

New trends and creative designs kick off the 34th 080 Barcelona Fashion

- **LEBOR GABALA, MADRIDMANO, ESCORPION, SIMORRA and LOLA CASADEMUNT BY MAITE** are the designers and brands starting this first day



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

Monday, 14 October 2024.- 080 Barcelona Fashion, a platform promoted by the Generalitat de Catalunya that bolsters the Catalan fashion industry both nationally and internationally, has started today.

The 34th 080 Barcelona Fashion has kicked off with a strong commitment to sustainability and internationalisation, which will be key topics during the four fashion days that start off today at the Recinte Modernista de Sant Pau in Barcelona.

Throughout the event, emerging and established designers will present their collections in a setting featuring creativity and new trends.

These are the designers and brands that have walked down the catwalk on the first day of 080 Barcelona Fashion: **LEBOR GABALA, MADRIDMANO, ESCORPION, SIMORRA and LOLA CASADEMUNT BY MAITE.**

LEBOR GABALA

The catwalk was inaugurated by **LEBOR GABALA**, a label that chooses the most successful raw materials while seeking the highest quality in its garments. With its 2025 Spring/Summer collection called "*Oda al Romanticisme*" (Ode to Romanticism), it has kicked off 080 Barcelona Fashion by presenting its

romantic and ethereal aesthetics using vintage flower prints, sheer fabrics and overlapping layers, while adding depth and pep to the garments.



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MADRIDMANSO

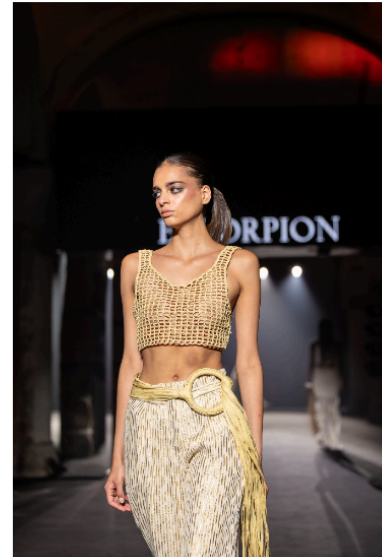
The next label to walk down the catwalk was MADRIDMANSO, a label that debuts in this 34th edition with its "*Festes patronals*" (patron saint festival) collection by presenting a journey through the main day of the festivities, from the pilgrimage to the open-air dance, as well as the card game tournaments while having a vermouth, with areas where everyone is more than welcome. The collection is a tribute to the joy of celebrating, which is an essential part of each town's identity, which provides meaning and direction to both community and individual life.



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ESCORPION

In the afternoon, it was ESCORPION's turn, a brand that could not be missed at 080 Barcelona Fashion. It was established in 1929 and is a benchmark in the international knitwear sector thanks to the design of its collections. The collection is called "Desert Sounds". It is inspired by the magic of a romance among the dunes, with a range of warm and earth colours, which contrast with green gradients that symbolise the hope of finding an oasis at the end of the journey.



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SIMORRA

Next up was SIMORRA, a brand we have seen several times by now. Its collection "*The Memory of Time FW24-25*" was presented at this new edition, where fabrics become the core element. A collection that is inspired by three-dimensional fabric designs that evoke different forms of life trapped in stone, which tell little stories about time and memory, while establishing a link between the present and the future and underlining that what is really important lasts forever. The collection includes dresses and blouses with plant prints. Moreover, plant reliefs are presented in denim and jacquards imitating animal textures carved into rock, with a palette of ochres, oxidised greens and gradient greys.

LOLA CASADEMUNT BY MAITE

The first day ended with the fashion show of the historic label on this fashion platform, LOLA CASADEMUNT BY MAITE. It was established 40 years ago by Lola Casademunt and has become a leading company in the design, manufacture and marketing of clothing and accessories for women.

The presented collection is called "*Kawaii*" and is inspired by modern and futuristic Japan. It features a combination of fabrics, such as printed silks with jacquards and tulle, as well as embossed fabrics with sequins and glitter. It also includes eclectic prints and one of the label's icons, the animal print, along with saturated and energetic colours like fuchsia and orange. Following this kawaii aesthetics, the bags, rucksacks, shoes and jewellery round off this urban collection's look with a unique character.

Sponsors and contributing firms of the 34th 080 Barcelona Fashion

In this edition, the event has the support of three sponsors and eight contributing brands. The sponsors are as follows: MAC Cosmetics (official make-up), Wella (official hairdresser) and 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).

080 Barcelona Fashion: the Catalan fashion week

080 Barcelona Fashion is a creative platform promoted by the Generalitat de Catalunya through the Departament d'Empresa i Treball and the Consorci de Comerç, Artesania i Moda (CCAM). Its priority is to drive the transformation of the Catalan fashion industry both on a national and international level, with a commitment to innovation and creativity. It also presents itself as a driving force for change, while promoting social values, such as sustainability, circularity and diversity. It aims to create a space for dialogue and reflection, where designers and the industry can explore new ways of expressing themselves, consuming and interacting.

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