

IED Barcelona confirms its leadership in fashion design training with Fashioners of the World



The international jury of the Final Fashion Show highlighted the high level of the collections exhibited in this 20th edition, with more accolades awarded than ever before.

Barcelona, 11 June 2024.- Fashioners of the World, held last night at La Paloma Dance Hall, has confirmed, once again, the indisputable leadership of **IED Barcelona** in fashion design education and training. Marking its 20th edition, the Final Fashion Show — in which 25 students from the **Bachelor of Arts in Fashion Design and the BA (Hons) in Fashion Design** presented their final collections — conquered the audience, fashion industry professionals, and the specialised press in attendance.

As in every edition, an **international jury** evaluated the looks to award the traditional accolades at the end of the show. This year, experts highlighted the high creative level and impeccable technical execution of the collections exhibited, as a result of the School's demanding and comprehensive cycle of training in fashion design.

This year, in addition to the Film Director **Isabel Coixet**, the Photographer **Manuel Outumuro**, and the Illustrator **Jordi Labanda** — who were in charge of declaring the winners of the awards for Best Fashion Film, Best Shooting and Best Fashion Illustration, respectively — the panel of experts was completed by Tous' Director of Design **Israel Roca**; the Fashion Designer and IED Barcelona alumnus **Aitor Goikoetxea**; the Talent and Sustainability Editor of Vogue Italia, **Elisa Pervinca**; and **Elisabeta Tudor**, Co-Founder and Editor-in-Chief of Nylon France. Roca, Goikoetxea, Pervinca and Tudor presented the Franca Sozzani Award for Best Fashion Collection.

Riccardo Balbo, Academic Director of the IED Group; **Ari Rovira**, Teacher at IED and Expert in Sustainability and Business; **Marina Verges**, Designer of Inclusive Fashion and Journalist specialising in Fashion; and **Alba Garcia**, IED Barcelona alumnus and Founder of Bcome, decided on the winning collection of the fifth and newest distinction: the IEDxCommons Impact Award. An award recognising the collection with the greatest impact in terms of sustainability, good use of technology, heritage value, inclusion, proximity and craftsmanship.

The runway show saw as many as five winners crowned, as well as the awarding of three special mentions:

Franca Sozzani Award for Best Fashion Collection

Winner: Dani Barris // @dendanibarris - 'Jugar a ser dolent no està tan malament'

Menswear collection inspired by the imagery of the "good boy", educated to others' satisfaction, with a color palette of white, black, grey and denim blue tones.

The jury's opinion: *"A collection with a lot of soul, with excellent manual and traditional work as well as an execution full of experimentation and innovative finishes."* Aitor Goikoetxea

Isabel Coixet Award for Best Fashion Film

Winner: Marta de Múrcia (Marta García-calvo Marín) // @azon.aqui - 'La Azohía, un lugar donde ser', from the project 'Queen Fina: La idealización del recuerdo y la nostalgia de lo no vivido.'

A fashion film full of nostalgia that takes us back to our childhood summers spent in our grandparents' villages.

The jury's opinion: *"It's an Andalusian-style Wes Anderson in which the protagonist touched my heart. A very well-made, poetic and fun fashion film."* Isabel Coixet

Watch the fashion film on the IED Barcelona YouTube channel: @iedbcnmedia

Special mention: Marian Descayrac (see IEDXCommons Impact Award)

Manuel Outumuro Award for Best Shooting

Winner: Dani Barris (see Franca Sozzani Award for Best Fashion Collection)

The jury's opinion: *"A splendid session, full of highly evocative images and a certain poetry that is not without a sense of dark romanticism."* Manuel Outumuro

Jordi Labanda Award for Best Fashion Illustration

Winners: Nio Roca and Mathis Morand ex aequo

Nio Roca (Antoni Roca Villanueva) // @nioroca - 'X EN UNA CRUZ'

An inclusive and timeless genderless fashion collection that fuses retro-futuristic and rustic styles, using fabrics that range from the most natural and traditional to the most technical and innovative. In this collection, Nio Roca worked with AI.

The jury's opinion: *"A proposal with a powerful poetic and dreamlike quality, which amazes with its chromatic range and its narrative richness."* Jordi Labanda

Mathis Morand // @henri_bang_ - 'Us and Them'

A slow fashion collection produced completely by hand, where the prototypes are designed to adapt to different bodies and genders. In this collection, Mathis Morand worked with AI.

The jury's opinion: *"He brings fashion illustration to a cinematic level with an extraordinarily mature language for a student. A great example of technology applied to serve emotion."* Jordi Labanda

IEDxCommons Impact Award

Winner: Marian Descayrac // @happy.madness - 'Childish'

An ageless and sizeless collection that undertakes a journey of reconnection with our inner child, full of colour, and looks that are committed to upcycling.

Special mention: Jana Elyamani // @janasheshtawi - 'Bride of the Nile'

A womenswear collection that plays with the expectations generated by the word "bride" to offer looks with a more masculine style than expected, with worn and more rigid fabrics in earth tones.

Special mention: Nio Roca (see Jordi Labanda Award for Best Fashion Illustration)

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Franca Sozzani Award for Best Collection
Winner: Dani Barris



Isabel Coixet Award for Best Fashion Film
Winner: Marta de Murcia
Special mention: Marian Descayrac



Manuel Outumuro Award for Best Shooting
Winner: Dani Barris



Jordi Labanda Award for Best Fashion Illustration
Winners *ex aequo*: Mathis Morand y Nio Roca



IEDxCommons Impact Award
Winner: Marian Descayrac
Special mentions: Jana Elyamani and Nio Roca

IED Fashion Shows 2024

More than 800 graduates from the IED Group Fashion School are all set to present their thesis projects and will be protagonists showcasing their collections in the Fashion Shows scheduled for the months of June and July. Installations, performances and catwalk shows become a stage on which the trends, interpretations and languages of tomorrow's designers are presented to the public.

Following the 20th edition of IED Barcelona's Fashioners of the World and the first presentation of the IEDxCommons Impact Award, the installation 'Identity', created by the Multidisciplinary Artist Michel Comte from the IED Group in Florence, will take place, on the occasion of the city's leading menswear show Pitti Uomo.

On 26 June, IED Madrid will celebrate its 30th anniversary in the Jorge Juan former carpentry workshop with a fashion show inspired by the concept of celebrating the future.

On 26 and 27 June, the Milan School will celebrate its postgraduate final event, IED Avant Défilé, at the Palazzo Giureconsulti, sharing the vision of its best graduates with the city, with 10 collections that make up a personal and collective history.

Last but not least, on 10 July, the gardens of IED Rome will be host to their final fashion show, with the contribution of the Design, Visual Arts and Communication schools; while IED Cagliari will close the calendar on 11 July with a runway show at Villa Satta, coinciding with the School's Open Days.

About IED – Istituto Europeo di Design

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 the Academia Aldo Galli in 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 a reference training centre 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 in Fashion Marketing and Communication, and Business Design awarded by the University of Westminster; IED Diplomas in the areas of Communication and Advertising; and a solid offer – around 50 – of Master's, Postgraduate, Specialisation and Summer courses, in addition to tailor-made training for companies and professionals in all fields of Design, Marketing and Communication.

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 1,400 students of nearly 100 different nationalities each year.

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