

The 33rd 080 Barcelona Fashion is committed to new forms of expression through technology and digital art

- **This new edition explores the boundaries between fashion and innovation with "080 Aesthetics"**

Thursday, 21 March 2024.- The 33rd edition of 080 Barcelona Fashion is committed to innovation and creativity as the driving forces of change in the fashion industry. Along with the 24 fashion shows by famous designers and brands, the event this time is presenting "080 Aesthetics", a multi-disciplinary space devoted to digital art and music. The initiative seeks to create a space for dialogue and reflection by creators and the industry in general, exploring new forms of expression, consumption and interaction in the sector. This was explained by the Director General of Trade, Jordi Torrades i Aladren, the Director of the Trade, Crafts and Fashion Consortium of Catalonia (CCAM), Agnès Russiñol i Amat, and the head of the Fashion Area of the CCAM and Project Manager of 080 Barcelona Fashion, Marta Coca i Ortiga, during the press conference where the main new features and contents of the 33rd edition of the Catalan Fashion Week were presented.

"080 Aesthetics"

During this edition, the area open to the public has been increased to host "080 Aesthetics", a digital exhibition in the *Puríssima* Hall, which brings together internationally renowned artists linked to fashion. The aim is to offer a space for reflection on the future of the sector and to give the public a unique creative experience that combines art, music and technology.

Through this new platform, 080 Barcelona Fashion becomes a meeting point for new forms of expression through technological innovation, while offering a space to discover the latest trends in digital art and fashion.

Digital art and music: a creative twosome

The exhibition will present a combination of digital art and music, inviting guests to travel through different aesthetics and narratives. Technology will be the centre point of the work, reflecting the innovative DNA of the participating artists.

Also participating will be world-renowned studios and artists. Furthermore, the exhibition, curated by the creative studio Misato Kindness, which brings together artists from different fields to explore and create stories, will be accompanied by a music programme by a selection of DJs.

The 080 Barcelona Fashion fashion event

The 33rd edition of 080 Barcelona Fashion will feature a total of 24 shows. The line-up, made up of 24 designers and brands, includes: 404 Studio, Avec Amour, Bielo, Compte Spain, Custo Barcelona, Dominnico, Eñaut, Escorpion, Free Form Style, Ga Gó Ó Studio, Guillermo Justicia, Habey Club, Hoss Intropia, Jnorig, Larhha, Lebor Gabala, Lola Casademunt By Maite, Martin Across, Menchen Tomas, Simorra, Sita Murt, The Label Edition, Txell Miras and Velásquez.

Firms from all segments, combining newcomers with more established labels, committed to and aware of the values of 080 Barcelona Fashion.

From 9 to 12 April, the Sant Pau Art Nouveau Site will be the setting for the 080 Barcelona Fashion fashion shows and activities.

Designers and brands

404 STUDIO: a fashion brand that seeks uniqueness and reinvents tradition through a modern look, an interpretation it conveys around the world. Its creations have been worn by artists such as Milena Smit and Dua Lipa.

AVEC AMOUR: Valencian fashion label by María Undo and Daniel De Villanueva that brings together the different art disciplines both cultivated during their adolescence and which are now merged in their collections.

BIELO: a brand that combines the refreshing look of fashion as well as the experience and knowledge acquired throughout its journey. This results in modern and refined garments, hence transforming and revolutionising traditional patterns.

COMPTE SPAIN: Valencian designer Santi Mozas' label. Its exclusive garments are created in a traditional, ethical and sustainable way, while bringing to the fore the artisans who work with the brand.

CUSTO BARCELONA: an international Catalan fashion firm created in the 1980s by the Dalmau brothers. Over time, research into the use of colour and patterns has turned into innovation, boldness and sophistication.

DOMINNICO: the firm of creative director Domingo Rodríguez Lázaro. It works under the premise of slow fashion and is characterised by its attention to detail in the pattern design, its research into new fabrics and its sustainability in processes.

EÑAUT: the firm of Basque designer based in Barcelona Eñaut Barruetaña. Winner of the National Award for Emerging Design by the Generalitat de Catalunya (Regional Government of Catalonia).

ESCORPION: established in 1929, it is a benchmark in the international knitwear sector thanks to its sophisticated design and to the heritage of its collections. Over the years it has become an eternal and versatile fashion icon.

FREE FORM STYLE: a trailblazing brand in designing fashion adapted to different disabilities. It is committed to comfort without detriment to elegance, while always following the latest trends.

GA GÓ Ó STUDIO: Marcos Gamón comes from Valencia and has grown up surrounded by knitwear in a small women's fashion shop owned by his mother. As he has always been interested in art and design, he decided to study fashion design.

GUILLERMO JUSTICIA: he is a 24-year-old Catalan designer headquartered in Barcelona. He did his master's degree in Fashion Design at the European Institute of Design (IED) in Barcelona. His final project aroused interest from the press, hence appearing in magazines such as Vogue, L'Officiel, Sicky Magazine and MMSCENE, among others. He also dressed artists such as Raoul Vázquez, Sofia Coll and Renata Zanchi.

HABEY CLUB: the label of designers David Salvador and Javier Zunzunegui. Based on slow fashion, it focuses on the reuse of fabrics and the use of recycled or 100% organic fibres.

HOSS INTROPIA: this is a fashion brand that is imbued with a different nature and a multidisciplinary heritage. Its free spirit, in line with the most authentic Mediterranean values, has made it a highly renowned modern women's fashion label, thus becoming a benchmark for thousands of women around the world.

JNORIG: this brand prides itself on its praiseworthy commitment to diversity and breaking social norms. By celebrating and welcoming people of all backgrounds, religions and genders, the brand establishes an inclusive universe where individuality is valued.

LARHHA: the transformative and inclusive power of architecture is conveyed to fashion at a different scale, making the individual wearing or living in it a participant and change agent.

LEBOR GABALA: the firm of designer Maite Muñoz. It chooses the most exquisite raw materials, striving for top quality.

LOLA CASADEMUNT BY MAITE: premium line of LOLA CASADEMUNT, a ground-breaking fashion company specialising in clothing and accessories. Its collections follow the trends set by the market, although always reinvented with the unique hallmark of the label.

MARTIN ACROSS: a journey of ongoing exploration, a series of objects and textures that are located on the border between the ethereal and the technological. His designs, inspired by sediments, layers and minerals, are intended for fellow travellers, explorers of a heightened awareness. Inquisitive travellers driven by colour and transformation.

MENCHEN TOMAS: label of the Catalan designer Olga Menchén, which was founded in 1995. She designs, produces and makes her own ready-to-wear, party and bridal collections, as well as exclusive haute couture and bespoke bridal designs.

SIMORRA: the firm created by designer Javier Simorra. It conceptualises the fabric to communicate messages and emotions. It supports functional designs that respond to a transgenerational society.

SITA MURT- They say that the best stories always begin with a dream. Hers began in 1924, when the desire to innovate and create of a ground-breaking talent, Sita Murt, laid the foundations for a calling: to take knitwear further.

Sita Murt is tantamount to the passion of a woman who proved the full creative potential of knitwear. She managed to have it on big fashion shows by experimenting, creating and innovating. This dream remains alive and has become what it is today.

THE LABEL EDITION: the firm from Barcelona created by Véronique Von Siebenthal and Laura Johansson. It focuses on an ethical, honest, timeless and exclusive fashion based on the production of capsules made locally in limited numbers and on slow fashion. In just four years, the label has become popular with all types of public, including actresses and influencers.

TXELL MIRAS: designer Txell Miras' label, one of the most important names in independent Catalan fashion in the last 15 years. Conceptual fashion and avant-garde design with great attention to detail. Award for the Best Collection of 080 Barcelona Fashion (2016).

VELÁSQUEZ: creative director Mateo Velásquez, originally from Colombia, grew up between Madrid and London, hence using elements of this hybrid upbringing and his own queer experiences to explore modern versions of traditional menswear, while pondering on social conventions and machismo based on current affairs and social issues.

Casting

In order to offer a wide range of models, 080 Barcelona Fashion has chosen to hold a diverse, inclusive casting in which all ethnicities, bodies and gender identities can be represented as a reflection of our society and its changes.

A thorough, careful search for models has therefore been undertaken to make the Catalan fashion platform a catalyst of the values and attributes that involve a firm commitment to the social environment, diversity, and feminism.

Sponsors and contributing firms of the 33rd 080 Barcelona Fashion

In this edition, the event has the support of 5 sponsors and 11 contributing brands. The sponsors are Wella (official hairdresser), MAC Cosmetics (official make-up), Moco Museum (official cultural contents), Nobu Hotel Barcelona (official hotel), and OK Mobility (official sponsor of mobility). As for the contributors, the brands participating in this edition are as follows: Thuya Professional Line (official manicure), Rowenta (official ironing and sanitising), Iryo (official train), Westwing (official furniture), La Roca Village (official fashion destination), Do Montsant and Do Terra Alta (official wines), Cointreau (official liqueur), Natur All (official water), Pago (official mocktails), and Fever Tree (official mixer).

080 Barcelona Fashion: a benchmark in Catalan fashion

080 Barcelona Fashion is a multi-disciplinary platform promoted by the Department of Business and Labour of the Generalitat de Catalunya (Regional Government of Catalonia) through the Trade, Crafts and Fashion Consortium (CCAM), the priority of which is to transform the fashion sector in Catalonia both nationally and internationally through innovation and creativity. It also acts as a driving force of change and to raise awareness of different social values, such as sustainability, circularity and diversity in the fashion industry, offering a space for dialogue and reflection by creators and the industry to explore new forms of expression, consumption, and interaction.

Interested media can apply for accreditation through the website: www.080barcelonafashion.cat

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