

The 32nd edition of 080 Barcelona Fashion celebrates its first day featuring diversity, sustainability and innovation

- **SIMORRA, THE ARTELIER, ESCORPION and LOLA CASADEMUNT BY MAITE** are the leading designers of this first day.
- **The second edition of 080 REBORN reinvents itself both in terms of content and format under the cornerstones of recycling and upcycling.**

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

Tuesday, 24 October 2023 — 080 Barcelona Fashion, organised by the Generalitat de Catalunya (Regional Government of Catalonia), opens its 32nd edition with proposals by **080 REBORN, SIMORRA, THE ARTELIER, ESCORPION and LOLA CASADEMUNT BY MAITE** for next season. Once again, the venue hosting Barcelona Fashion Week was the historic Sant Pau Art Nouveau Site.

080 REBORN kicked off Barcelona Fashion Week with the aim of giving visibility and promoting reuse and recycling in the world of fashion.

080 Reborn goes beyond the physical presentation by proposing an innovative concept that integrates fashion, sustainability and technological innovation. It presents a collection based on denim, created and designed by the stylists Fermin&Gilles, with garments and fabrics from waste management centres and second-hand shops, such as Bogo Vintage, Humana and Casa Gralla, and the organisations Fundació Formació i Treball and Solidança. Visitors will be able to enjoy an immersive, digital experience by Andrei Warren, creative director of Misato Kindness, in the Open Area, over the four days of 080 Barcelona Fashion. An initiative promoted by the Trade, Crafts and Fashion Consortium (CCAM) with the support of the Catalan Waste Agency (ARC), the Girbau LAB innovation area and the vegan sneaker brand Vegtus.

SIMORRA was up next, a label which was established in Catalonia and focuses its proposals on the architecture of materials and shapes as the basis for a functional design of great creative value.

Its new collection "ECHOES OF NATURE" is imbued with this philosophy, a poetic composition expressed through the fabrics, textures and garments that make up this collection, which is inspired by the creative force of nature. FW24 by SIMORRA wants to capture in its garments the ephemeral beauty of the landscape, shaped by the different sounds of nature, as if they were the waves of an echo.



On the other hand, **THE ARTELIER**, the brand specialising in unique and timeless, genderless and mostly sustainable prints, was the second to present its fashion show. A brand without gender or barriers and timeless by designer Alba Ayza. She presented the collection "Cuando la noche vuelve - Quand revient la nuit" (When night returns), which leads us to reflect on how intangible and valuable time is and how we all experience it in different ways. Garments that simulate the concept of the passage of time through shapes that seem to unravel.



ESCORPION, a brand with a long history that seeks to create an atmosphere where tradition and modernity coexist, presents "SCENT OF WOMAN" in this edition. A collection inspired by the essence of women; an ode to the elegance, creativity and ease of modern women, always imbued with a touch of sophistication. Their passion for knitwear is highlighted. Skilfully combining traditional techniques to create exclusive garments.



In charge of closing the first day of this 32nd edition was **LOLA CASADEMUNT BY MAITE**, a label with a long-standing experience and a strong signature brand that merges traditional

fashion with new trends. They presented "MOTEL ARIZONA", a collection that is inspired by Route 66 as a starting point to Las Vegas and tinged with the brand's distinctive striking colours, rustic fabrics and many accessories.



Thus, the 32nd edition of 080 Barcelona Fashion has unveiled new trends in a unique atmosphere, where creativity and the brands' essence took centre stage.

Sponsors and contributors of the 32nd edition of 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). *Interested media can apply for accreditation through the website: www.080barcelonafashion.cat*

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