

## 080 Barcelona Fashion closes its 32nd edition consolidating its position as the emerging, sustainable and inclusive platform

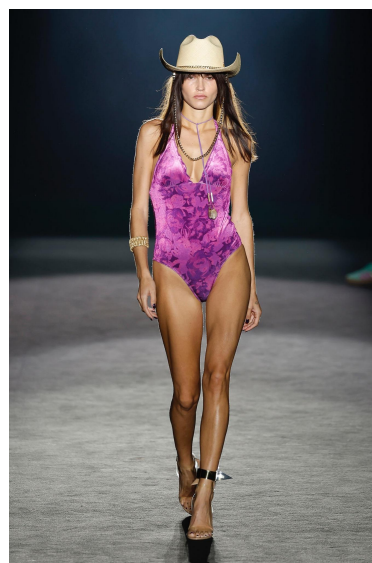
- **GUILLERMINA BAEZA, BIELO\_OSCARLEON, HABEY CLUB, THE LABEL EDITION, EÑAUT and SYNDICAL CHAMBER** were the brands in charge of closing this edition

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

Friday, 27 October 2023 — 080 Barcelona Fashion, the platform organised by the Generalitat de Catalunya (Regional Government of Catalonia), celebrates the last day of its 32nd edition with the proposals by **GUILLERMINA BAEZA, BIELO\_OSCARLEON, HABEY CLUB, THE LABEL EDITION, EÑAUT and SYNDICAL CHAMBER**. This brings to an end a week where sustainability, creativity, technology innovation and diversity have taken centre stage.

The leading brand in swimwear and underwear in Europe, **GUILLERMINA BAEZA**, has started the last day of fashion shows. It has presented the new collection, "Santa Monica", inspired by the feeling of spaciousness and freedom that can be felt in this iconic place on the Californian coast. Swimwear and bikinis offering maximum comfort for surfing the waves and joining the cult of Californian wellness.

The explosion of sorbet colours, such as lemon, orange and vibrant pink, convey the joy of living in this unique spot with sophisticated and elegant proposals.



**BIELO\_OSCARLEON**, a brand established by Josep Puig Romeu, combines its delicate and experimental aesthetics with the experience and knowledge acquired throughout his career in the family business.

A strong connection with Japanese craftsmanship, the merging of Western and Eastern techniques, gives rise to surprising and exceptional materials that characterise the brand. OscarLeon and Bielo collaborate to create a wide range of accessories down to the last detail.

They have presented "The Travelers", a collection inspired by a journey, travelling through life with different starting points and aiming for final destinations. The most precious elements are memories, the objects that are collected and the friendships and relationships that are experienced along the way.



Once again, **HABEY CLUB** presented its proposals on the 080 Barcelona Fashion catwalk. It is a national slow fashion label, with craftsmanship, sustainability and responsible production featuring as the main values of the brand. The label focuses on the reuse of fabrics and the use of recycled or 100% organic fibres. Its founders, David and Javier, are inspired by art, cinema, photography, real or invented stories that lead them to concepts, which they turn into textures, colour combinations, embroidery or carefully crafted accessories.

HabeY Club presented "Mayo", a collection inspired by a love story that is imbued with butterflies in the stomach and giddiness, as in any beginning. The first part of the collection reflects this uncertainty due to something unknown, which is shown through broken hearts, shape and prints that simulate the feeling of looking out onto an endless façade.

**THE LABEL EDITION**, a brand with great international standing headed by Véronique Von Siebenthal and Laura Johansson. Its signature brand is elegant, feminine and 100% digital. The brand is committed to a more dynamic approach, which follows its creative process without setting limits in terms of seasons and number of garments. Thus, they embrace a recycling philosophy and promote slow fashion.

The "Alterity The Label Edition" collection offered total looks in elegant and essential colours, such as black, petrol blue, red and white. Spicing up the garments with volumes and prints without drifting away from their essence.

Next, **EÑAUT**, a designer born in Guipuzcoa and based in Barcelona, presented "ESTERTOR", a collection full of personality and suspense, inspired by the restlessness when we find it hard to breathe and we even think it may be our last gasp.

After winning several awards and honours, Eñaut has entered the world of teaching; he coordinates a master's degree and teaches classes at the IED Barcelona with a minimalist aesthetic and a sustainable vision.

**SYNDICAL CHAMBER** is the brand that closed the last day of the 32nd edition of 080 Barcelona Fashion. A label full of personality, concepts, nuances and humour.

Its new collection "**Who the fuck gives a shit**" includes descriptive looks of different social archetypes. Haute couture garments with enveloping structures and varied codes, from fun tailoring to sophisticated workwear.

This fashion show closes the 32nd edition of 080 Barcelona Fashion. An edition that, for four days, has brought together fashion professionals and design lovers who wanted to show the trends that will herald the next season in an idyllic setting of Barcelona.

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

In this edition, the event has the support of 4 sponsors and 8 contributing brands. The sponsors are Kevin Murphy (official hairdresser), MAC Cosmetics (official make-up), Moco Museum (official cultural contents) and The Hoxton, Poblenou (official hotel). As for the contributors, the brands participating in this edition are as follows: Thuya Professional Line (official manicure), Rowenta (official ironing), La Roca Village (official fashion destination), Cointreau (official liqueur), Perucchi (official aperitif), Chivite (official wine), Puerto de Indias (official gin) and Natur All (official water).

And the sponsors of 080 Reborn are: the Catalan Waste Agency, Girbau Lab (Girbau's collaborative innovation space) and Vegtus (official footwear).

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