

Sustainability and internationalisation of 080 Barcelona Fashion – key topics of the 34th edition

- The Secretary of Business and Competitiveness and the head of fashion of the CCAM and project manager of 080 Barcelona Fashion have presented the new features of this year's edition, which has 24 participating designers and brands.
- This new edition delves deeper into the connection between fashion and sustainability with the 080 Reborn initiative



The secretary of Business and Competitiveness and the fashion manager of the CCAM and project manager of 080 Barcelona Fashion, together with designers, designers and brands present.

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Monday, 30 September 2024. The 34th 080 Barcelona Fashion continues to claim internationalisation and diversity, while emphasising upcycling and sustainability as a transformative core focus within the fashion industry. This was explained by the Secretary of Business and Competitiveness of the Department of Business and Employment of the Generalitat de Catalunya, Jaume Baró Torres, and the director of the Fashion Area at 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 new edition of the were presented.

This multi-disciplinary platform promoted by the Generalitat de Catalunya through the Trade, Crafts and Fashion Consortium (CCAM) continues to prioritise the transformation of the fashion sector in Catalonia, both nationally and internationally, through innovation and creativity. This initiative was established 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 relating.

The Catalan fashion week – 080 Barcelona Fashion

The 34th 080 Barcelona Fashion will feature a total of 24 fashion shows. The line-up, made up of 24 designers and brands, includes: Lebor Gabala, Madridmango, Escorpion, Simorra, Lola Casademunt by Maite, Guillermina Baeza, Inma Linares, Nathalie Chandler, Outsiders Division, Carlota Barrera, Custo Barcelona, Alsedà, Reparto, All that she loves, Fatima Miñana, Lemachet, The Label Edition, Dominnico, Zoe Oms, Alvar Merino, Gau, Reveligion, Habey Club, Paolo Leduc, apart from 080 Reborn.

Labels from all segments, which combine newcomers and more established brands and are committed to and aware of the values of 080 Barcelona Fashion. From 14 to 17 October, the Recinte Modernista de Sant Pau will be the setting for the 080 Barcelona Fashion shows and activities.

During the event, those who wish to attend will be able to access the Open Area, an open space at the Recinte Modernista de Sant Pau, where you can enjoy the atmosphere and live DJ sessions. Registrations can be made via the website.

080 Reborn – commitment to sustainability

This year's event will once again include 080 Reborn, a proposal made from clothes that are fully recovered from textile waste sorting centres and second-hand shops.

The initiative focuses on upcycling or reuse, with the aim of extending the useful life of fabrics, while minimising the environmental impacts linked to the fashion industry and encouraging the use of clothing by several people.

Thanks to styling by Fermín + Gilles, the aim is to present a revolutionary fashion line that makes us ponder on the use of clothing and its impact on the planet.

TexMeeting CONNECTS: An era of change or a change of era?

We are living in an era that is marked by ongoing and quick changes, which have an impact on all areas of our lives and organisation. From the technological revolution, with AI, 5G and the rise of Big Data, to the growing awareness of sustainability and the preservation of the environment in the face of climate change, or changes in economic and employment models, as well as new social and cultural approaches.

TexMeeting 2024 aims to bring to the table the global transformations that can greatly affect the social and economic organisation. It will focus specifically on the textile industry as a key production sector and its involvement in this situation, which, while preparing for new challenges, needs a more all-round view that will allow us to see the paths to be followed in the future more clearly.

Casting

080 Barcelona Fashion is committed to a diverse and inclusive casting, with the aim of offering a wide range of models representing all ethnicities, bodies and gender identities, hence reflecting the diversity of society and its changes.

In this sense, a comprehensive search for models has been carried to turn the Catalan fashion platform into 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 34th 080 Barcelona Fashion

In this edition, the event has the support of 4 sponsors and 9 contributing brands. The sponsors are Louis Vuitton (official sponsor of 080 Barcelona Fashion), MAC Cosmetics (official make-up), Wella (official hairdresser), Moxy Barcelona (official hotel). As for the contributors, the brands participating in this edition are as follows: Thuya Professional Line (official manicure), Rowenta (official ironing and sanitising), La Roca Village (official fashion destination and experience), Cointreau (official liqueur), Chivite (official wine), Girbau Lab (sponsor of 080 Reborn in industrial laundry and fabric treatment service), The Catalan Waste Agency (ARC) (sponsor of 080 Reborn) and Natur All (official water).

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