



On 12 June at 7.30 pm

**IED Barcelona will celebrate the 19th Fashioners of the World show at the emblematic La Paloma**

A thick, shiny gold ribbon that loops around the word 'Fashioners' in the title, creating a sense of movement and elegance.

# **Fashioners of the World**

**IED Barcelona  
Fashion Show**

With the collaboration of Studio1o, a company dedicated to seeking and promoting brands and independent creatives who strive to make a positive change in the world, 25 students of the Bachelor of Arts in Fashion Design and BA (Hons) in Fashion Design will present their final collections in this little gem of the Raval neighbourhood, which shares the values of freedom of creation, transgression and openness with the school.

As in each edition, at the end of the fashion show, a distinguished international jury will present the Franca Sozzani Award for Best Fashion Collection, the Isabel Coixet Award for Best Fashion Film, the Manuel Outumuro Award for Best Shooting, and the Jordi Labanda Award for Best Fashion Illustration.

With the collaboration of **Studio1o**, a company dedicated to seeking and promoting brands and independent creatives who strive to make a positive change in the world, **Fashioners of the World** — the fashion show in which 25 students of the **Bachelor of Arts in Fashion Design** and **BA (Hons) in Fashion Design** from **IED Barcelona** will present their final collections — will take place this year on 12 June at 7.30 pm at the emblematic dance hall **La Paloma**.

The choice of venue was not taken by chance. Each year, Fashioners of the World chooses an iconic location in the city to show the world how IED Barcelona students interpret fashion. After having hit the catwalk in the Art Nouveau Site of Sant Pau, Casa Vicens and the Fundació Miró in previous editions, this little gem of the Raval neighbourhood that has transformed and reinvented itself time and again without ever losing its uniqueness and values — such as the freedom of creation, transgression and openness — now picks up the baton.

During its 120-year history, in La Paloma — one of the oldest dance halls in Europe — everyone, whether they were soldiers, maids or renowned characters, have always been welcome, being able to feel like they were part of a group, despite their differences. In the same way, since its arrival in Barcelona in 2002, the DNA of IED Barcelona has been created thanks to the personal identities of its community, and has been characterised at all times by its multiculturalism and the defence of values such as diversity and inclusivity. A coming together of universes that will undoubtedly be reflected in the looks of the fashion show by the young designers who will celebrate the end of their formative journey at the design school and their entry into the professional realm in this historic venue.

### **Experimentation, authenticity and passion**

In accordance with the concerns of the students, the creative proposals that we will see at Fashioners of the World will address issues related to sustainability and self-discovery, as well as inclusiveness and diversity of gender, bodies and sizes. Family, politics and the influence of artificial intelligence in our society are other sources of inspiration for the collections, through the use of sustainable fabrics and materials, as well as the latest cutting-edge technologies.

In order to develop their projects, the students have followed a highly demanding four-year course supervised by the IED Barcelona faculty, with the advice of professionals such as **Pilar Pasamontes**, Scientific Director of the Fashion School, and **Julia Weems**, Fashion School Director.

As in every edition, the result of all this work will be evaluated by a renowned **international jury** that will present the students with the traditional awards: **Franca Sozzani for Best Fashion Collection**, **Isabel Coixet for Best Fashion Film**, **Manuel Outumuro for Best Shooting**, and **Jordi Labanda for Best Fashion Illustration**.

### **An exclusive fragrance**

One of the characteristics of Fashioners of the World is its ability to surprise us year after year. And this time, it will do so sensorially. **Jérôme Di Marino**, Perfumer from **Mane**, one of the world's leading groups in the perfume industry, has created a special fragrance that will be distributed among all the attendees of the fashion show. With the name "Bad Reputation", the perfume is inspired by the bohemian atmosphere of La Paloma and its slogan: "Bad reputation since 1903".

It is a fragrance that, as Mane specialists explain, offers a crescendo of heat. "It begins with a torrid explosion of spices formed by red pepper, Safryl™ (saffron), Pepper Timur Jungle Essence™ and cinnamon. Next, this aphrodisiac cocktail is combined with the sweetness of tobacco and Gingerbread Jungle Essence™ creating and extremely sensual addiction. And, in the end, we delve into sin thanks to the daring notes of cocoa with pepper spikes".

### **International projection**

The fashion show can be followed live via streaming on the IED Barcelona channel. We will announce the corresponding link that will also be distributed through our collaborator **Not Just a Label**, the world's leading platform for designers to showcase and nurture the pioneers of contemporary fashion, very soon.

STUDIO • *La Paloma* •  MANE • NOT JUST A LABEL®

## About Fashioners of the World - The annual meeting of IED fashion design

Fashioners of the World is the annual fashion show of IED Barcelona, where the final collections of the students of the Bachelor of Arts in Fashion Design and BA (Hons) in Fashion Design are showcased.

A fresh and innovative vision of the world of fashion through the use of fabrics, volumes, prints, the latest technologies and sustainable materials, reflecting multiple identities of a global, contemporary and avant-garde society.

Fashion design, accessories, and fashion styling and communication come to life with an average of 100 looks and 25 collections per show, with the IED seal of quality, making visible the creativity of the students of each graduating class.

### Jury members in previous editions:

**Charo Izquierdo** (Director MBFWMadrid)

**Christian Lacroix** (Fashion + Costume Designer)

**Drew Elliott** (Creative Director Mac Cosmetics)

**Elisa Pervinca Bellini** (Talent + Sustainability Editor Vogue Italia)

**Estermaria Laruccia** (Director Valmont Barcelona Bridal Fashion Week)

**Francine Paireon** (Fashion Consultant, Co-founder La Cambre Mode, FMI Dir)

**Inmaculada Jiménez** (Fashion + Creative Director Elle Spain)

**Jean-Paul Lespagnard** (Fashion designer)

**Lynn Yaeger** (Fashion Editor Vogue.com)

**Mickey Boardman** (Editorial Director Paper Magazine)

**Philippe Pourhashemi** (Fashion Consultant)

**Robert Cavell-Clarke** (Not Just a Label)

**Sara Maino** (Deputy Editor-in-Chief Vogue Italia + Head Vogue Talents)

**Stefan Siegel** (Founder Not Just a Label)

### What they said about us in 2022...

**Huma Humayun, Fashion Editor of Schön Magazine:** "Very high level."

**Modesto Lomba, Devota y Lomba Designer, President of the Asociación de Creadores de Moda de España and President of the Fundación de la Academia de la Moda:** "Great creativity."

**Ronald van der Kemp, Fashion Designer:** "They have to think about the world we live in."

**Manuel Outumuro, Photographer:** "One more reality within Barcelona, with a sustained and growing trajectory."

**Jordi Labanda, Illustrator:** "It has surprised me both at the level of design and at the level of finishes."

### Emblematic locations:

2005 i 2006: **Bread & Butter Barcelona**

2007: **Caixaforum**

2008 a 2016: **IED Barcelona Point One**

2017: **L'Auditori Barcelona**

2018: **Barcelona Design Museum**

2019: **Sant Pau Art Nouveau Site + Guggenheim Museum Bilbao (IED Spain)**

2020: **IED Barcelona Point One (virtual)**

2021: **Casa Vicens (virtual)**

2022: **Fundació Joan Miró Barcelona**

### International runway shows

From our classrooms, through which students of more than 100 different nationalities pass each year, many names have emerged that have made their mark on the main runway shows of the international scene.

Among them, we can highlight **Prisca Franchetti**, at New York Fashion Week; **Luis de Javier** and **Álvaro Mars**, at London Fashion Week; **Cynthia Buttenklepper**, at Mercedes Benz Fashion Week Mexico; and **Robber Rodríguez**, who won the Fashion Talent Award at Samsung EGO of Mercedes Benz Fashion Week Madrid 2020; and **Aitor Goikoetxea**, winner of the ITS Responsible Creativity Award 2021 and Mercedes-Benz Fashion Talent 2023.

## About IED

The Istituto Europeo di Design (IED) is the largest education network in the creative field — design, fashion, the visual arts and communication — with 11 schools in Milan, Barcelona, Cagliari, Florence, Madrid, Rio de Janeiro, Rome, São Paulo, Turin, Bilbao and Como.

More than 130,000 students have graduated since its opening, and every year it welcomes 10,000 students from all over the world. IED is committed to educational initiatives and practices related to a corporate reality, and has established over 1,000 business agreements during its 50-year history.

In its more than 20 years of experience, the IED Barcelona headquarters, located in the Gràcia neighbourhood, has consolidated its position as one of the reference training centres in design, and is officially recognised by the Government of Catalonia as a Higher Education Centre for Design.

Its educational offer, taught in English and/or Spanish, includes a Bachelor's Degree in Design, with specialisations in Product Design, Interiors, Transportation, Fashion, and Graphics, as well as a range of different pathways. The School also offers Bachelors of Arts (Honours) degrees awarded by the University of Westminster, IED Diplomas, and Master's, Postgraduate, Specialisation and Summer courses, as well as tailor-made training for companies and professionals.

IED Barcelona stands out for its innovative approach, addressing strategic design hand in hand with companies, as well as for its multicultural and interdisciplinary nature. It attracts 1,000 students of more than 100 different nationalities each year.

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