

Nota de premsa | Departament d'Empresa i Treball

080 Barcelona Fashion strengthens its international appeal with 26 shows by designers and brands

- The director of the Consorci de Comerç, Artesania i Moda (CCAM), Moisès Rodríguez; the commissioner for Promoció Econòmica, Comerç, Restauració i Pla de Moda at l'Ajuntament de Barcelona, Nadia Quevedo; and the head of the Fashion area and *project manager* of 080 Barcelona Fashion, Marta Coca, presented today the highlights of this edition, which will take place from 20 to 23 October at Marina Vela-Port Vell.
- The 38th edition will feature 26 shows, the fifth edition of 080 REBORN, and a wide-ranging programme of activities in the Open Area, including 080Spot_SpainGallery and 080_BeyondCrafts.
- As part of 080 Barcelona Fashion, l'Ajuntament de Barcelona presents PLEC, a new city platform for Barcelona's fashion culture, created within the framework of the Pla estratègic de moda 2025-30 to promote fashion culture throughout the city.

Wednesday, 30 September 2026.- The Departament d'Empresa i Treball, through the Consorci de Comerç, Artesania i Moda de Catalunya (CCAM), and l'Ajuntament de Barcelona today presented the 38th edition of 080 Barcelona Fashion, which will take place from 20 to 23 October at Marina Vela-Port Vell. The event will feature 26 shows by designers and brands, the fifth edition of 080 REBORN, and a parallel programme including 080Spot_SpainGallery and 080_BeyondCrafts. This edition will also feature PLEC-Barcelona Cultura de Moda, an initiative promoted by l'Ajuntament de Barcelona to bring fashion closer to citizens and strengthen its cultural dimension.

Nota de premsa | Departament d'Empresa i Treball



The director of the Consorci de Comerç, Artesania i Moda, la Marta Coca cap de moda del CCAM i project manager de 080 Barcelona Fashion and Nàdia Quevedo, comissionada de Promoció Econòmica, Comerç, Restauració i Pla de Moda de l'Ajuntament de Barcelona, with the designers, designers and brands in attendance.

More images [HERE](#)

26 shows: established brands, international labels and emerging talent

The line-up for the 38th edition includes, in alphabetical order, the following labels: 080 REBORN; 404 STUDIO; ACCEPTANCE LETTER; ALEIXANDRI STUDIO; ANTONIO ACUARIO; BENAVENTE; BIBENCIA; BOLTAD; COMPTE SPAIN; CRYPTA; CUSTO BARCELONA; DAVID CATALAN; DOMINNICO; ESCORPION; GAU; GUILLERMINA BAEZA; INMA LINARES; L'AMAR; LOUIS GABRIEL NOUCHI; NATHALIE CHANDLER; O'BARRET; OUTSIDERS DIVISION; PAT EQUILUZ; SKFK; SOHUMAN; SURKANA.

“080 Barcelona Fashion is experiencing one of its most attractive and international moments. It is the showcase that allows us to present a fashion scene that combines emerging talent, established brands and labels with international reach. At the same time, it reinforces the Government’s commitment to circularity, creativity and craftsmanship. And this is the best expression of a dynamic, innovative sector that is firmly rooted in the territory.” **Moisés Rodríguez, director of the Consorci de Comerç, Artesania i Moda**

Nota de premsa | Departament d'Empresa i Treball

“Barcelona has a strong creative tradition, its own distinctive scene, and both emerging and established talent that needs to be supported and positioned. With PLEC, what we want to do from l'Ajuntament de Barcelona is precisely that: highlight and connect all the disciplines we have in our city, its creative industries, and extend them across Barcelona. We want to make sure that the front row of fashion also belongs to the public.” **Nàdia Quevedo, commissioner for Promoció Econòmica, Comerç, Restauració i Pla de Moda at l'Ajuntament de Barcelona**

SHOW SCHEDULE**Tuesday, 20 October**

14H	080 REBORN
16H	SURKANA
17.30H	INMA LINARES
19.00H	SKFK
20.30H	CUSTO BARCELONA

Wednesday, 21 October

11H	GUILLERMINA BAEZA
12.30H	ESCORPION
14H	O'BARRET
16H	404 STUDIO
17.30H	NATHALIE CHANDLER
19H	ANTONIO ACUARIO
20.30H	DOMINNICO

Thursday, 22 October

11H	BIBENCIA
12.30H	ACCEPTANCE LETTER
14H	BENAVENTE
16H	GAU
17.30H	OUTSIDERS DIVISION
19H	COMPTE SPAIN

Nota de premsa | Departament d'Empresa i Treball

20.30H LOUIS GABRIEL NOUCHI

Friday, 23 October

11H	CRYPTA
12.30H	L'AMAR
14H	PAT EQUILUX
16H	SOHUMAN
17.30H	BOLTAD
19H	ALEIXANDRI STUDIO
20.30H	DAVID CATALÁN

Fifth edition of 080 REBORN

080 REBORN opens the show schedule. An initiative by 080 Barcelona Fashion that champions the value of second-hand clothing and promotes the reuse and treatment of textiles as tools to extend the life of garments. Developed in collaboration with Girbau LAB and l'Agència de Residus de Catalunya, and under the creative direction of Fermín&Gilles, it has established itself as one of the platform's most innovative proposals, demonstrating that circular fashion can also become a space for experimentation, creativity and contemporary expression.

The project has established itself as one of the runway's most distinctive initiatives, demonstrating the potential of upcycling and circular fashion as tools for innovation and creative expression. Over the course of its editions, 080 REBORN has presented collections created exclusively from garments recovered from second-hand shops, social organisations, vintage markets and textile reuse circuits. Each proposal develops its own conceptual universe and explores new aesthetic narratives, showing that circular fashion can go far beyond sustainability to become a contemporary and innovative language with a strong capacity for cultural transformation. In 2026, the initiative took another step forward in this journey with a retrospective at the Museu d'Art Modern de Tarragona, which reviewed the creative evolution and impact of 080 REBORN within the circular fashion landscape.

The NÒMADE collection, the centrepiece of the fifth edition of 080 REBORN, is based on the idea that garments also migrate. They change bodies, places and contexts over time, accumulating new experiences, uses and meanings. The proposal conceives clothing as a living, moving archive, capable of constantly transforming through the people who wear it and the stories it takes on at each new stage.

Nota de premsa | Departament d'Empresa i Treball

PARALLEL ACTIVITIES

Open Area

Attendees at 080 Barcelona Fashion will be able to enjoy the event in the Open Area, an open and free-access space within the platform, where the fashion shows will be broadcast live and parallel activities will take place.

080Spot_Spain Gallery: Talks, workshops and pop-up

Once again, 080 Barcelona Fashion and Spain Gallery renew their partnership with the aim of promoting and raising the profile of designer fashion. This space is designed as a meeting point and place for interaction with fashion and brand enthusiasts, where attendees will also be able to purchase products.

This edition will bring together around twenty independent clothing, accessory and fashion brands, all sharing a common commitment to designer fashion, craftsmanship and local production. BICO, Victoria Hidalgo, Jane Bardot, Ruinas, Maria Ruiz, House of Hedra, Rafaela Knitwear, Erax, Callnak, Auvrey and Toda Frágil are among the brands taking part.

The space will host the following activities:

- **Talks:** 21/10: Fashion on social media with Aritz Larrabe; 22/10: Creating content for brands on social media with Alfredo Perezzi; and 23/10: AI campaigns with Adrián Marcos, Director of Dazzle.
- **Workshops:** 20/10: Create your own brand and customise your scarf with ERAX; 21/10: Experimental textiles workshop with Raquel Buj; 22/10: Visual art applied to fashion with Tomás Jaramillo; and 23/10: Glass jewellery workshop with Toda Frágil.

080_BeyondCrafts, a tribute to craftsmanship

080 Barcelona Fashion, in partnership with Artesania Catalunya, presents 080_BeyondCrafts for the second time, a space for reflection on the creative processes of contemporary craftsmanship and its relationship with fashion and culture.

In this edition, 080_BeyondCrafts: *Ceci n'est pas une sabata* focuses on footwear as a territory for artisanal exploration. From the traditional espadrille to Goodyear construction, from handmade and made-to-measure shoes to digital manufacturing, the selected pieces span almost a century of craftsmanship and show how contemporary artisans reinterpret footwear from new perspectives: recovering ancestral knowledge, researching materials, questioning form and expanding the boundaries of technique.

Nota de premsa | Departament d'Empresa i Treball

The exhibition brings together a selection of artisanal brands: Aftersoniccc, Aldanondoyfdez, Ball Pagès, Castañer, Evarist Bertran, La Manual Alpargatera, Mates, Norman Vilalta and Roig Vilaró, curated by Fermín&Gilles. These labels show how artisanal tradition continues to evolve and engage with contemporary creativity. The project features Biel Capllonch as art director.

080 REBORN installation

In the Open Area, visitors will be able to discover the 080 REBORN installation, a proposal that traces the evolution of this pioneering circular fashion project promoted by 080 Barcelona Fashion, Girbau LAB and l'Agència de Residus de Catalunya, under the creative direction of Fermín&Gilles.

The installation offers a journey through the creative universes that have shaped previous editions of the project, from *Segona vida* (2022), which gave a new opportunity to garments recovered from second-hand shops and waste-sorting plants, to proposals focused on denim *upcycling*, inspiration from counterculture movements, and the reinterpretation of literary and aesthetic imaginaries from different periods. Through this retrospective perspective, 080 REBORN highlights how circular fashion can go beyond sustainability to become a tool for innovation, creative expression and cultural transformation.

Bringing fashion closer to the city with PLEC · Barcelona Cultura de Moda

As part of 080 Barcelona Fashion, l'Ajuntament de Barcelona presents **PLEC**, a new city platform for Barcelona's fashion culture, created within the framework of the Pla estratègic de moda 2025-30 to promote fashion culture throughout the city.

PLEC was created to strengthen fashion as a cultural, creative and civic infrastructure, broadening the perspective beyond the runway and connecting it with Barcelona's cultural life.

With this objective, **it will launch this October as part of 080 Barcelona Fashion with two initiatives across the city: PLEC- Barcelona Cultura de la Moda vol.1, as a fashion festival, and PLEC la 080 en pantalla, as an audiovisual initiative to bring fashion to all citizens.**

Nota de premsa | Departament d'Empresa i Treball

PLEC · BARCELONA CULTURA DE MODA · VOL. 1

PLEC · Barcelona Cultura de Moda · Vol. 1 offers an experience combining **image, publishing, music, art, performance and conversation**, with a special focus on Barcelona's fashion publishing tradition and new forms of contemporary creation. To this end, on **21 and 22 October, from 6 pm to midnight**, the Tinglados del Port Vell will become a meeting space centred on Barcelona's fashion culture. The programme, curated by **Francesca Tur**, futures analyst, communicator and creative consultant, brings together established and emerging professionals and creators from the city in a proposal conceived specifically for PLEC.

The starting point will be "**ACTIVACIÓ D'ARXIU 3.137**", an installation curated by **Luis Venegas** that opens up his archive to explore the relationship between Barcelona and fashion through publications and editorial culture.

Over the two days, PLEC will present a varied programme bringing together **conversations, music, performative actions and other artistic proposals**, creating a dialogue between different generations and disciplines within Barcelona's contemporary culture.

On 21 October, from 6 pm to midnight, two conversations led by curator Francesca Tur will take place: *Les revistes molt abans de l'scroll*, with Yolanda Muelas and Edu García Llamas; and *Barcelona com a escenari*, with Daniel Riera and Luis Venegas. There will also be a performance by Mabel Olea and *Freqüència Comtal*, with DJ Bengala.

On 22 October, at the same time, there will be a live **RADIO NOIA** podcast with Mar Vallverdú + **VESTIR SANTES** with Rita Rakosnik, a performance by Nicasio Torres and *Muerte a la norma*, and a live performance by SVSTO and DJ Miqui Puig.

Nota de premsa | Departament d'Empresa i Treball

PLEC · LA 080 EN PANTALLA

As PLEC's second major initiative, during 080 Barcelona Fashion, a trailer fitted with a screen will bring the fashion shows to different locations across Barcelona so that fashion can also be seen, shared and experienced in the streets. Based on the premise that fashion is also part of the city's culture and that, with PLEC, the front row also belongs to citizens, this initiative is supported by FEED DOC, sharing a vision of fashion as visual culture and as a space for generating new conversations and experiences. It will be broadcast live at different locations:

- **Plaça de Can Fabra (Fabra i Coats) - Sant Andreu:** 20 October, from 4 pm to 9.30 pm. Streaming with stage and talk.
- **Plaça de les Glòries - Sant Martí (around Disseny Hub Barcelona):** 21 October, from 12 pm to 9.30 pm. Streaming only.
- **Plaça del Mar - la Barceloneta-Port Vell:** 080 BFW takes place at Marina Vela del Port Vell. 22 October, from 12 pm to 9.30 pm. Streaming only.
- **Plaça Comercial al Born-Ciutat Vella:** 23 October, from 12 pm to 9.30 pm. Streaming with stage and talk.

TEXMEETING BY TEXFOR 2026: The industry in agent mode

TexMeeting By Texfor 2026 aims to offer a practical and forward-looking perspective on the opportunities that this new generation of artificial intelligence opens up for the sector. The event will provide insight into how agentic AI can transform processes, streamline decision-making, improve coordination between departments, and encourage more efficient, connected and adaptable ways of working. It will also address the conditions required for its responsible implementation: data quality and availability, technological integration, security, human oversight, accountability and the evolution of professional profiles.

Texfor's annual event, which forms part of the official 080 Barcelona Fashion Week programme, will take place on 21 October 2026, from 10 am to 1 pm, at the Mirador building. The different sessions will combine specialised knowledge, experiences of applying agentic AI in industrial environments, and the perspectives of professionals and companies from the textile sector.

Nota de premsa | Departament d'Empresa i Treball

Sponsors and collaborators of the 38th edition of 080 Barcelona Fashion

This edition of the event is supported by l'Ajuntament de Barcelona, with the collaboration of the Diputació de Barcelona, and backed by 7 sponsors and 10 collaborators. The sponsors are [Port Vell](#) and [Marina Vela](#) (official venue), [MAC Cosmetics](#) (official makeup partner), [Wella](#) (official hair partner), [Hotel Me](#) (official hotel), [EBRO](#) (Official Mobility Partner) and [Losberger De Boer](#) (temporary architecture).

As for the collaborators, the brands taking part in this edition are: [Thuya Professional Line](#) (official manicure partner), [Rowenta](#) (official ironing and sanitisation partner), [Cointreau](#) (official liqueur), [La Dama](#) (official restaurant), [Corma](#) and [Jardinarium](#) (official live plants), [Aqua Service](#) (official water), [Born Rosé Barcelona](#) (official wine) and [Vermut Miró](#) (official vermouth), [Girbau Lab](#) (collaborator of the Reborn show) and [Agència de residus de Catalunya](#) (collaborator of the Reborn show).

080 BARCELONA FASHION

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

080 Barcelona Fashion also acts as a driver of change and a platform for raising awareness of different values, such as sustainability, circularity and diversity within the fashion industry.

080 Barcelona Fashion offers a space for dialogue and reflection for creators and the industry, encouraging the exploration of new ways of expressing, consuming and connecting.