

The second day of 080 Barcelona Fashion merges art, technology and fashion

- **ONE REAL WORLD**, a unique immersive experience in an OFF area outside the facilities of the Sant Pau Art Nouveau Site
- **CHERRY MASSIA** and **CARLOTA BARRERA** are making their debut at 080 Barcelona Fashion for the first time.

Download the images and videos of each label's fashion shows [here](#)

Wednesday, 25 October 2023 — **080 Barcelona Fashion** holds the second day of fashion shows with the off proposal: ONE REAL WORLD and the fashion shows of **CHERRY MASSIA, LEBOR GABALA, PAOLO LEDUC, CUSTO BARCELONA** and **CARLOTA BARRERA**.

ONE REAL WORLD

A unique immersive experience in an off area outside the Sant Pau Art Nouveau Site, combining 3D video facilities, sound systems, light schemes and modern art structures. This exhibition has taken visitors on a deep journey through the intersection of fashion, art, innovation and inclusion, while highlighting art structures and facilities that complement and raise the narrative.

During this performance, JNORIG offered an even more innovative perspective on fashion, immersing itself in dimensions that highlight digital and technological fields.

Javier Girón then presented a capsule collection inspired by the alteration of reality, understood as a mutable interaction between humanity and technology, outlining our interpretation of the world in this digital age.

At the same time, Velásquez took the viewer on an introspective journey with 'Metempsychosis', where he addressed issues of identity, struggle and transformation through three symbolic stages and with reference to the artist Francis Bacon.



CHERRY MASSIA opened the fashion show on the second day of 080 Barcelona Fashion. The label, established by designer Irene R. Massia, reinterprets the codes of haute couture with underground aesthetics and a powerful message.

The collection presented by Cherry Massia deals with the fusion between the soul and love through the figure of Psyche, who embarks on her own hero's journey, an evolution that develops concepts, such as femininity, the descent into the underworld and the connection with spirituality.

Thus, garments that play with structure and fluidity come together, cut out details that generate organic shapes and ruffles that adapt to the body and generate a powerful, sensual and ethereal silhouette.



LEBOR GABALA, the label by Maite Muñoz, a regular at 080 Barcelona Fashion, followed, presenting "Amaneceres y puestas de sol Mai Tai" (Mai Tai sunrises and sunsets), a proposal that blends the timeless elegance that features the signature brand with the vibrant spirit of the exotic cocktail in garments that enhance natural beauty.

Taupe, sands and greys along with vibrant colours capture the essence of Mai Tai in crinkle silk and burnout velvet fabrics with floral prints represented in garments that herald an unforgettable summer. Premium materials, high-quality finishes and details are the hallmarks of Lebor Gabala.



PAOLO LEDUC is a born designer and artist and has graduated in graphic design and tailoring at the Barcelona European Design Institute. He uses painting and design as his own framework to express his art and creativity.

This new collection, "Couture 2 Paolo Leduc Contraband Goods", continues to strengthen the brand signature: tailoring, craftsmanship, graffiti, rock & punk culture as a cornerstone of the brand, while emphasising this hybrid feature. It is reinforced with respect for the aesthetics of Mexican gang culture, the figure of the "cholos" or "Vatos Locos". It distorts the classic forms of tailoring, the deconstruction of garments and the use of digital prints with the "trompe-l'œil" technique, as well as the handling of fabrics. It draws inspiration from the designer's Spanish origins and French roots, as well as his many facets. Between sun and shadow, light and dark, this energy fuels the brand's designs and DNA: "Les fruits tombent quand ils sont mûrs" (the fruits fall when they are ripe).



CUSTO BARCELONA – presenting its fashion show at 080 Barcelona Fashion once again. With its innovative and creative designs, it creates a style featuring the use of iconic graphics and colours that build a highly consolidated image.

In this edition, "Welcome to the other side" presents a highly innovative collection, where volumes, lines and the chosen materials are blended to take centre stage.



The second day came to a close by **CARLOTA BARRERA** with her "Core collection", which resurfaces as a timeless testimony to sustainability. As a wardrobe designed for a contemporary time-traveller, one who travels effortlessly between past and future, the collection defies the constraints of nostalgia. Yet it is rooted in the present and boldly proclaims a manifesto of fluidity.

The designer studied at schools, such as Central Saint Martins and IED, before joining the design teams of several fashion labels. She completed her studies graduating with honours in 2017 with a master's degree in Menswear and Tailoring from the London College of Fashion.



Sponsors and contributing firms of the 32nd edition of 080 Barcelona Fashion

In this edition, the event has the support of 4 sponsors and 9 collaborating brands. The sponsors are [Kevin Murphy](#) (official hairdresser), [MAC Cosmetics](#) (official make-up), [Moco Museum](#) (official cultural contents), and The Hoxton (official hotel). As for the contributors, the brands participating in this edition are as follows: [Thuya Professional Line](#) (official manicure), [Cointreau](#) (official liqueur), [Rowenta](#) (official ironing), [Natur All](#)(official water), [La Roca Village](#) (official shopping destination), [Perucchi](#) (official vermouth), [Puerto de Indias](#) (official gin).

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