

Bárbara Bandeira Debuts Genderless Label 2B at 65th Lisboa Fashion Week

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Portuguese singer **Bárbara Bandeira**, 24, is stepping into the fashion world with the launch of her new label **2B** — a **genderless, timeless brand** — which will debut at the **65th Lisboa Fashion Week** on **October 3 at 10:30 p.m.** The show, under the theme “**Base**”, will take place at **Pátio da Galé** in Lisbon’s **Terreiro do Paço** and is by invitation only.

Via Instagram Stories, Bandeira shared a **black-and-white portrait** linking to her 2B brand, captioned: “Modalisboa with lots of good news still to come this year,” directing followers to **Modalisboa.pt**.

According to the Modalisboa Association, **2B is an extension of Bandeira’s creative vision**, representing freedom from gender, time, and trends. **100% made in Portugal**, the label frames imperfection as beauty, celebrating contrasts between **strength and vulnerability, sobriety and rebellion**, and embracing style as a form of pure self-expression.

The debut collection unfolds in **eight emotional moments**:

1. **Genesis** – A blank canvas where anything can emerge.
2. **Flow** – A body in perpetual, fluid transformation.
3. **Impetus** – Protective armor that reveals vulnerability.
4. **Vibration** – Skin and sound as a shiver that becomes music.
5. **Duality** – Confrontation and seduction of opposites.
6. **Insurrection** – A fierce cry against convention.
7. **Labyrinth** – A territory of unpredictable layers.
8. **Manifesto** – The climax where shine symbolizes authenticity rather than ornamentation.

2B positions itself as **more than fashion**: dressing is an **act of creation**, asserting authenticity beyond conventional norms.

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