

Catalonia Regional Council
**Department of Innovation,
Universities and Enterprise**
Press Office

Press Release

The fifth edition of 080 Barcelona Fashion opens on January 26 the fashion week in the capital of Catalonia.

- Over three days, a total of 18 designers will present their proposals for the Autumn/Winter 10-11 season on the catwalk of the independent fashion competition promoted by the Catalonia Regional Council's Department of Innovation, Universities and Enterprise. In addition to the schedule of fashion shows, the next edition of *080 Barcelona Fashion* will include 50 collections presented in the showroom of 080 Barcelona Fashion.
- The third edition of the 080 BARCELONA FASHION AWARD for the best collection will be bestowed by an international jury to a designer chosen among the designers on the catwalk. The best Men collection will be awarded a prize of 10,000\$ and the best Women collection a prize of 10,000 \$.
- The event will be sponsored by 16 private firms, including 4 main sponsors, La Roca Village, Hotel 1898, Nissan and Atrezzo and 12 collaborating firms: MAC, Grupo Julià, Sterorent, Alterna&Marcel, Sutton Club 02 Pedralbes, MUJI, DEDON, Le Book, Nespresso, Lay's Gourmet and Heineken.

Wednesday, January 13 2010 - The fifth edition of *080 Barcelona Fashion* Fashion opens in the capital of Catalonia capital on Tuesday, January 26 at the Fira Barcelona. Over three days, a total of 18 designers will present their proposals for the Autumn/Winter 10-11 season on the catwalk of the independent fashion competition promoted by the Catalonia Regional Council's Department of Innovation, Universities and Enterprise. In addition to the schedule of fashion shows, the next edition of *080 Barcelona Fashion* will include 50 collections presented in the showroom of 080 Barcelona Fashion. The third edition of the 080 BARCELONA FASHION AWARD for the best collection will be bestowed by an international jury to a designer chosen among the designers on the catwalk. The best Men collection will be awarded a prize of 10,000\$ and the best Women collection a prize of 10,000\$.

The *080 Barcelona Fashion* – one of the initiatives included in the Fashion Promotion Plan 2007-2010 of the Department of Innovation, Universities and Enterprise of the Catalonia Regional Council - aims from edition 0 held in July 2007, to be an international reference for independent fashion and design, and to make the capital of Catalonia a compulsory rendez-vous on the fashion circuit.

080 Barcelona Fashion shows

The designers selected by the jury to participate in the *080 Barcelona Fashion* catwalk schedule are (in alphabetical order) the following:

à **BIBIAN BLUE**: first trained as a graphic designer, this designer studied fashion at the Barcelona International Academy of Fashion and trained as a make-up artist at the Stick Art Studio. Her career as a fashion designer began in 2000 with her first collection, establishing her reputation in the European underground scene. She participated in several fashion competitions in London, Paris and Barcelona. In 2001 she opened her showroom in the centre of Barcelona. Today, there are several points of sale across Spain and Europe and an online store. And since October 2007 she has an atelier-boutique in the centre of Barcelona.

Her style is based on a *vintage* retro and *burlesque* look mixed with the latest avant-garde trends, with the *corset* as her showpiece. Bibian Blue was publicized in various media such as *Woman*, *H*, *Neor El País*, and in television shows like "La Sexta", "Antena 3" or "TV3", she was the subject of interviews and reports. Entitled "Lacing Glamour", the first photography book on her creations was published in November 2009 by Norma editorial. Among her clients, the guitarist of the British band The Cure, Paul Thompson, and other bands from Catalonia such as OBK or Catpeople OBK, plus several artists from OT television show.

www.bibianblue.com

à **CARDONA BONACHE**: a Spanish brand of prêt-à-porter founded in 2008 in Barcelona by the designers Victor Cardona and Israel Frutos Bonache. Their previous experiences include their stay in Antwerp and their work in textile R & D laboratories. Their style is defined as classical, with minimalism references in their collections, and has an elegant simplicity and a specific creativity. Their work is focused on a concept that each collection structures transversely. From their references, Cardona Bonache have inherited an accurate *know-how*: a careful attention to details and a rigorous technique, reflecting their passion for the craft of dressmaking and tailoring. As a brand, Cardona Bonache has a great respect for its roots and the Spanish tradition, and mixes it with irony and surrealism.

www.cardonabonache.com

à **CELIA VELA**: this Catalan designer began her career in the mid 90s, presenting

her collection at the first MerkaFAD in 1994. A year later, she opened her first store in Figueras. In 1996, she collaborated with the Coty-Astor company in creating a model inspired by the fragrance "Prêt-à- porter", and a year later, she launched her first collection of household linen. In 1998, she successfully entered the Japanese market. And in 2000, she was chosen by the Lucky Strike brand for its advertising campaign. In 2003, she presented her work on the French market and soon after launched her first children collection. In 2007, she opened a permanent space in Tokyo, in the Ginza East Building. Her relationship with Japan remain very strong and in 2008 she designed and made uniforms for the Japanese Pavilion of Expo Zaragoza 2008.

www.celiavela.com

à**CROMMORC SL:** this firm is the result of the union and Rosa Carolina Caralt and Rosa Tharrats, winner of the Catalan emerging designers award in July 2007 and Bread & Butter Tour Design award in March 2008. Crommore was born in Barcelona in 2007 as a living concept merging from contemporary society. This multidisciplinary brand presents fashion as entertainment, an alternative to the system for men and women.

Emotion, fusion, ambiguity, nomadism and transformation: from a piece of clothing, you can create more than one by playing with it. The artistic part and the positioning of the brand are present in each collection, through a profound research into prints, mix of materials, finishes and special features, that give identifying elements to each collection.

They presented their collections at the Datys Press in Berlin, at the Showroom & catwalk of Dalían in China, at the Ego Cibeles and at 080 Barcelona Fashion.

www.crommore.com

à**HEAL:** The name of the brand Heal is the contraction of Hervé and Alice, who started in the fashion world 10 years ago. Alice studied Fine Arts, while Hervé worked as a photographer. Thanks to a long experience in searching for new and innovative materials for the major Haute Couture houses in Paris, they decided in 2009 to launch their own brand. The collection they will present is inspired by the deep animal substance of the human. The designers play with the similarities between the human body, the animal, and organic substances. In fact, one of their sources of inspiration was Michel Gondry's film, "The Human Nature."

à**JAN JU MES:** Jan Zamora and Alfonso Peña are the designers of this menswear brand based in Barcelona. They claim the revision of tailoring as the basis of their work, adapting it to their taste for austerity and darkness. They have participated in the Gaudi Fashion show (Barcelona), the Abierta fashion show (Murcia), the Noovo Festival (Santiago de Compostela), the 080 Barcelona Fashion and the Cibeles Madrid Fashion Week. They also were finalists of the "Gen Art Styles" 2007, of the "International Design Competition" in New York and were among the 5 winners of the "Design am Rhein 2009" in Düsseldorf.

They also presented their collections at international fairs and showrooms such as:

Rendez-Vous Homme Paris, Projekt Galerie in Berlin and Showroom Romeo in Paris. They will present their 2010-11 autumn/winter at Tranoï Homme from January 22 to 24 2010. They appeared in the press in magazines such as: Dazed & Confused (Japan), Surface (New York), MetroPop (Los Angeles), Kult Magazine (Italy), Neo2 (Spain), B-guided (Spain), Tendencias (Spain) Time-out (Barcelona and Tel Aviv), Collezioni Uomo (Italy), among others.

www.janiumes.com

à **JUAN ANTONIO ÁVALOS**: this young designer from Barcelona has already won several awards such as the first prize of "Your style, your studio" by L'Oréal Paris in 2006, and one of the awards for the Best Graduation Collection at the Felicidad Duce school in 2007. He worked as an assistant for the designer Antonio Miró in 2007 – for his men collection – and for the designers Bernhard Willhelm and Thomas Engel Hart in Paris, in 2008. In January 2009 he presented his first collection with his own brand and in September this year he showed his work for the first time in 080 Barcelona Fashion. His models are based on the concept of classic masculine *sportwear*.

www.juanantonioavalos.com

à **KARLOTALASPALAS**: this designer began her studies at the School of Fine Arts and Craft in Pamplona and pursued at the Escuela Superior de Diseño y Moda Felicidad Duce, where she graduated in 2008. She completed her training with courses in printing, designing and hat design among others. As for her experience, she worked with designers Boris Bidjan and Manuel Bolaño and in 2008 she created her first collection for her own brand. Since then she participated in fashion shows such as *Pasarela Abierta* in Murcia (where she won the prize for best collection in 2008), *Creamoda* in Bilbao (where she won the prize for best men collection), *ModaFAD* (where she received a special mention); the *Mittelmoda* in Italy (where she was a finalist for the Levi's prize), *Createurope* in Berlin and *Ego Cibeles*.

www.karlotalaspalas.com

à **KRIZIA ROBUSTELLA** : she studied fashion design at Felicidad Duce and specialized in hat design. As for her experience, she collaborated with the companies Norma Little and Konrad Muhr on different projects. She participated in several editions of *MerkaFAD* and was selected to participate in the 2007 and 2008 fashion shows "Ego Cibeles" and won the first prize in *Creamoda* competition in 2006, among others.

Self-defined as "Sport Deluxe", Krizia Robustella takes as a reference the sportswear of recent decades to create a universe where casual merges with luxury and where luxury goes through fabrics and shapes that were until now relegated to formal fashion. Krizia Robustella is the favorite brand of risky, eccentric and nonconformist people from night and day. People yearning to express their individuality through their attire, without fear of mixing styles and following fashion in their own way.

www.kriziarobustella.com

à **MANUEL BOLAÑO** : This designer, born in Barcelona but raised in Galicia, moved again in 2002 in the capital of Catalonia to study at the School of Design and Fashion Felicidad Duce in Barcelona. After working for some time with the Mango design team, Bolaño decided to launch his own collection.

In 2007 he won the prize for best collection of his class at Bread & Butter Barcelona, he participated in the fashion show Abierta de Murcia and won several prizes in the competitions of Young Designers of Madrid, of the Noovo Festival of Santiago de Compostela. In September 2008, his first collection "Widows" was presented at 080 Barcelona Fashion. In March 2009 he presented his collection "Peliqueiros" at 080 Barcelona Fashion and at Rendez-Vous Femme Paris. In September of 2009 he showed his third collection "Canela en Rama" at the fourth edition of 080 Barcelona Fashion.

www.manuelbolaño.com

à **MARTIN LAMOTHE**: The designer Elena Martin, creator of the brand, attracted to fashion and architecture, graduated from the main fashion school of Barcelona, ATM, with a First Class Honorary at the University of Southampton, UK, while studying art history at the University of Barcelona. Aged 20, she was the youngest student admitted at the prestigious Central Saint Martins in London, where she graduated in the Master of Fashion. Her first collection as a student was published in magazines such as Self Service and Internacional Textiles. She was the assistant of great designers like Alexander McQueen and Vivienne Westwood, and worked for Markus Constable and RL. She also worked with Mr. Jones as a stylist for artists like Kylie Minogue and Howie B among others, and dedicated herself to creating clothing for musicals, theatre and experimental cinema from the famous scene of London East End.

Back in Barcelona, she assumes the design direction of the brand Miró Jeans. In 2006, she creates her own brand Martin Lamothe which is based on a colourful graphic universe of her own. She began to give lectures and seminars in different design universities and resumed her job as a *coolhunter* for international companies. A year later she launches her unisex collection "Martin Lamothe Goes Unisex." The mark strengthened its international with sales points in Japan, Korea, USA and Europe. Similarly, her brand is noticed in her artistic collaborations in the film "Three Stories" with Daniel Sannwald during the Paris Fashion Week, and in a report for Metal magazine by Javier Tles, among others.

www.martinlamothe.com

à **MIRIAM PONSÀ** : this Catalan designer born in Manresa graduated in Fashion Design at the University of Southampton (United Kingdom), and later specialized in "Knitting Design and Techniques" in Igualada. Born in a family with an ancient textile tradition that goes back to the early nineteenth century when her great-grandmother created the PONSÀ factory specialized in the manufacture of cotton ribbons for sandals. This is where the designer installed her workshop.

She owns two stores in Barcelona, in the Bome and Raval neighbourhoods. Among the markets where she sells their pieces are Japan, the Netherlands, USA, Norway,

France, Luxembourg, Denmark, Italy and Saudi Arabia. Her collections are present in major international fairs, such as the International Fashion Fair of Tokyo, the Prêt-à-porter and the Workshop in Paris, and the Prestige Showroom (Dubai World Centre) in the United Arab Emirates. She participated in several editions of *080 Barcelona Fashion*, as well as other initiatives of the Fashion Support Plan 2007-2010. The brand is recognized for its delicate pattern work and its combination of fabrics. The designer gives great importance to the study of new techniques to achieve unique textures and finishes.

à **MONTSE LIARTE**: Montse Liarte graduated in fashion design at BAU School. The designer worked with the designer Lutz Paris and Elisa Amman, in carrying out collections for the brand Desigual. As for awards, she won the Gilles Rosier Paris Prize in 2007 for best collection. In early 2009 she launched her own brand. She has already presented her own collection at *080 Barcelona Fashion*.

www.montseliarte.com

à **STEFANIA BORRAS** : Born in Mallorca in 1982, she began her training in her native city of Palma and finally graduated in Barcelona, at the ESDI University Ramon Llull. She completed her training with courses in communicationn fashion psychology and footwear design. As for her career, this young designer collaborated with Antonio Miró and later for the brand Burberry Spain, then as a designer and head of the Women department for Marithé Francois Girbaud in Spain, until he won the Catalonia Emerging Designers prize in 2007. Since then, she has already presented four collections with her own brand, and most recently in the context of the forthcoming fifth edition of *080 Barcelona Fashion*. wwww.stefaniaborras.com

à **SONGZIO**: Songzio is one of the leading fashion brands for men in Korea. Their collections are known for their refined avant-garde style, resulting from their modernity, their originality and good tailoring. They presented their collections in Paris and sell their clothes all over the world. The collection the brand will present exemplifies its identity: aspiration, desire and ambition. It distinguishes itself with its personal touch characterized by visual and graphic elements that are emphasizes by voluminous but slim silhouettes.

www.songzio.com

à **TIM HAMILTON**: the designer Tim Hamilton launched his brand in 2007. Originally conceived as a brand of clothing for men, in 2009 he also included collections for women. Currently, the company's clothes are sold in prestigious stores worldwide such as Bergdorf Goodman and IF Boutique in New York, Brown's in London, 10Corso in Seoul, and United Arrows in Tokyo.

www.timhamilton.com

à **TRAMANDO** : the Argentinian designer Martin Churba, the soul of the brand, began his career in the fashion world 10 years ago as a photographer: he created

collages which he transformed into prints. In the late 90s, he revolutionized the design world with the recreational use of fabrics. Martin Churba launched Tramando in 2003 as a multidisciplinary project about the design world which turns fabrics into products. Since then he is established around the world and his collections are sold worldwide in countries like France, Italy, USA and Japan, among others.

www.tramando.com

àYESHOP INHOUSE (YIORGOS ELEFThERIADES): Since the beginning of his career, this Greek designer has created more than forty collections for women and over twenty collections for men, that he presented in Athens, Paris, London, Milan, Berlin and Barcelona. Inspired by his love for classical forms and the search for contemporary elegance, Eleftheriades wishes to create a real alternative to the street style with interesting shapes and tailoring, and with experimental combinations of fabrics and textures. This designer likes to mix materials – mat and shiny, high-technology and retro, masculine and feminine, luxury and practicality. The main quality of his perception of design is its transeasonal timelessness.

In 2007 he made his debut with his diffusion line "College Social" in collaboration with Shop&Trade, one of the largest companies in the world of major brands.

Previously, in 1994, he worked as a creation director for the Greek company Grecotel. Concurrently, he collaborated for years with some of the most important directors and actors from Greece and designed costumes for theatre. Very conscious of the environment, he has always used "ecofriendly" materials and textiles. He presented his collections in previous editions of *080 Barcelona Fashion*. His work was shown in various specialized media such as Numero Homme, Mixed, Soon, Harper's Bazaar, Japan, Metal, Zoo Magazine, Amusement, Gad Japan, Glamour and Citizen K, among others.

www.yiorgoseleftheriades.com

Sponsorship: 16 companies support the contest

The event, sponsored by the Department of Innovation, Universities and Enterprise, also has for this fifth edition several private sponsors. Pending closing negotiations, there is a total of 16 corporate sponsors who will be collaborating with the *080 Barcelona Fashion*.

The **sponsors** of this edition are:

La Roca Village

Hotel 1898

Nissan

Atrezzo

The **collaborating firms** are:

MAC (Makeup)

Julià Tours

Stereorent
Alterna&Marcel
Sutton Club
O2Wellness
MUJI
DEDON
Le Book
Nespresso
Lays Gourmet
Heineken