

The 33rd edition of 080 Barcelona Fashion ends with record figures

- The Catalan fashion platform strengthens its internationalisation with the presence of countries such as the United States, the United Kingdom, Italy, France, Germany, Mexico, the Netherlands and Denmark, accrediting a total of 512 journalists and influencers, 81 of whom were international.
- 080 Barcelona Fashion has broken records of views on Instagram and YouTube in streaming.
- More than 16,000 people visited the Sant Pau Art Nouveau Site over the four days of the event. The open area hosted around 4,000 people and more than 12,000 enjoyed the fashion shows.



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

Friday, 12 April 2024.- 080 Barcelona Fashion ends its 33rd edition with figures to mark its success. Worth noting is the international presence of countries such as the United States, the United Kingdom, Italy, France, Germany, Mexico, the Netherlands and Denmark.

Furthermore, a total of 1,896 accredited people including the press, graphic designers, influencers, experts, models and other teams made the 33rd edition of 080 Barcelona Fashion possible. 512 journalists and influencers were accredited, of whom 81 were international.

In the digital terrain, the platform also broke records of views on Instagram and YouTube in streaming.

More than 16,000 people visited the Catalan fashion event at the Sant Pau Art Nouveau Site over the four days of this edition. The open area hosted around 4,000 people and more than 12,000 enjoyed the fashion shows.

New to this edition of the Catalan fashion platform was a space open to the public in which digital art and music were more present than ever through '080 Aesthetics'. This brought together a selection of world-renowned guest artists and studios such as Sukucundbratwurst, Bryan Huynh, Yuen Hsien, Oscar Zabala, Unai Lafuente, Jon Emmony and Andrei Warren, among others. A selection of DJs was responsible for the musical programme.

The last day saw the following shows: AVEC AMOUR, BIELO, GA GÓ Ó STUDIO, HABEY CLUB, EÑAUT and CUSTO BARCELONA.

AVEC AMOUR

This Valencian fashion label combines the different artistic disciplines that Daniel and Maria, the firm's designers, nurtured during their teenage years and that are now blended into their collections. The essence of AVEC AMOUR is forged through their work together.

The CANNON BEACH collection, in line with the spirit of the label, involves the inclusion of ceramic pieces made by hand in their studio, as well as the presence of old televisions found in antique shops or flea markets and of modern silhouettes overlapping more classic proposals.

The colours black and white remain the stars of the show, although a broader colour palette is also included – burgundy, navy blue or yellow – and fabrics such as tweed or upholstery, which become emblematic. It includes pleats, stripes, bomber jackets, slacks and others. Also present are mini dresses and short sets reminiscent of the 60s and 70s and typical of icons such as Jane Birkin. There is a feeling of modesty: "sensualisation" is perceived implicitly and subtly, and the general basics are remade to define the raison d'être of AVEC AMOUR.



BIELO

The firm is headed by Josep Puig Romeu and his passion for Japanese textiles. The family business became a unique manufacturer by combining Catalan and Japanese weaving traditions. The merging of Western and Eastern techniques resulted in surprising and exceptional materials.

Bielo's THE BATHER collection embarks on a journey to explore the essence of deepest relaxation, while focusing on the use of light knitted fabrics, jacquard, intarsia, embroidery and fringes. Inspired by the atmosphere of Turkish baths, the vibrant palettes of Peter Doig's paintings and the art of diving in Korea, this collection emerges in different cultural narratives. As we focus on dry cotton, linen, silk and super light cashmere, each garment becomes a blend of art and craft. As these garments are worn, they evoke a deep sense of comfort and peace, leading to a state of unparalleled relaxation.



GA GÓ Ó STUDIO

Marcos Gamón has grown up surrounded by knitwear in a small women's fashion shop owned by his mother. As he was always interested in art and design, he decided to study fashion design.

The 02 PLAGE collection is aimed at both men and women, genderless and timeless fashion (2024). Adaptable and transformable garments. A collection divided into different lines, while sharing volumes, shapes and finishes to unify its colours and textures. The first line is white and pure, with romantic and airy touches to symbolise the start and the birth of any being. The second line continues with light colours and shades of white and beige. Staining the next line black, with minimalist touches, while blending styles and textures in all-black looks. Thanks to inspiration, they use natural materials, such as cotton, wool, silk, bamboo fibre and Tencel. Materials with recycled fibres, out-of-stock fabrics and recycling also form part of one of the lines of the collection.

HABEY CLUB

Habey Club is a label based on slow fashion, the main brand values of which are craftsmanship, sustainability and responsible production. The label focuses on the reuse of fabrics and the use of recycled or 100% organic fibres.

SIDE EFFECTS is a clear example of how we focus on pleasing, on fitting in, on blurring our boundaries and drawing new ones, all with the aim of transforming ourselves and projecting something new, something remote from ourselves.

This collection is full of different textures in which “conventional” garments take on a new meaning through feathers that appear under knit puffer jackets or embroideries of piercings suggestive of a new skin.

EÑAUT

That same year, he won the REC.0/080 Barcelona Fashion contest for Best Designer. He debuted at 080 Barcelona Fashion in June 2019 and won the award for Best Emerging Design Collection. In 2022, he entered the world of education, coordinating a master's degree and teaching classes at IED Barcelona, with a minimalistic aesthetic and a sustainable vision.

The tenth collection, called HAMAR, reflects on whether we are overly worried about the end. And what if it is closer than we think and this is the last time we will be able to dance? Let's party until the very end.

CUSTO BARCELONA

Custo Barcelona is now a consolidated image and has been showing its collections at every season of the New York Fashion Week since 1997. Innovation and creativity form the basis of a style characterised by the use of graphics and colour, which has become an icon.



The OBJECT OF DESIRE collection is a discourse to creatively complement the wardrobes of women who are committed to their personality and confidence. It presents emotional garments designed to kindle desire in women. Creativity, innovation and surprise are part of the mechanics of desire.

As always, colour provides Custo's identity. The incorporation of graphics also completes the circle of seduction. Creating the emotional language is the goal of each piece in the collection.

The garments are available in a wide range of shapes, from tight minis to long and flowing pieces. Two-piece sets and oversized trousers are the complement to concoct this advanced and imaginative fashion language.

White is strongly represented and fused with turquoise, fuchsia, azalea, pink, yellow, black and orange.

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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