PRESS RELEASE

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Four MODACC member brands walk the runway at the opening of the 35th edition of 080 Barcelona Fashion Week

- *On the first day of 080 Barcelona Fashion Week, SIMORRA, ESCORPION, LOLA CASADEMUNT BY MAITE, and THE LABEL EDITION took to the runway.*

The 35th edition of 080 Barcelona Fashion Week kicked off strongly at the Sant Pau Modernist Complex. Companies affiliated with the Catalan Fashion Cluster – MODACC – played a prominent role, being in charge of opening the fashion week. The event, organized by the Government of Catalonia, is firmly established as a platform for international projection for companies in the sector.

SIMORRA, ESCORPION, LOLA CASADEMUNT by Maite, and THE LABEL EDITION were the main brands of the first day, showcasing collections that blend design, creativity, and cutting-edge fabrics.

The opening show was led by SIMORRA, presenting The Space Between, a collection inspired by the Japanese concept of "Ma", which invites a rethinking of space and form from an artistic and contemporary perspective. The collection stood out for its use of innovative fabrics and delicate construction, reinforcing the brand's commitment to design with added value.

ESCORPION took to the runway with Highlands, an autumn-winter collection inspired by the landscapes of Scotland. With knitwear as the central theme, the brand demonstrated its ability to evolve from textile craftsmanship—one of the most significant assets of Catalonia's industrial tradition.

In the afternoon, LOLA CASADEMUNT by Maite presented Misty Coast, a women's collection with strong visual and chromatic elements, inspired by sunsets on the coast of Normandy. With a sophisticated and timeless aesthetic, the brand reaffirmed its position as a benchmark in Barcelona fashion with a distinct identity.

Closing the day, The Label Edition opted for a collection titled Rogue, marked by the tension between the classic and the disruptive. With a contemporary vision,

the brand delivered structured, minimalist garments that emphasize the power of detail and the quality of materials.

From the Catalan Fashion Cluster (MODACC), the explosion of creativity on the runway is viewed very positively, as it reflects the diversity of profiles coexisting within Catalonia's fashion ecosystem—from industrial heritage to material innovation in fabrics, structures, and styling.

"Fashion is culture, it's society, and it's also business. The runway is an ideal meeting point between these three worlds that fashion represents," said David García, director of the Cluster.