MODACC

PRESS RELEASE
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080 FASHION CONNECT COMMERCIAL EVENT HELD, ORGANIZED BY THE MODACC CLUSTER

More than 150 international buyers take part in 080 Barcelona Fashion Connect to discover around twenty Catalan brands

The digital event, organized by MODACC, has connected around twenty Catalan fashion brands with agents, distributors, buyers, and e-commerce partners from around the world.

This Tuesday, 080 Barcelona Fashion Connect held a new edition, bringing together more than 150 international professionals in a digital event aimed at generating new business connections and opportunities for Catalan fashion brands.

Organized by the Catalan Fashion Cluster (MODACC), 080 Barcelona Fashion Connect is a digital platform designed to showcase a curated selection of brands from Barcelona and Catalonia to agents, distributors, buyers, and e-commerce partners worldwide. The event specifically targets professionals from both physical retail and online channels who are interested in building new commercial relationships and identifying business opportunities.

Throughout the day, around twenty brands presented their creative universe, positioning, and key differentiating factors live to an international audience of buyers. In addition to the presentations, the event included speed dating sessions and direct conversations between brands and professionals, aimed at fostering connections and exploring potential commercial collaborations.

The participating brands in this edition were Escorpion, MIiCA, SKFK, TWOTHIRDS, Mus&Bombon, ALÚ ALÚ, Perpetummobile, Halfen House, Wildflowers, Saye, Acceptance Letter, JOPLIN ATELIER, DE LA ROSA-SPAIN, BOULARD BARCELONA, DOCOR, AQVA Swimwear, AVET / SET, Punto Blanco, and VANIA — all companies committed to the international projection of fashion created in Catalonia.

The event was hosted by Clara N. Solé from the MODACC communications team. The institutional opening was delivered by Marta Angerri, Director General of Commerce of the Government of Catalonia, who highlighted the diversity and talent of the Catalan

fashion industry, combining creativity and innovation with a strong commitment to sustainability and responsible production. Angerri stated: “events such as 080 Barcelona Fashion Connect help our brands enter new markets and strengthen international collaboration.”

The closing session was led by David García, Director of the MODACC Cluster, who gave a very positive assessment of the ninth edition of the event, noting the participation of many new brands and companies with strong industrial capabilities.

As in previous editions, the 080 Barcelona Fashion Connect platform will remain active for one month, allowing international buyers and professionals to continue exploring brand content and establishing new business contacts beyond the live event.

About MODACC

The Catalan Fashion Cluster (MODACC) is a non-profit organization that brings together nearly 150 companies operating across the fashion value chain in Catalonia, representing 10,000 employees and a combined turnover of €3.8 billion. MODACC provides a range of tools to support the competitive development of companies within the Catalan fashion ecosystem, particularly in the areas of innovation, internationalization, and circular economy, and organizes numerous networking activities to foster business opportunities among its members.

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