NOTA DE PREMSA

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The Label Edition, Simorra and Lola Casademunt by Maite showcase at the 82nd edition of MBFW Madrid

THREE MODACC MEMBER BRANDS HAVE WALKED AT MADRID FASHION WEEK, PRESENTING THEIR PROPOSALS FOR THE SPRING-SUMMER 26 SEASON.

The Mercedes-Benz Fashion Week was held in Madrid from September 17 to 21, celebrating the 40th anniversary of fashion week in the capital, in its 82nd edition. The fashion brands on the runway presented their proposals for the Spring-Summer 2026 season. The shows of this edition went beyond IFEMA, taking place in other venues across the city, such as the Crystal Gallery of the Palacio de Cibeles.

On the first day of Madrid Fashion Week, September 17, SIMORRA presented its collection “Fractal”. This proposal invites us to pause in the middle of the chaos to observe what nature has to say. The inspiration comes from its patterns and the beauty of natural geometry. Since 2006, when the Dimas family acquired the company and took over its artistic direction, the material has become the protagonist, transforming into the main storyteller of the Catalan brand’s collections and its true muse. The color palette seeks coherence, with black and white pieces symbolizing order, green and orange tones representing the organic side, and yellow and red adding vitality to life’s impulses.

On the second day, September 18, The Label Edition, founded in Catalonia in 2019, took the stage. The collection stood out for its use of stripes and floral prints with Japanese inspiration, going beyond what is obvious. The brand draws on a culture that values balance, craftsmanship, and the beauty of what is not immediately apparent. The silhouettes combine traditional patterns with a contemporary and functional design, featuring voluminous structures and defined shapes. Craftsmanship details bring authenticity, truthfulness, and delicacy to the proposal. The color palette emulates Japanese nature, while the chosen fabrics are characterized by natural and lightweight textures.

Lola Casademunt by Maite showcased its Blooming Desert collection on September 19. The proposal explores the contrast between wild nature and the delicacy of flowers, offering viewers a safari journey. The brand reinvents the animal print, its hallmark, with vibrant tones and XXL floral prints. In this way, it pays homage to the contrast between the arid desert and the flowers that bloom with strength and vitality, turning into a metaphor of women's ability to reinvent themselves and shine even in the most hostile environments. The pieces stand out for their sophisticated and fresh character, adorned with transparencies, fringes, and sequins. The chosen color palette evokes the African dawn, with a warm and vibrant energy.

Through these showcases, the three Catalan brands have presented their proposals and statements of intent in the Spanish capital, consolidating themselves as benchmarks in the country's textile and fashion sector. Each, from its own uniqueness, has found in nature a creative language that connects with its essence and aesthetic discourse. These collections not only showcase talent and identity but also reflect the vitality of Catalan fashion, which continues to expand horizons and demonstrate that its potential knows no bounds.