national endogenous resources, artisanal and industrial. We are constantly in search of how to create and produce design objects with history that are used in everyday life.

Ethics, transparency in production and social responsibility have always been intrinsic values to the brand. From the beginning, with the creation of limited lines, the use of national raw materials, production in Portugal and the integration of traditional handcrafted textiles in our products, we began to look at our environmental responsibility as a company and the importance of producing in a sustainable way. We've started to go further and make a careful choice of the sustainable materials we use in our products.

Our commitment as a company is to use sustainable and ecological practices in the corporate culture within Marita Moreno, thus minimizing the impacts generated in the environment from economic activities as well as alert people to the way they consume, change habits and mentalities.

Marita Moreno Concept Store

WOW - WORLD OF WINE
Retail Space of Porto Fashion & Fabric Museum
Rua do Choupelo, 39- Loja 2B4
4400-088 Vila Nova de Gaia
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Marita Moreno Headquarters - OFFICE AND SHOWROOM

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MARITA
MORENO

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Shoes 1

Daenerys Cork

Material

- Exterior in Portuguese Cork
- Lining in anti-perspirant and anti-odour recycled & vegan microfiber
- Comfort insole in polyurethane sponge
- Sole in natural rubber
- Made in Portugal

Description

Daenerys is a lady flat pointy orange shoe made with Portuguese cork with a delicate design, inspired in the character "Daenerys" and her wardrobe, from the series "Game of Thrones". With an upper ankle and 2 adjustable straps, they are very comfortable, and adjust perfectly to the foot.

These shoes are made of Portuguese Cork, one of the most sustainable materials in the world and for the straps we used graffiti microfiber – a high quality, resistant and vegan material with ecologic certification, this material has ecological practices by collecting their remains from the brands to recycle them in new materials.

Shoes 2

Miramar Lace

Material

- Exterior in Natural Cork and handmade filet lace
- Lining in anti-perspirant and anti-odour recycled & vegan microfiber
- Comfort insole in polyurethane sponge
- Natural rubber box sole
- Made in Portugal

Description

Miramar Lace is the handmade version of the original Miramar line, with Filet Lace handcraft in Felgueiras, Portugal. It's the first unisex collection of the brand that does not use any animal component or from animal exploitation. Marita Moreno uses the characteristic elements from Traditional Crafts and contemporary Portuguese culture with cork on a vegan slip-on. Miramar Lace slip-on as an excellent fit, extremely comfort to walk and easy to wear due to the elastics, anti-perspirant and anti-odour recycled & vegan microfiber lining and natural rubber box sole. The thread is in cotton with no bee wax. Made in Portugal.



Shoes 3

Azores Boots

Material

- Exterior in microfiber and handmade weaving
- Lining in anti-perspirant and anti-odour recycled & vegan microfiber
- Comfort insole in polyurethane sponge
- Sole in natural rubber
- Made in Portugal

Description

Azores Boots belongs to the Azores Collection – the first collection using the weaving patterns from Ilha Terceira. This collection was inspired by the traditional weavings of the Azorean island's quilts - Repasso. The motifs used in traditional blankets were minimized, redraw and new colours were added. The weavings were made with recycled cotton by the artisan Eduarda Vieira, in Terceira Island, Azores and certified by CRAA (Centro Regional de Artesanato dos Açores).

Also belongs to the Handmade Line - Marita Moreno's Handmade Line is produced with handmade components by certified artisans and certified UPA's (Handcrafted Production Unity) in Portugal.



Shoes 4

Azores Furnas

Material

- Exterior in Portuguese Cork
- Lining in anti-perspirant and anti-odour recycled & vegan microfiber
- Comfort insole in polyurethane sponge
- Sole in natural rubber
- Made in Portugal

Description

These shoes belong to the Azores Collection – the first collection using the weaving patterns from Ilha Terceira. This collection was inspired by the traditional weavings of the Azorean island's quilts - Repasso. The weavings were made with wool and cotton by the artisan Eduarda Vieira, in Terceira Island, Azores and were certified by CRAA (Centro Regional de Artesanato dos Açores).

Azores Furnas are very comfortable, with a delicate design, in which the handmade textile and the design of the straps highlight the beauty of the shoe.

The Azores Furnas are numbered and belong to a limited series of 50 pairs.

