

080 Barcelona Fashion raises the curtain, as it consolidates its internationalisation and focuses on new talent on the catwalk

- **SIMORRA, EIKŌ AI, ESCORPION, LOLA CASADEMUNT BY MAITE and THE LABEL EDITION are the brands starring on the first day of the event**
- **The 35th edition promotes the internationalisation of local brands and highlights the economic weight of fashion**



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

Tuesday, 1 April 2025. - 080 Barcelona Fashion opens its doors after establishing itself as one of the main fashion platforms with an international scope. This event, which is promoted by the Generalitat de Catalunya and committed to innovation and creativity, drives the Catalan fashion sector on a national and international level.

This new edition stands out for a significant increase in the number of brands participating for the first time in the platform, as a result of its alluring international standing and values. Emerging designers and new talents will thus share the stage with established firms, which are fully aligned with the principles and commitments of 080 Barcelona Fashion.

This year's edition, which runs until 4 April, boasts a line-up of 24 proposals: 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, María Escoté, Rubearth, Simorra, The Label Edition and Txell Miras.

These are the designers and brands that have walked down the catwalk on the first day of 080 Barcelona Fashion: **SIMORRA, EIKŌ AI, ESCORPION, LOLA CASADEMUNT BY MAITE and THE LABEL EDITION.**

SIMORRA

SIMORRA, a brand that is committed to functional design based on the study of materials and shapes, while combining innovation and creativity, opened the 080 Barcelona Fashion catwalk with its new collection *"The Space Between"*.

Inspired by the Japanese "Ma" concept, the collection brings to the fore the beauty of empty spaces and their creative potential. It aims to explore the interplay between the visible and the suggested through techniques, such as overlapping, transparency and volume. Materials take centre stage with innovative fabrics, such as crinkled chiffon, geometric guipure and three-dimensional embroidery.



EIKŌ AI

The next brand to take to the catwalk was EIKŌ AI, a label that is once again present on this platform with its "*Gardener Mist*" collection, which takes us into a mysterious and surreal garden, where nature and imagination merge.

The collection captures the essence of a garden through floral prints in vibrant colours, animal prints and gradients that are inspired by dreamlike sunsets. The sophisticated and effortlessly chic silhouettes include references to the kimono, whereas the satin fabrics, transparencies and jacquards imbue the garments with lightness and elegance. The colour palette ranges from neutral shades to bright hues and pastels, which evoke the light and shadows of this botanical universe. "*Gardener Mist*" is an ode to the ethereal beauty and magic of gardens.



ESCORPION

In the early afternoon, it was ESCORPION's turn, an essential brand at 080 Barcelona Fashion. Escorpion was founded in 1929 and has established itself as an international benchmark in knitwear, which combines sophisticated design and a distinctive legacy in each collection.

This year, it presents "*Highlands*", a collection that reinterprets the essence of the Scottish Highlands by merging tradition and avant-garde. Knitwear takes centre stage in the collection with warm textures and handcrafted structures that evoke the Scottish landscape. Oversized dresses, reinvented tweed and leather garments round off a collection that strikes a balance between structure and fluidity with a wild and sophisticated spirit.

LOLA CASADEMUNT BY MAITE

Up next, the fashion show by LOLA CASADEMUNT BY MAITE, an iconic label on this fashion platform, was presented. With a track record of more than 40 years since Lola Casademunt founded it, it has now established itself as a benchmark in the design, manufacture and marketing of women's fashion and accessories.

LOLA CASADEMUNT BY MAITE is inspired by the sunsets on the cold beaches of Normandy for its Fall/Winter 2025–26 proposal, called *"Misty Coast"*. Black is the predominant colour, with bright touches of bougainvillea, green and sorbet pink. Silk, viscose and cool wool add sophistication and character to this bold and refined proposal.

THE LABEL EDITION

THE LABEL EDITION has brought this first day of 080 Barcelona Fashion to a close. The company was established at the beginning of 2019 by Véronique Von Siebenthal and Laura Johansson, two experts in luxury fashion and marketing, with the aim of creating a concept that focuses on trends, ethical fashion and timelessness.

"Rogue" is the name of the FW25/26 collection, a proposal that combines timeless elegance and the irreverent spirit of rock. Through its precise cuts and striking materials, the collection explores the tension between structure and fluidity, classicism and defiance.

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), Crimons (partner furniture supplier), 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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