

The 32nd edition of 080 Barcelona Fashion is marked by sustainability, circularity and creativity

- The Director General of Comerç has emphasised that 080 Barcelona Fashion is a "a benchmark space in southern Europe with which we have the opportunity to present and give international visibility to the country's designers and fashion brands."
- This year 080 Reborn will focus on a show starring garments created from reused and recycled denim fabrics

The director of general Comerç, **Jordi Torrades i Aldarén**, and the director of the Consorci de Comerç, Artesania i Moda, **Agnès Russiñol i Amat**, has officially kicked off the 32nd edition of 080 Barcelona Fashion, promoted by the Generalitat (Regional Government of Catalonia), through the Trade, Crafts and Fashion Consortium (CCAM), which is being held from today until 27 October at Recinte Modernista de Sant Pau.

Torrades stressed that 080 Barcelona Fashion has established itself, throughout its 32 editions, as "a benchmark platform in southern Europe with which we have the opportunity to present and give international visibility to the country's designers and fashion brands."

Moreover, he remarked that "the Government stands by the companies to support them when facing the great global challenges, both to strengthen their competitiveness and to consolidate the prestige and visibility of brands worldwide."

The director of Consorci de Comerç, Artesania i Moda, **Agnès Russiñol i Amat**, on the other hand, stressed that 080 Barcelona Fashion is a key space from which to "**promote circular fashion, and now we also want it to make recycling and upcycling visible in the fashion world with the aim of raising awareness and promoting its use.**"

Values of 080 Barcelona Fashion

The 32nd edition of 080 Barcelona Fashion remains committed to internationalisation, diversity and technology, while highlighting sustainability, circularity and creativity once again. To achieve this commitment, an ongoing dialogue is established with designers and fashion brands. The collections shown at the different editions of 080 increasingly incorporate this outlook: recycled, sustainable fabrics and timeless collections are just some examples of what can be seen in the creative proposals of this year's edition.

The 080 Barcelona Fashion fashion event

The 32nd edition of 080 Barcelona Fashion will feature a total of 24 shows. The line-up, made up of 24 designers and brands, includes: All That She Loves, Amlul, Bielo_Oscarleon, Carlota Barrera, Cherry Massia, Como La Trucha al Trucho Studio, Custo Barcelona, Dominnico, Eñaut, Escorpion, Guillermina Baeza, Habey Club, JNORIG, Lebor Gabala, Lemāchet, Lola Casademunt by Maite, Nathalie Chandler, Outsiders Division, Paolo Leduc, Simorra, The Artelier, The Label Edition, Syndical Chamber and Velásquez.

Firms from all segments, combining newcomers with more established labels, committed to and aware of the values of 080 Barcelona Fashion. Sustainable and circular collections can be seen that show an inclusive, and genderless fashion that is increasingly timeless, which makes it more sustainable. From 24 to 27 October, the Recinte Modernista de Sant Pau will be the setting for the 080 Barcelona Fashion fashion shows and activities.

080 Reborn goes on

Reuse and recycling in the world of fashion is to be given visibility and promoted under the name of 080 Reborn. If the first 080 Reborn had an impact with a collection created using clothing that had been entirely recovered from second-hand shops and waste classification plants, it has reinvented itself in this edition in terms of both contents and format, based on the cornerstones of recycling and upcycling.

080 Reborn goes beyond the physical presentation by present an innovative concept that integrates fashion, sustainability, and technological innovation. A show is to be presented based on denim, created and designed by the stylists Fermin&Gilles, with pieces and fabrics from waste management centres and second-hand shops such as Bogo Vintage, Humana, and Casa Gralla, and the organisations Fundació Formació and Treball i Solidança. In addition to the physical 080 Reborn show, the audience will be given an immersive, digital experience by Andrei Warren, creative director of Misato Kindness, in the Open Area over the four days of 080 Barcelona Fashion.

080 Reborn is 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. The action is also part of the Circular Fashion Pact, which promotes a voluntary agreement to transform the textile industry towards a circular model by increasing the durability of products and the percentage of reused material incorporated into fabrics, reducing and eliminating the use of harmful materials, increasing reuse with the implementation of new business models and implementing cleaner and more efficient production strategies.

Casting

The CCAM has committed to a thorough, careful search for models to make 080 Barcelona Fashion a catalyst for the values and attributes that represent a firm commitment to the social environment, diversity, and feminism.

TexMeeting CONNECTS: Open dialogue on the EU regulation

The EU textile strategy proposes actions for the textile industry to improve in sustainability, to introduce eco-design into the production systems, and to make the transition to organisational and production systems based on the circular economy.

The proposed measures are generally regarded as good, but industrialists talk about difficulties related to market control, the implementation of necessary digital tools, consumer acceptance of changes, and the application of eco-design, among other things.

The TexMeeting 2023 aims to discuss the European textile strategy through a debate with our industrialists. Two round tables will be held, where legislators related to the European Commission and textile producers will discuss the Digital Product Passport and Eco-design.

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).

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