

## 080 Barcelona Fashion steps up its commitment to innovation and talent on the third day of the event

- AAA STUDIO, ÁLVAR MERINO, DOBLAS, JUAN VIDAL, EÑAUT, MARÍA ESCOTÉ and DOMINNICO are some of the brands, both debuting and established labels, that have shown their collections on the third day of 080



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**Thursday, 3 April 2025.-** 080 Barcelona Fashion celebrates its third day with a session marked by innovation and emerging talent. This edition stands out for the onboarding of new brands onto the catwalk, which present their proposals for the first time to an eager audience.

With collections that blend creativity, sustainability and new design narratives, the event underpins its role as a benchmark fashion platform.

The presented collections were as follows: **AAA STUDIO, ÁLVAR MERINO, DOBLAS, JUAN VIDAL, EÑAUT, MARÍA ESCOTÉ and DOMINNICO.**

## **AAA STUDIO**

The third day of the event was opened by AAA STUDIO, an emerging label that is making its debut at this 35th edition.

The brand presents "*BURdeNOUT*", its fourth collection for the F/W 2025–26 season, which captures Generation Z's feeling of burnout with regard to adult life. The design is based on multi-positional and adjustable garments, as well as the wide and large shapes that evoke such exhaustion. Likewise, the designer has decided to include elements that convey a "tidy" appearance, which symbolises the way in which people try to hide fatigue and social pressure.



## ALVAR MERINO

Next up was ALVAR MERINO, the brand promoted by David Merino, which made its debut at 080 Barcelona Fashion in October 2024. This time, it presents *"INTO THE UNKNOWN"*, a collection that explores the emotions of facing a new challenge, while capturing the tension between euphoria and uncertainty, excitement and worry.

Functionality and urban style are combined through durable materials, strategic fasteners and structured cuts. The colour range spans from black to white, as well as shades of grey and vivid touches that symbolise the process of daring and overcoming.

It is a bold proposal that embraces uncertainty as a creative and vital driving force.



## DOBLAS

Doblas, the label of renowned designer Carlos Doblas, premiered at 080 Barcelona Fashion presenting *"RE-DEBUT"*. The Seville-born designer aims to explore the balance between femininity and masculinity, while blending the sobriety of classic tailoring and artistic and cultural influences. The structured silhouettes of outerwear and blazers are set against the delicacy of flowing dresses and tops, inspired by Pierrot & Columbine. Based on a neutral colour range and fabrics that mix tradition and modernity, the proposal redefines established codes with its sophisticated and timeless style.





## JUAN VIDAL

Another label that premieres at 080 Barcelona Fashion is Juan Vidal. Its collections reflect a solid artistic background, which is conveyed through a masterful use of colour, conceptualisation and volume.

It has presented "*Me quiere, no me quiere*" (he/she loves me, he/she loves me not), which explores duality, vulnerability and uncertainty as creative drivers. It is inspired by the gesture of pulling the petals off a daisy, while exploring the contrasts of light and shadow, fragility and strength, rigidity and fluidity. Through fabrics such as washed silk satin and gabardine, the collection seeks to embrace hesitation as an opportunity to shed the layers of ego in a bewildered society.

## EÑAUT

Eñaut Barruetabeña has presented his latest collection, "*ECDISIS*", which encourages us to ponder about the relationship between the body, personal perception and beauty standards, thus highlighting the tension between outer acceptance and self-pity. Building on the evolution of the silhouettes from its previous collection, the brand's identity is maintained while exploring new creative possibilities. Its refined proportions, bolder cuts and enticing textures blend familiarity and innovation, resulting in a coherent and visionary proposal.

## **MARÍA ESCOTÉ**

The last-but-one label to round off the day was María Escoté. A rebellious and creative designer with a pop-inspired universe, she has conquered the world and dressed celebrities such as Beyoncé, Rosalía and Zendaya.

She is present at 080 Barcelona Fashion with a new collection that blends sophistication, exclusivity and accessibility, while combining unique garments with a marketing proposal that is consistent with the brand's essence. This collection is inspired by an iconic superhero and explores tailoring through experimentation, delicacy and maturity in printing, while including three-dimensional effects as a hallmark. In its commitment to sustainability, the company is focusing on upcycling, as it already did in its 2019 collection, which shows that innovation and awareness can go hand in hand.

## **DOMINNICO**

Finally, DOMINNICO, the prêt-à-porter genderless firm founded in Barcelona in 2016 by its creative director, Domingo Rodríguez Lázaro, opened its fashion show with the Lebanese-American model and celebrity, Mia Khalifa, while closing the third day of 080 Barcelona Fashion. Based on the premise of slow fashion, the brand features meticulous pattern designing, research into new fabrics and materials, sustainability in its processes and a futuristic vision of fashion, where the values of inclusion and freedom are the guiding principle of all its collections.

Its recent collection, "*Lucky Fall 2025*", blends Western aesthetics and the nightlife glamour of Las Vegas and roadside motels. Domingo Rodríguez Lázaro reinterprets classic DOMINNICO silhouettes with denim, recycled hair and reclaimed fabrics. The collection includes crop jackets with microshorts, low-rise midi skirts and flared lace-up trousers, as well as snake and cow prints on leather. The main colours are maroon, brown and Klein blue. Ornamental details, such as lucky charms and talismans, reinforce the good luck motif.

### **Sponsors and contributing firms of the 35th 080 Barcelona Fashion**

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), La Dama (partner restaurant) and Bastian Beach (partner 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 and awareness-raising, while promoting 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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