

Multidisciplinarity, innovation and change are highlighted on the third day of 080 Barcelona Fashion

- Labels that are catalysts for change, such as respect for diversity by FREE FORM STYLE or reflection on social conventions by VELÁSQUEZ
- 404 STUDIO, GUILLERMO JUSTICIA and DOMINNICO, firms focused on innovation and technology or inspired by other arts or sciences, have shown their collections today



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

Thursday, 11 April 2024.- The 33rd 080 Barcelona Fashion involves labels from all segments, combining emerging firms with more established brands, and the cornerstones of this edition: multidisciplinarity, innovation and change, were highlighted on this third day.

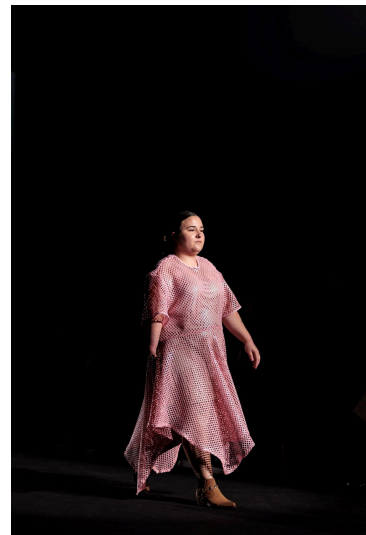
The collections shown today were by FREE FORM STYLE, GUILLERMO JUSTICIA, LEBOR GABALA, 404 STUDIO, VELÁSQUEZ, MENCHEN TOMAS and DOMINNICO.

FREE FORM STYLE

Respect for diversity by FREE FORM STYLE started the fashion shows on the third day. This is a ground-breaking brand in the design of adapted fashion for different disabilities. They are committed to comfort without waiving elegance. They have their own style, yet always aware of the latest trends

The collection called SOLO UN DÍA PERFECTO is based on workwear from the mid 19th century in the United States. The proposal is to adapt the cuts and fits of the clothing to suit people in wheelchairs, maintaining the essence and style of the Old West.

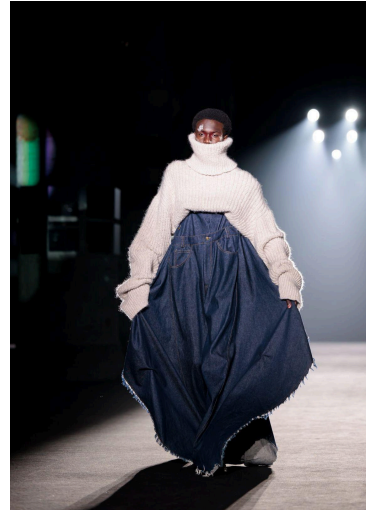
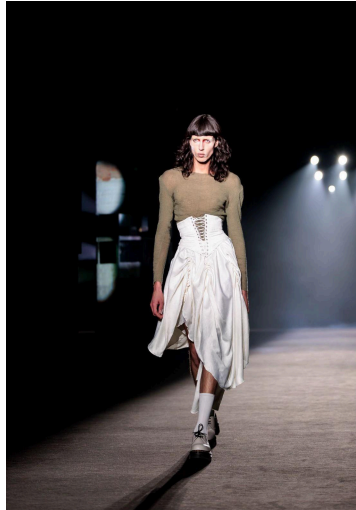
They design with a focus on non-standard bodies, so that everyone feels represented and welcome in their collection.



GUILLERMO JUSTICIA

Guillermo Justicia presented his first collection, called "Mycorrhizal", at 080 Barcelona Fashion. The collection is inspired by mycorrhizas, the symbiotic association between the roots of fungi and those of plants. The organisms involved gain benefits from each other. These relationships are essential for the survival of ecosystems.

Hence, this collection experiments with volumes, silhouettes, prints and colours to convey harmony and delicateness within overall chaos. Combining details from classic pieces, using modelling and collage to turn them into other, completely experimental items.



LEBOR GABALA

Lebor Gabala is the professional project of Maite Muñoz, who learned the trade through trailblazers of this country's fashion industry, such as Pedro *Morago, Rape Diffusion or Mila and Tucho Balado. Lebor Gabala chooses the most exquisite raw materials in search of the highest quality.

The Autumn-Winter 2024 collection called ECO DE TIERRAS ALTAS is a trip to the Scottish Highlands, to its boundless nature of rich colours, and to its traditions and history. Coats, overshirts and scarves made of extra-fine merino wool, in rhombus and checked jacquard that pay homage to the Scottish tartans; houndstooth and herringbone trench coats that capture the essence of the classics; double wools that evoke the nomadic soul of the highlands in oversized knitwear.

In fine knit, blended cashmere and ultra-fine merino wool jerseys that feel like a second skin, to build layers and protect from the cold. Wide shirts and skirts made of soft checked fabrics and twills complete the collection.

404 STUDIO

Anaïs Vauxcelles is the designer and founder of 404 Studio, a label she has shown at MBFW Madrid, London Fashion Week (ON OFF scouting of talent, such as JW Anderson and Peter *Pilotto) and Los Angeles Fashion Week.

404 Studio is progressing towards evolutionary craftsmanship as a form of development and change, but also as a way of returning to our roots. Craftsmanship is also memory, it's humanity. In the near future, craftsmanship might be the way of teaching mankind how to be human, how to return to our roots.

If you're not familiar with craftsmanship, why do you live in a digital world? How do you know what being a human is? This collection is inspired by the anime film Ghost in the Shell. Taking the soul of the machine as a reference and its construction with the juxtaposition of hardware and software as layers for creating mechanical elements. They validate the weight of consumerism and the scarcity of raw materials, with a Mad Max and Ghost in the Shell type future in mind, using the possible "Sustainable war" that is referred to *Ghost in the Shell as the idea.

VELÁSQUEZ

Born in Colombia, creative director Mateo Velásquez grew up between Madrid and London, using elements of this hybrid upbringing and his own queer experiences to explore contemporary takes on traditional menswear. He reflects on social convention and masculinity by looking at current affairs and social issues.

The AW24 BAREQUERO collection uses visual and cultural reference points of , Marmato, the Colombian town where the designer was raised, to celebrate the mining culture of the working class through design, challenging imperialist systems and questioning cultural stereotypes.

A journey through the complex history of Marmato, a gold-mining town in the north-west of Colombia, and its struggle against modern colonialism. A city characterised by its own multicultural composition. With the cultural heritage and childhood memories in Colombia, this collection strives to show the designer's past, fantasising with a different upbringing in which the disappearance of a patriarchal, sexist and homophobic society would have had a very different, positive impact on the outcasts of a generation.

Gold symbolises all that is superior and divine, a treasure that is hard to find and which gives meaning to long, exhausting days of work in a mine, coexisting with mercury, the lack of air, darkness and heat.

MENCHÉN TOMÀS

Olga Menchén studied at the Barcelona School of Fashion Arts and Techniques. After finishing her studies, she worked as a designer for theatre, cinema and television. In 1995, she founded MENCHÉN TOMÀS.

Menchén Tomàs designs and manufactures and tailors its own prêt-à-porter, party and bridal collections. It also makes exclusive haute couture designs and custom-made bridal wear. Despite this, all collection models can be made to measure.

POOLSIDE is the name of the collection presented. By the pool with friends, brazenly taking a mid-day nap on any old day. Not so much a who's who in society but rather free time, a way of using it as seen through an intimate portrait of very private lives taken by Slim Aarons' camera. Pictures in which the stars are not the guests but the pool itself, its details, shades, colours, the water, the sun, and the sea views. Moments of real and aspirational fantasy that MENCHÉN TOMÀS transposes to the "POOLSIDE" collection through embroidered fabrics, silks, chiffons and cotton. A festive atmosphere reflected in timeless, lasting and flowing pieces.

DOMINNICO

The DOMINNICO aesthetics is once again the starting point for the brand's proposal for next winter. Using the label's most popular silhouettes, its creative director Domingo Rodríguez Lázaro addresses this new collection from an eclectic and overelaborate perspective, where the marine world is represented through elements such as lace, rivets, eyelets and metallic pieces, ribbons, and the incorporation of artificial hair. Materials include recycled denim, leather and fur, corduroy, rolled gold and silver, and vinyls.

The collection's techniques include tie dye, slashing, worn denim and ruches, set within balletcore aesthetics. Insofar as colours, the classic pastel colours take the spotlight, with the appearance of lime green, bleached denim and browns, as well as bead inlays.

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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