

Press Release | Departament d'Empresa i Treball

## The 37th edition of 080 Barcelona Fashion arrives at Port Vell with 26 shows featuring established brands, international labels and emerging talents

- The director of the Consorci de Comerç, Artesania i Moda (CCAM), Moisés Rodríguez; the head of the Fashion Department and project manager of 080 Barcelona Fashion, Marta Coca; and the director of Indústries Creatives and the Disseny Hub Barcelona, Mireia Escobar; today presented the new features of this edition, which will take place from 14 to 17 April.
- The 37th edition of the event features new additions, such as Adolfo Domínguez, and the participation of international labels, such as Luar, Nazzal Studio and David Catalan.



*The director of the Consorci de Comerç, Artesania i Moda, the head of Fashion at the CCAM and project manager of 080 Barcelona Fashion and the director of Indústries Creatives and Disseny Hub Barcelona, alongside the designers and brands in attendance.*

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Wednesday, 25 March 2026.- The Departament d'Empresa i Treball, through the Consorci de Comerç, Artesania i Moda de Catalunya (CCAM), and Barcelona City Council today presented the main highlights of the 37th edition of 080 Barcelona Fashion, which will be held from 14 to 17 April on the Rambla del Rompeolas–Port Vell. Over four days, the event will host 26 fashion shows featuring established brands, international labels and new creative voices, which underpin the platform's standing as an international benchmark.

### **26 fashion shows: established brands, international labels and new talents**

The 37th edition of 080 Barcelona Fashion will host presentations by established brands, such as Custo Barcelona, Dominnico, Simorra and Escorpion, joined for the first time by the Adolfo Domínguez label. The schedule also features new emerging brands and the participation of international labels, such as Luar, Nazzal Studio and David Catalan, which underpin the platform's global reach and consolidate 080 Barcelona Fashion as an international benchmark.

The line-up includes the following labels: AAA Studio, Adolfo Dominguez, Benavente, Bibencia, Bolaño, Boulard, Carrieri, Coconutscankill, Custo Barcelona, David Catalan, Doblas, Dominnico, Eñaut, Escorpion, Guillermo Justicia, Habey Club, Luar, Maison Moonsieur, Nazzal Studio, Reparto, Rubearth, SKFK, Tania Marcial, Txell Miras, Victor von Schwarz and XVStrange.

“ 080 Barcelona Fashion showcases Catalonia's creative talent whilst attracting new international brands that are committed to the platform. “The Generalitat (Regional Government of Catalonia) will continue to work in order to ensure that Barcelona remains a global benchmark for design and creativity,” emphasised **Moisés Rodríguez, director of the CCAM.**

When presenting the new features, **Marta Coca, director of the CCAM's Fashion Department and project manager of 080 Barcelona Fashion,** explained that “the content of this edition bolsters the open nature of 080 Barcelona Fashion, an eclectic and revitalised platform. New international brands coexist with local talent, thus broadening the diversity and global outlook of the event.”

**Mireia Escobar, director of Indústries Creatives and the Disseny Hub Barcelona,** stated that "for Barcelona City Council, participating in 080

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Barcelona Fashion through the Strategic Fashion Plan means contributing to the project, while focusing on local talent and new ways of presenting fashion beyond the catwalk, as well as positioning Barcelona as a creativity hub and bringing fashion closer to the public.”

## **SIDE EVENTS**

### **Open Area**

Attendees will be able to enjoy the event via the Open Area, a free, open space within the platform's venue on the Rambla del Rompeolas-Port Vell, where the fashion shows will be screened live and side activities will be held.

### **080Spot\_Spain Gallery: talks, workshops and pop-ups**

Once again, Spain Gallery, the digital platform created by fashion influencer Paula Viana, and 080 Barcelona Fashion are joining forces to promote and raise the profile of designer fashion. The aim is to showcase the potential and creativity of Spanish brands, boosting their international standing and increasing their visibility.

This space aims to become a meeting point and place of interaction with the fashion- and brand-conscious audience. This edition will feature 21 brands (Alineo, Hune, Jane Bardot Tarti Tailored, María Ruiz, Better Late, Papi y Mami, Bico, Dimoni Studio, Etéme, Mané Mané, Cillán, Utahia, Maikarfi, Flama, Ma Gari, Paola Molet, Salazar Studio, Pringa Studio, Eaftimos, Caducifolium).

The venue will host the following activities:

- **Talks:** 15/4: The power of styling – identity, image and creative direction; 16/4: The art of styling – how to build a visual narrative; 17/4: Community-focused projects.
- **Workshops:** 14/4: Customise your bag with Alineo Studio x Hune; 15/4: Biomaterials with Caducifolium; 16/04: Fashion illustration with Joel Miñana and OLO; 17/04: Hair styling with Carla Paucar.

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In this edition, the 080Spot\_Spain Gallery will also feature pop-ups from participating brands, where attendees will be able to purchase products.

### **080 Beyond Crafts – a tribute to craftsmanship**

Artesania de Catalunya is organising 080 Beyond Crafts for the second time, a space for thought on the creative processes of present-day craftsmanship and its relationship with fashion and culture.

The second edition focuses on bags, while showcasing pieces that redefine this field and bring to the fore its conceptual and technical richness. The exhibition features the participation of artisans and craftspeople.

### **OFF: BFF Brands – Up Close**

Brands – Up Close offers a unique opportunity to get up close to the new creative voices on the local scene through the Barcelona Fashion Forward programme. At this event, the media will be able to discover first-hand the collections by Boulard, Guillermo Justicia, Rubearth and Tania Marcial, as well as engage in dialogue with their designers and understand their aesthetic identities.

The event will take place on 17 April 2026, at 1 p.m., at Los Tinglados, thus establishing itself as a space for direct connection between emerging talent and industry influencers within the framework of 080 Barcelona Fashion.

### **OFF: Designer fashion. European Designer Fashion Summit**

The European Designer Fashion International Days will turn Barcelona into a meeting point for the continent's leading figures in designer fashion. On 13 and 14 April, professionals, institutions and designers will gather at Los Tinglados to ponder on the industry's challenges and opportunities, in a setting that blends architectural heritage and modern vision.

Organised by the Spanish Fashion Designers' Association and the Spanish Fashion Academy Foundation, these conferences promote debate on identity, internationalisation and innovation within European fashion.

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## **OFF: Presentation of the report on the state of the fashion and leather industry in Catalonia**

As part of 080 Barcelona Fashion, on 17 April, at 10 a.m., there will be a presentation of the report produced by ACCIÓ, together with the MODACC cluster and the Barcelona Leather Cluster, to provide an update on the industry's economic impact and analyse the main trends, challenges and opportunities it offers.

### **OFF: 080 Barcelona Fashion Connect**

A new edition of 080 Barcelona Fashion Connect, the digital showroom that connects fashion brands with global buyers and agents. Launched in partnership with MODACC, this initiative enables actual business opportunities and bolsters the industry's presence in international markets.

With a proven track record of having already connected dozens of brands with hundreds of professionals from over 35 countries, this new edition remains committed to transforming visibility into strategic business partnerships within an increasingly competitive global context.

### **Sponsors and contributing firms of the 37th 080 Barcelona Fashion**

This edition of the event is supported by Ajuntament de Barcelona, in collaboration with Diputació de Barcelona and the support of five sponsors and eight contributing firms. Its sponsors are [Port Vell](#) and [Marina Vela](#) (official space), [MAC Cosmetics](#) (official make-up), [Wella](#) (official hairdresser) and [Hotel Me](#) (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), [Cointreau](#) (official liqueur), [La Dama](#) (official restaurant) [Corma](#) and [Jardinarium](#) (official live plants), [Agua NEA](#) (official water), [INCAVI](#) (official wine) and [La Roca Village](#) (official fashion destination).

### **080 BARCELONA FASHION**

080 Barcelona Fashion is a fashion platform that drives the transformation of the fashion industry in Catalonia, both nationally and internationally, through innovation and creativity.



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080 Barcelona Fashion also acts as a driving force for change and an awareness-raising element with regard to different values, such as sustainability, circularity and diversity in the fashion industry.

080 Barcelona Fashion provides a space for dialogue and reflection for designers and the industry to explore new ways of expressing themselves, consuming and interacting.

**For more information:** Equipo Singular

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