

## The 34th 080 Barcelona Fashion comes to an end while promoting internationalisation and reasserting its commitment to sustainability

- This edition underpins its international interest with a hundred accreditations from countries such as Italy, France, the United Kingdom and especially the United States
- Upcycling, creativity and talent have marked this new edition of 080 Barcelona Fashion, which has brought together more than 17,500 attendees, while accrediting a total of 552 journalists and influencers



Download the images and videos of the fashion shows [here](#).

**Thursday, 17 October 2024.-** The 34th Catalan fashion week comes to an end while reasserting its commitment to sustainability and promoting internationalisation, as it increases the success figures achieved last April, during its 33rd edition. With more than 17,500 accredited attendees, including press people, graphic designers, influencers, visitors, technicians, models and other teams, 080 Barcelona Fashion has consolidated itself as one of the benchmark showcases on the international scene.

Some 552 journalists and content creators, a hundred of whom are international professionals, have acted as prescribers of a booming industry that accounts for 2.4% of the Catalan GDP and employs over 70,000 people. During the four days of the 34th edition, the international presence of people from countries

such as Italy, France, the United Kingdom and especially the United States is noteworthy. Digitally speaking, Instagram and YouTube streaming views have been boosted, with the creation of static and video content, hence ensuring global coverage of the event from the fashion shows to backstage.

Among the new features of this edition, the support and dissemination of sustainable, responsible and local fashion should be highlighted, which plays an important role for the Catalan platform, as it has incorporated the 080 Reborn initiative on the catwalk for the third time in a row. A proposal made from clothes that are fully recovered from textile waste sorting centres and second-hand shops, which, through overlaps, aims to make visible and promote the possibilities of reusing and recycling in the fashion industry. This year's 080 Reborn, which was organised with the support of the Agència de Residus de Catalunya (ARC) and Girbau LAB, was based on a collection created and inspired by four countercultural movements: the French Revolution, followed by the Chinese Cultural Revolution of the 1970s, the English punk movement and the movement of the South African trash punk band, TCIYF, made up of members of the Soweto Skaters Society.

### **Fashion shows on the last day**

The following fashion shows took place on this last day: ZOE OMS, ALVAR MERINO, GAU, REVELIGION, HABEY CLUB, PAOLO LEDUC and 080 REBORN. Find out the details of the presented proposals:

#### **ZOE OMS**

Zoe Oms has exhibited her new collection, *"Ribbons & Ruffles"*, which seeks to reclaim the canons of beauty that have been historically imposed on women, while reinterpreting them with the aim of breaking away from the male perspective. The totally white garments are presented with a touch of dark romanticism and subtle nostalgia.



Download the images and videos of the fashion shows [here](#).

## ALVAR MERINO

We move on to a brand that is making its first appearance on the 080 Barcelona Fashion catwalk. The brand is driven by David Merino, whose garments defy the rules and use design as a means of change and personal expression. The "*Cicatrius*" (Scars) collection reflects the relationship between the self and its external cover. The designer aims to evoke its elasticity and vulnerability with shades and textures.



Download the images and videos of the fashion shows [here](#).

## GAU

Born in Uruguay and based in Valencia, Sergi Gau has presented at this new edition of 080 Barcelona Fashion the "*Néctar*" (Nectar) collection, a tribute to nature and craftsmanship, where each garment reflects the complexity of life by means of geometric shapes and volumes that evoke the perfection and symmetry of structures. On the other hand, the influence of Greek structures is conveyed in the collection through the details of wet cloths and veiled marble sculptures. A full exploration of beauty in all its forms, which invites us to celebrate the diversity and complexity of the natural world.



Download the images and videos of the fashion shows [here](#).

## **REVELIGION**

Years go by, and we can now assert that the label has walked down the catwalk of the most renowned fashion shows in the country. Reveligion is back with a new collection, "*The Bloom*", a celebration of hope and darkness through a visual narrative, using tulle fabrics, that contrasts with black touches that encourage us to ponder on light in the dark moments of our lives. Moreover, this collection has relied on designer Esther Amo's collaboration with an additional dimension, i.e. providing jewellery that sparkles with floral touches. Each Reveligion garment and piece of jewellery tells a unique story of hope and magic and encourages us to embrace the light within, hence showing that beauty can emerge even in difficult times.

## **HABEY CLUB**

Another fashion show that cannot be missed at this event is Habey Club, which was established in Madrid by David Salvador and Javier Zunzunegui. A brand that focuses on slow fashion, with craftsmanship, sustainability and responsible production as its core values. A key part of the brand are the complementary accessory collections, which help to outline Habey Club's aesthetics.

"*Obsessed*" is a collection that explores the obsession with work and how it affects other aspects of life by minimising them or making them disappear. The Spring/Summer 2025 collection reflects this obsession through designs, such as tight shirts with wrinkles and garments that simulate bad posture. The colours vary between bright and neutral shades, which symbolises the ups and downs of everyday life, while telling a story about routine and unconscious fatigue.

## **PAOLO LEDUC**

The last but one fashion show of the list of designers and brands on the catwalk was Paolo Leduc, a label driven by Paolo, who has always created fashion within his own framework, while fuelling his creativity with everything related to art: theatre, cinema and nature.

Inspired by the designer's origins, the "*Sons of Tailoring*" collection reflects the baroque essence of his Spanish origins as well as the classical, handcrafted approach of his French influences. The proposal features the distortion of classical forms, the deconstruction of garments and the use of digital printing with trompe l'oeil, while handling fabrics to reinterpret silhouettes.

## **080 REBORN**

This 34th 080 Barcelona Fashion has come to an end with 080 Reborn's comeback. Fermín + Gilles were the stylists responsible for creating the 31 looks that were presented on the catwalk, fully based on second-hand elements and innovations, such as recovered wigs. The garments for the fashion show have been obtained in different ways; on the one hand, from clothing recycling plants and, on the other hand, they have also been sought after in second-hand shops, street markets such as Els Encants in Barcelona or others in Paris. A thorough search that has taken months.



With the slogan "Fes que la moda duri" (Make fashion last), the 2024 080 Reborn has envisaged a commitment to reuse, in order to extend the useful life of textiles in good condition and to reduce the impacts associated with the production and use of clothing.

## **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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\*All images of the day's fashion shows can be downloaded from the [080 Barcelona Fashion](#) website and [here](#).

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