

PAPA FIGOS UNVEILS AN EXCLUSIVE CAPSULE COLLECTION IN PARTNERSHIP WITH DREWM

From the Douro to streetwear: the Papa Figos bird inspires a limited-edition collection created in partnership with DREWM.

29 september 2026 - The nature of the Douro meets urban design in a first-of-its-kind collaboration between Papa Figos and DREWM. The result is a limited-edition capsule collection that brings the wine brand's identity into the world of streetwear, placing the iconic Papa Figos bird at centre stage.

Having recently unveiled its new visual identity, Papa Figos is taking another step in building its creative universe through a partnership with DREWM, the Portuguese brand known for its bird-inspired collections and contemporary minimalist aesthetic. What brings the two brands together is a shared vision: celebrating nature through contemporary design that encourages freedom and a renewed appreciation of detail.

Created by artist Álvaro Domingues, the collection comprises one t-shirt and two sweatshirts, moving beyond the boundaries of conventional merchandise. Rather than reproducing the brand logo, it translates the essence of the bird through a pixel-inspired graphic language, drawing on its colours, shapes and textures to create understated pieces that remain instantly recognisable to those familiar with the Papa Figos universe.

This approach was driven by a desire to create something unexpected for the communities surrounding both brands. The *Oriolus oriolus*, the small migratory bird that gives Papa Figos its name and identity, has been deconstructed into geometric blocks that reveal only fragments of its character, creating a visual puzzle that invites discovery through detail.

The collection was unveiled for the first time at Chefs on Fire in Cascais, held on 19 and 20 September. Papa Figos was an official partner of the festival, dressing the entire brand team throughout the event.

The pieces are now available to purchase online through the [DREWM](#) website. The collaboration will be completed with a surprise piece, currently in the final stages of development, which will be unveiled before the end of the year, in time for the Christmas season.

PAPA FIGOS

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About Papa Figos

Born in the heart of the Douro and launched in 2012, Papa Figos is a tribute to the harmony between the vineyard and its ecosystem. The brand draws inspiration from the *Oriolus oriolus*, the small migratory bird that arrives with spring, bringing new shades to the green vineyards and symbolising nature's vitality, lightness and the certainty that joyful moments are just around the corner. It is this pulse of the natural world that gives life to its signature: "Something good is on the horizon."

This resilient and organic spirit makes Papa Figos an ambassador for a Douro where the land sets the rhythm and expertise inspires confidence. Its quality is expressed through the purity of its wines: the Red, which draws from traditional grape varieties the freshness of the soil and fine tannins; the White, which reflects the brightness and pure air of high-altitude vineyards through its firm acidity; and the Rosé, a delicate and light expression, perfect for celebrating life outdoors. Papa Figos is nature itself, simplifying choice and bringing people together through warmth, connection and the genuine pleasure of sharing moments.