

The 35th 080 Barcelona Fashion underpins its international renown with 24 fashion shows from 1 to 4 April at the Recinte Modernista de Sant Pau

- 080 Barcelona Fashion is boosted by the Departament d'Empresa i Treball so as to continue to position Barcelona and Catalonia on the international fashion map, as well as promoting sustainability and innovation in the industry
- Thanks to 080 Barcelona Fashion Connect, activities will be held throughout the month of May to maximise international business opportunities



Director of the Consorci de Comerç, Artesania i Moda de Catalunya, Moisés Rodríguez i Cantón, and the Head of Fashion at the CCAM and Project Manager of 080 Barcelona Fashion, Marta Coca i Ortiga, along with attending designers and brands

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Monday, 17 March 2025

The 35th 080 Barcelona Fashion will be held from 1 to 4 April at the Recinte Modernista de Sant Pau, in order to focus relentlessly on the internationalisation of the platform as one of its key strategies for putting Barcelona and Catalonia on the international fashion map. Likewise, it continues to be a driving force for change in terms of values, such as sustainability, diversity and circularity, while maintaining its commitment to innovation in the fashion industry.

The platform, which is promoted by the Govern via the Consorci de Comerç, Artesania i Moda (CCAM) of the Departament d'Empresa i Treball, aims to strengthen its objective of transforming the fashion industry in Catalonia by supporting creative talent. Another project goal is to strengthen the strategic role of the textile industry in the Catalan economy.

080 Barcelona Fashion: creative talent and international standing

The 35th 080 Barcelona Fashion, which was presented today at a press conference that was attended by the participating designers and brands, will feature a total of 24 fashion shows.

The line-up, made up of 24 designers and brands, includes the following: 404 Studio, AAA Studio, Acromatyx, Alvar Merino, Anel Yaos, Compte Spain, Custo Barcelona, Doblas, Dominnico, Eikō Ai, Eñaut, Ernesto Naranjo, Escorpion, Guillermo Justicia, Habey Club, Juan Vidal, Lola Casademunt by Maite, Maison Moonsieur, MANÉMANÉ, MaríaEscoté, Rubearth, Simorra, The Label Edition and Txell Miras.

This edition has seen an increase in the number of brands participating for the first time on the platform, due to its alluring international standing and values. Emerging brands and new talents will thus share this space with more established firms, all of which are committed to and aware of the values of 080 Barcelona Fashion.

Once again, this edition will provide access to the Open Area, an open space in the city of Barcelona within the Recinte Modernista de Sant Pau, where you can watch the shows live on screens. The space will also feature DJ sessions as well as several activities by the sponsoring brands.

Press registration, both for the Open Area and for the overall event, can be completed via the [080 Barcelona Fashion website](#),

Metamorfosi, the graphic image of the 35th edition, conveys the ongoing evolution of 080 Barcelona Fashion

This April edition, 080 Barcelona Fashion introduces a graphic image proposal, Metamorfosi, which aims to convey the ongoing evolution of 080 Barcelona Fashion.

It is inspired by the intersection of art and fashion, moving away from convention to adopt a bolder, forward-looking perspective. A canvas in progress, where each graphic element manifests change and innovation. An identity that not only seeks to represent fashion, but also works as a game changer in terms of cultural perspective by fostering an ongoing dialogue between fashion and related creative areas. A design that has been created to emotionally resonate with a global audience, which is ready to witness and participate in the reinvention of fashion in Barcelona.

080 Barcelona Fashion Connect

The 35th edition will go on with 080 Barcelona Fashion Connect, the business space at 080 Barcelona Fashion. The digital showroom, which is organised by the Catalan fashion cluster (MODACC), brings together local brands and international buyers. The aim of this initiative is to enable the internationalisation of Catalan fashion brands by building bridges between industry agents and opening up business opportunities. 080 Barcelona Fashion Connect will take place on 30 April with the presentation of the participating brands and will remain open up to the end of May.

Sponsors and contributing firms of the 35th 080 Barcelona Fashion

In this edition, the event has the support of 3 sponsors and 9 collaborators. The sponsors are MAC Cosmetics (official sponsor of makeup), Wella (official sponsor of hairdresser), ME Barcelona (official hotel). As for the collaborators, the brand participating in this edition are: Thuya Professional Line (official manicure), Rowenta (official ironing and sanitizing), La Roca Village (official experience and fashion destination), Aquabona (official water) Cointreau (official liqueur), Coolifting (official treatment), Crimons (furniture collaborator), La Dama (official restaurant), Bastian Beach (official restaurant).

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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