

# Luis Carvalho arrives in Paris

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Luis Carvalho ©ModaLisboa

Luis Carvalho, a 2018 laureate of the OpenMyMed Prize, has joined the eNeNe concept store in the heart of the Marais in Paris. A talent incubator, this 120m<sup>2</sup> space promotes Portuguese skills and dexterity in the heart of the French capital through a selection of 80 brands.

The economic model of the fashion industry in Portugal is centred around production and raw materials but also benefits from a young and dynamic fashion design scene with strong commercial ambitions. This sector exports well and is a real guarantee of quality, skills and know-how, showing growth of 2.7% last year, the highest since the year 2000.

