

Paulo Guimarães

Born in Portugal in 1972. Holds a degree in Literary Studies obtained from the University of Lisbon in 1995.

Started working in Wardrobe/Styling/Costume Design in 1998 and has been active ever since. Besides styling TV and print commercials for international brands such as Mercedes, Nike, Sony, Skoda, VW and many others over the years, has also been active in Portuguese TV shows, notably “Diário de Sofia” (2005) – an international case study in interactive shows aimed at a youthful public; and “P. I. C. A” (2007) and has done music videos for Portuguese and international artists such as GNR (“Inferno”), Mesa (Vício de Ti”), Susana Félix (“Pulsção”) or Marissa Nadler (“River of Dirt”) all while also designing costumes for Theatre and Contemporary Dance performances such as “Corpo de Baile” (dir. Miguel Pereira) and three works directed by the Romanian dancer/choreographer Romulus Neagu (“People Like Us,” “O Ensaio de Um Eros Possível” and “A Invisibilidade das Pequenas Percepções).

A selection of commercial work includes the following:

<https://www.youtube.com/watch?v=Kh1-4yc00iE>

<https://www.youtube.com/watch?v=9gawNYcTbDk>

<https://www.youtube.com/watch?x-yt-cl=84503534&x-yts=1421914688&v=mKWrUo3B7no>

<https://www.youtube.com/watch?v=KZBB53BEa7o>

https://www.youtube.com/watch?v=f2cbLjab_FM

<https://www.youtube.com/watch?v=ziCl9IFi3dQ>

https://www.youtube.com/watch?v=9-q_pRoLTnI

<https://www.youtube.com/watch?v=bIV-6z3plrM>

<https://www.youtube.com/watch?v=VVpfEFj7pRs>

https://www.youtube.com/watch?v=Wbv_Ufq9Yiw

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