



080 BARCELONA FASHION SHOWROOM



080 Barcelona Fashion Showroom

080 Barcelona Fashion is an international runway show which presents, each season, collections of more than 30 brands and designers from Catalonia (north-east of Spain). More than 40,000 professionals and 500 accredited media from around the world take part in each edition.

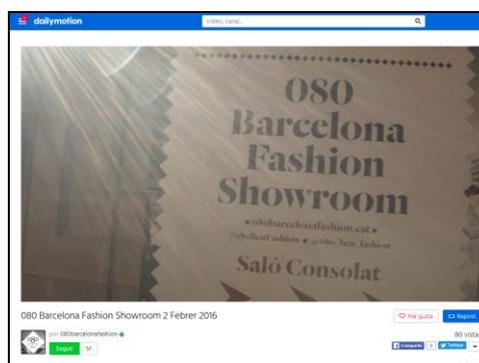
During the last editions, as a novelty, an ephemeral showroom was incorporated, where the brands participating in the 080 Barcelona Fashion as well as collections from many other prestigious brands showed their collections. In total, more than 25 Catalan brands participated in this new event of a commercial nature.

To organize this event, the Government of Catalonia commissioned the Catalan Fashion Cluster (Modacc) all the research, selection and invitation of international buyers, as well as the attraction of the exhibitors and the organization of the agendas between buyers and exhibitors

080 Barcelona Fashion Showroom has hosted during all its last editions fifty-one international buyers from different countries such as the USA, Canada, Korea, Chile, Qatar, Colombia, Dubai, Germany, Italy, Denmark and Croatia among others.

The brands participating in the different editions considered the initiative to be extremely positive since it allowed them to meet with decision-makers in international purchases, complementing the brand catwalks with the products' commercial presentation within the showroom. The sum of the fashion show and the showroom has created a commercial springboard for the exhibitor brands, and has strengthened its international promotion. Among Catalan companies that have exhibited their product there are brands such as Punto Blanco, Yerse, Escorpion Studio Barcelona, Wom & Now, Cóndor, Torras, Naulover, Guasch, Bóboli, Aldo Martins, Avet and Massana.

The different international buyers invited to Barcelona by the Catalan Fashion Cluster (MODACC) have praised the location of the catwalk, the quality and creativity of the brands that parade at 080 Barcelona Fashion and the organization and format of the 080 Barcelona Fashion Showroom. Many have expressed their interest to return to Barcelona during the next season to deepen relations with Catalan brands.



Images: Catalan fashion promotion spaces





Brands Exhibitors

Relation of exhibitor brands participating on the different 080 Barcelona Fashion Showroom editions.

080 BCN FASHION SHOWROOM 2016	
MARCA	WEB
DIKTONS	www.diktons.com
LOA by LIDIA AGUILERA	www.loa.eu.com
RITA ROW	www.ritarow.com
SITA MURT	www.sitamurt.com
ALDOMARTINS	www.aldomartins.com
SSIC AND PAUL	www.ssicandpaul.com
ES COLLECTION	www.escollection.es
MESSCALINO	www.messcalino.es
GUASCH BARCELONA	www.guasch.es
YERSE	www.yerse.com
WOM & NOW	www.womandnow.com
ESCORPION ESTUDIO BARCELONA	www.escorpion.com
MASSANA BARCELONA	www.massana.es
BOBOLI	www.boboli.es
CND by Cónдор	www.condor.es
RESET PRIORITY	www.resetpriority.com
RED POINT	www.redpoint.es
TEXTIL ELTEX	www.annizzia.com
STJOR	www.stjor.com/en
DO IT ORIGINAL	www.doitoriginal.com
TORRAS	www.torras.com/es
CARLOMAGNO	www.calcetesincarlomagno.com
BCN BRAND	www.bcnbrand.com/en
PUNTO BLANCO	www.puntoblanco.com
NAUOVER	www.nauover.com
SURKANA	www.surkana.com
MARIA VERAS	www.maluvimoda.com
REFERENDUM	www.referendumwear.com/en
GUITARE	www.guitare.es/?lang=en
EDGAR CARRASCAL	www.edgarcarrascal.com
TERESA LOPERA	www.teresalopera.com
SMASH	www.smash-wear.com
SET AVET	www.avet-set.com
ESTER FERRANDO	www.esterferrando.com
LOLA CASADEMUNT	www.lolacasademunt.com
LINN BY DIACAR	www.linnworld.com



Modacc

The Catalan Fashion Cluster (Modacc) is a non-profit organization that integrates more than 130 companies that develop their activity around the fashion business in Catalonia. The cluster promotes the competitiveness of the fashion ecosystem through individual and collective initiatives of added value oriented to the companies of the sector. The values that define Modacc are: research for knowledge, cooperation and dynamism between companies and individuals from the cluster.

The main purpose of the organization is to promote cooperation between companies and professionals, promoting internationalization services and initiatives, networking, training, research, development and innovation, as well as any other competitive improvement oriented initiative. Modacc has commercial presence in USA, Asia, Scandinavia and South America.

The 130 companies that are currently part of the cluster generate an aggregate turnover of 1.5 billion euros, have commercial presence in more than 200 countries and employ more than 5,000 professionals.

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