



## 080 Barcelona Fashion promotes an industry that creates 80,000 jobs in Catalonia

- The 35th edition promotes the internationalisation of local brands and highlights the economic weight of fashion
- 24 fashion shows will be held until 4 April, showcasing the most innovative designs and established brands

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080 Barcelona Fashion reaches its 35th edition with 24 fashion shows, thus consolidating itself as a strategic showcase for a key industry that creates more than 80,000 jobs. The conseller d'Empresa i Treball, Miquel Sàmpser, inaugurated the event today at the Recinte Modernista de Sant Pau, while highlighting the role of fashion as the country's economic and creative engine.

The fashion industry in Catalonia boasts more than 13,500 companies and records an annual turnover of 14.5 billion euros. Moreover, textile and clothing exports registered a 3% increase throughout 2024. **"These figures show that Catalonia is an international benchmark in the fashion world. In the realm of fashion, we need to talk specifically about reindustrialising, while committing to local production and investing in infrastructure, technology and, above all, in the talent of those people who are part of this powerful ecosystem"**, stressed the conseller d'Empresa i Treball, Miquel Sàmpser.

**"080 Barcelona Fashion has established itself as a benchmark in the fashion world, hosting both established and emerging brands, while offering a key platform for the international presence of our creative executives. This 35th edition features 24 fashion shows, including nine brands that are participating for the first time, due to the values and international impact this event provides,"** emphasised conseller Sàmpser during the inauguration.

This year's edition, which conveys the commitment to innovation and internationalisation, will present 24 fashion shows until 4 April that bring together emerging talent and established brands, including: 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.

Visitors will be able to enjoy free access to the Open Area, an open space within the Recinte Modernista de Sant Pau, where the shows will be screened live and there

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will be additional activities. To attend the event, you only need to register via the official 080 Barcelona Fashion website.

Likewise, 080 Barcelona Fashion Connect, a digital showroom supported by the Clúster Català de la Moda (Modacc), will connect local brands and international buyers throughout May.

In this edition, the event has the support of 3 sponsors and 8 contributing brands. Its sponsors are MAC Cosmetics (official make-up), Wella (official hairdresser) and ME 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), Aquabona (official water), Cointreau (official liqueur), Coolifting (official treatment), Crimons (partner furniture supplier), La Dama (partner restaurant) and Bastian Beach (partner restaurant).