

080 Barcelona Fashion kicks off its 33rd edition with new forms of expression: technology and digital art

- ESCORPION, SIMORRA, HOSS INTROPIA, LOLA CASADEMUNT BY MAITE and SITA MURT are the starring designers and labels of this first day.
- This new edition includes “080 “Aesthetics”, a digital exhibition open to the public in the Purísima Hall, which brings together internationally renowned artists linked to fashion



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

Tuesday, 9 April 2024.- The 33rd edition of 080 Barcelona Fashion has begun, where the main new feature is '080 aesthetics', a new space for dialogue between fashion and technology through digital art which will enhance the multidisciplinary nature of 080 Barcelona Fashion.

Digital art and music will be more present than ever in this edition thanks to 080 aesthetics.

Various disciplines and new forms of expression: through this proposal, 080 Barcelona Fashion highlights the new forms of expression through technological innovation. Beyond exhibiting the works, this is a space for dialogue and reflection among creators and industry to explore new forms of expression, consumption and interaction.

The designers and labels to have shown their collections on the first day of 080 Barcelona Fashion: ESCORPION, SIMORRA, HOSS INTROPIA, LOLA CASADEMUNT BY MAYTE AND SITA MURT.

The day of fashion shows started with **ESCORPION**. Founded in 1929, Escorpion is a benchmark in the international knitwear sector thanks to the sophisticated design and heritage of its collections.

The collection presented, **RE-CONNECTION**, is a journey through time and space. The Escorpion Studio FW24 collection is construed as a multicultural journey. An inspiring re-connection that gives shape and colour to knitwear, its eternal protagonist. Jacquards and prints with pixelated flowers in line with the digital theme. A lilac colour palette in keeping with the future dusk trend. We blend soft yarns with noble fabrics such as wool, silk and viscose. Oversized bomber jackets, shorts and cropped tops with houndstooth. Knit sweatshirts and dresses combined with culottes and extra long trousers create contemporary shapes. Neutral tones with a matcha green hint as a shout out to sustainability and a nod to nature.

SIMORRA

The second show of the day was by SIMORRA, which focused its proposals on the architecture of materials and shapes as the basis for a functional design of great creative value.

THE ART OF BRAIDING is inspired by the connection of all those women who braided their stories communally, as a symbol of strength, courage and union in support of a collective life away from individualism. The collection highlights the act of braiding, a time-old act of concentration and meditation, somehow outlining what could become the collaborative processes of tomorrow.

Fabric is the starting point of SIMORRA clothing, the canvas on which its designs are created. We see fabric as an element capable of conveying emotions and telling valuable stories.

HOSS INTROPIA

Hoss Intropia was established in 1994 and, following a successful track record with great recognition and significant international expansion, it was acquired by the Tendam group for relaunch in 2021, maintaining the initial essence of the brand.

Hoss Intropia is a fashion label with a different character and multidisciplinary heritage. The **“HOLI” by Hoss Intropia** Spring-Summer 2024 collection is inspired by the Hindu spring festival, a vibrant celebration known as the festival of colours and life. On that day, in most towns in India and Nepal, people of different casts, social conditions, religious and ages come together with a sole purpose: to have fun.

Designs full of elaborate details, with great craftsmanship and personality that add a special touch to each garment. Feminine, romantic shapes with natural, airy fabrics, jacquards and prints produced by hand are an artistic expression of celebration. A collection full of colour that includes fuchsias, pinks, mauves and hints of tangerine and green in different shades, elegantly intertwined with white.

LOLA CASADEMUNT BY MAITE

LOLA CASADEMUNT, a leading company in the design, production and sale of women's clothing and accessories, was established 40 years ago by Ms Lola Casademunt. In 1981, the founder started making ribbons, hairbands and other hair accessories by hand and in a very personal style in the basement of her home in Cardedeu (Barcelona).

The **MANIFESTO 080 TRENDY POP** collection - The most vibrant colours and striking prints typical of the pop art movement that started in the 60s are brought back into the spotlight in the new proposals of LOLA CASADEMUNT BY MAITE for the Autumn-Winter 2024-2025 season. The pairing of art and fashion is always a bonus when they interact and complement each other. This new collection is therefore an artistic expression of pop art based on the imagination of LOLA CASADEMUNT BY MAITE, where the star print of the firm, animal print, becomes red to complete a very intense colour palette of Klein blues, reds, greens and yellows. All of them giving life and combined with black bases, and on materials such as pleats, padding, jacquards and taffeta, etc. to shape an original, vivacious proposal.

SITA MURT

The first day ended with Sita Murt to celebrate its centenary. 100 YEARS KNITTING THE FUTURE/ - What began as a dream has become a passion. Sita Murt returns to the catwalks to celebrate a centenary trajectory, where knitwear and its versatility have knitted a limitless universe that goes beyond fashion.

This is a collection with personality, where ecru and black coexist with feminine neutrals and tones such as eucalyptus green, butter and honey. A palette of colours that defines and represents the essence of Sita Murt. It will come as no surprise that knitwear becomes the centre of this collection in which the mixture of yarns and textures lead to high quality pieces thanks to the use of the best mohair and baby alpaca wools, which contrast with viscose rayon and aluminium yarns and almost transparent polyamides. This visual richness comes to fruition in the combination of fabrics, creating very elaborate and special pieces, knitted in intarsia and playing with transparencies or with techniques to achieve an iridescent stitch.

Sponsors and collaborators of the 33rd edition of 080 Barcelona Fashion

In this edition, the event is supported by 5 sponsors and 11 collaborators. The sponsors are Wella (official hairstylists), MAC Cosmetics (official make-up), Moco Museum (official cultural contents), Nobu Hotel Barcelona (official hotel), and OK Mobility (official mobility sponsor). The collaborating brands taking part in this edition are: Thuya Professional Line (official manicure), Rowenta (official ironing and sanitising), Iryo (official train), Westwing (official furniture), La Roca Village (official fashion destination and experience), Do Montsant and Do Terra Alta (official wines), Cointreau (official liqueur), Natur Ajo (official water), Pago (official mocktails), and Fever Tree (official mixer).

080 Barcelona Fashion: a benchmark in Catalan fashion

080 Barcelona Fashion is a multidisciplinary platform promoted by the Business and Labour Department of the Generalitat de Catalunya (Regional Government of Catalonia), through the Trade, Crafts and Fashion Consortium (CCAM), the main priority of which is to transform the fashion industry 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 industry to explore new forms of expression, consumption and interaction.

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