

## Craftsmanship, sustainability and technology were the focus of the second day of 080 Barcelona Fashion

- LARHHA, COMPTE SPAIN, MARTIN ACROSS, THE LABEL EDITION, TXELL MIRAS, and JNORIG presented their creative proposals
- The '080 Aesthetics' space brings together music and digital art in a perfect pairing to reflect on the future of the sector and to offer the public a unique creative experience



Download the images and videos of the fashion shows [here](#)

**Wednesday, 10 April 2024.- 080 Barcelona Fashion** holds its second day with “080 Aesthetics”, which continues to combine music, art and technology and includes the presence of renowned international artists and DJs and fashion shows by LARHHA, COMPTE SPAIN, MARTIN ACROSS, THE LABEL EDITION, TXELL MIRAS, and JNORIG.

The first to present his proposals was Miguel Marín with his label **LARHHA**, which seeks to convey the transformative and inclusive power of architecture to fashion.

The LARHHA24 collection takes us on an afternoon visit to the Sainte-Chapelle in Paris. The Gothic structures are transposed on skirts and supports, leading us to

wonder which moment, space and time we are in. It explains what the “construction” of dresses was like as the pillars and stained-glass windows of the Sainte-Chapelle in Paris were being erected.

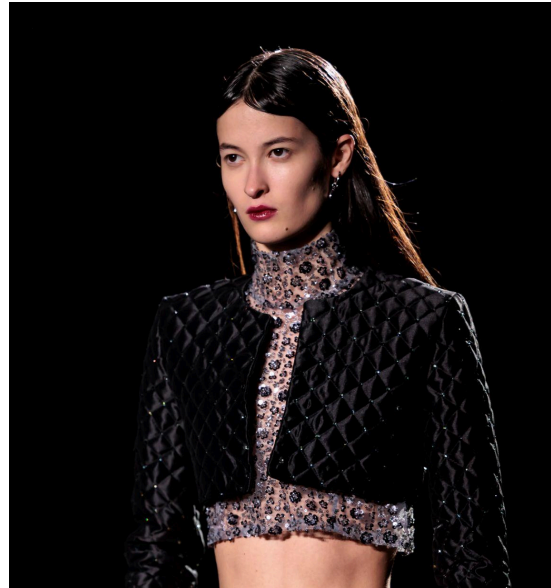
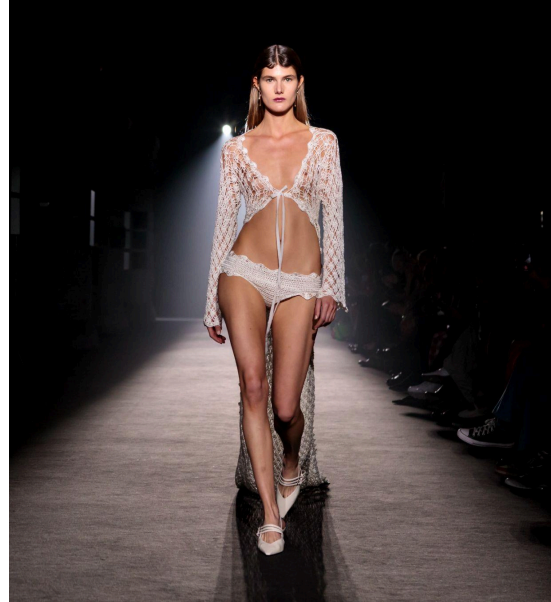
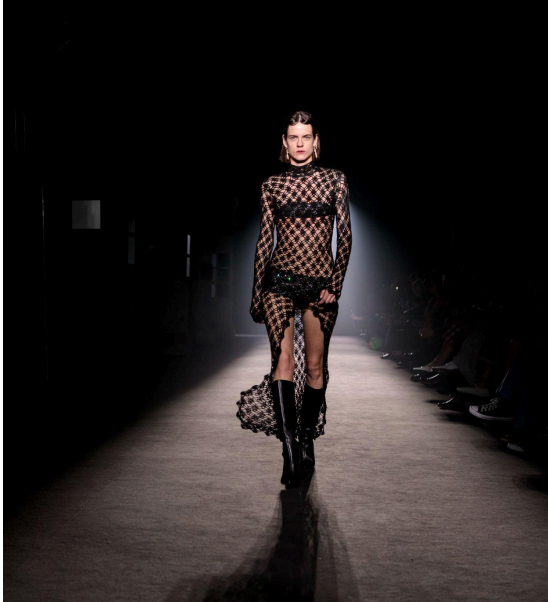
Surplus fabrics from previous collections were used to produce this one, along with materials and pieces rescued from wardrobes and second-hand shops and given a new life.



**COMPTE SPAIN** is 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.

Its Happy Ending collection makes no mention of the typical happy endings. In this new story, COMPTE SPAIN has designed pieces to convey the emotion and commotion we experience upon witnessing a satisfactory outcome. Through this collection, the label is

bold enough to explore the most intimate and sensual corners of our favourite stories so that, once again, the audience contemplates everything they have been told from a young age.



**MARTIN ACROSS**, the label established by Ecuador-born Martín Maldonado, comes to the fore as a vibrant brand with a modern spirit. The Martin Across pieces embody a blend of observation and innovation. 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.

The AW24 collection explores different moments in time from different perspectives, examining current global events through the eyes of everyday human actions. Rooted



in the complexity of modern existence, the collection presents subtle colours, sustainable fabrics, silk dresses and a transparent juxtaposition of prints. Adopting a spirit of practical yet resolute design, it presents useful pieces with technical precision, functional pockets, unfinished hems, and a meticulous construction.

**THE LABEL EDITION** is 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.

For this edition of 080, The Label Edition presents its new collection called UNFOLDING, presenting new ways of experiencing fashion through its fabrics and colour palettes. Burgundy, a seasonal trend, will appear in different looks, along with the colour cognac and green, which are also in the spotlight in this new proposal. Dark shades are also present, which form an essential part of any wardrobe.

In line with the essence of the brand, this collection stands out for its volumes and daring shapes, defined by the architecture of each piece. Tailored patterns are the starting point for the different looks. UNFOLDING presents a new line of fabrics for the brand using top quality leather, and the collection embodies the essence of honest fashion alongside ethical and sustainable practices. Fabrics such as denim and embroidered corduroy are once again plentiful in this collection, along with golden buttons,

Designer **TXELL MIRAS**, one of the most relevant names in independent Catalan fashion of the past 15 years, stands out for her conceptual fashion and avant-garde design with great attention to detail. Award for the Best Collection of 080 Barcelona Fashion (2016).

**DESGAVELLAR-SE EN L'OMBRA** is the name of the collection presented and, using monochromatic groups, the outlines are swathed by the fabric like a second skin.

The colours black, anthracite, make-up, beige, navy blue and sand all form part of the collection. Fabrics ranging from wool, viscose, silk, neoprene, knitted jacquard, plush, net, knitted crepe to pinstripes.

The day ended with **JNORIG**, a brand that prides itself on its praiseworthy commitment to diversity and the breaking of social norms, headed by Javier Girón. By celebrating and welcoming people of all backgrounds, religions and genders, the brand establishes an inclusive universe where individuality is valued.

The collection covers several themes, including the blurred border between reality and artificial intelligence, the impact of technology on our understanding of the tangible world, and the interaction between what is familiar and the unknown. On incorporating digital elements and 3D printing along with physical craftsmanship, the audience is challenged to question its perception of what is real. The collection encourages reflection on the evolutionary nature of reality in the digital age and the impact of technology on our understanding of the tangible world.

This collection is also inspired by the work of artists Shirley Kaneda and Nobuo Sekine, based on which an interpretation can begin by analysing what we believe to be real or unreal. The abstract paintings of Kaneda disconnect the audience from reality while



offering recognisable figures, creating a feeling of contradiction and tension.

### **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](http://www.080barcelonafashion.cat)*

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For more information: Equipo Singular  
María Freixa : 630 531 545  
Mariona Balasch : 628 033 976