



Monday 16 June at 7 pm

IED Barcelona sets the new standards for sustainable, technological and meaningful fashion at the Palau Reial de Pedralbes



In the year with the highest number of fashion graduates in the history of the Design School, Fashioners of the World will bring together 25 collections by final-year students of the Bachelor's Degree in Fashion Design and the BA (Hons) in Fashion Design. These proposals will shape the fashion of the future, and will be in the running for five awards recognised by renowned industry experts.

Barcelona, 21 May 2025. - The best fashion collections from IED Barcelona's Class of 2025 will be showcased at the Palau Reial de Pedralbes on 16 June at 7 pm. In the year with the highest number of graduates in the history of the institution's Fashion School, the 21st edition of the Fashioners of the World Final Fashion Show will once again bring together 25 brilliant proposals by students of the Bachelor's Degree in Fashion Design and the BA (Hons) in Fashion Design in an exclusive event where, in addition to presenting their looks before professionals from the creative industries and specialised press, they will also be in the running for five awards recognised by renowned industry experts.

The Fashioners of the World awards — which will be decided upon by a distinguished international jury at the end of the show — are: the Franca Sozzani Award for Best Fashion Collection, the Isabel Coixet Award for Best Fashion Film, the Manuel Outumuro Award for Best Shooting, the Jordi Labanda Award for Best Fashion Illustration, and the IEDxCommons Impact Award. The last award will take into account sustainability, the effective use of technology, heritage, inclusion, proximity, and the craftsmanship of the collections, in line with the IED's vision of design as a tool for the common good.

Innovative fashion that cares for people and the planet, with the IED hallmark of quality

Designed based on the criteria of sustainability, technological innovation and a meaningful message, the collections presented at the Fashioners of the World Final Fashion Show reinterpret fashion following the excellence and professionalism that characterises the Istituto Europeo di Design. "With a unique aesthetic, style, and personality, the looks we will see will surprise both in terms of their originality and strength, and their quality, commitment to the environment, and their magnificently resolved technical difficulty", says **Pilar Pasamontes, Fashion School Scientific Director**.

"They are a clear reflection of demanding training, taught at the highest level, supported by a faculty with decades of experience. Further, IED has fashion labs with cutting-edge equipment and techniques; authentic spaces where we promote innovation, circularity, and creativity at the highest level", adds **Julia Weems, Fashion School Director**.

A fashion show with its own fragrance

Fashioners of the World will once again offer attendees a sensorial experience in collaboration with MANE, the number one group in France and a world leader in the fragrance and flavours industry. Jérôme Di Marino, one of its "noses", has created a perfume especially for the fashion show, which will be given to guests. It will be included in the fashion show gift bag, produced using deadstock fabrics in the IED Barcelona workshops.

In addition, five looks will be showcased along with five exclusive fragrances, co-created by IED students and a team of renowned MANE perfumers: Véronique Nyberg, Julie Massé, Violaine Collas, Cristiano Canali and Benjamin Belizon. Together, they have explored the relationship between visual and olfactory identity to create unique proposals that combine fashion and fragrance as a single language.

These five creations, along with a look from the winning collection — for which MANE will develop its own fragrance, created by perfumer Mathieu Nardin — will travel to Florence in September to participate in Pitti Fragranze.

In collaboration with Girbau LAB

Girbau LAB, the collaborative innovation space of Girbau, a leading company in industrial laundry solutions, is partnering with the 21st edition of the Fashioners of the World Fashion Show to highlight textile treatment as an essential part of the conceptualisation, design and lifespan of each garment.

For Girbau LAB, incorporating the vision and knowledge of clothing culture right from the training stage is the best way to support emerging talent on their journey towards a new way of understanding fashion.

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Fashioners of the World, IED Barcelona Final Fashion Show

16 June at 7 pm

Palau Reial de Pedralbes

Av. Diagonal, 686 – 08034 Barcelona

The fashion show can be followed live via streaming on IED Barcelona's Instagram profile: **@ied_barcelona**



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About Fashioners of the World

What they said about us...

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: "Awesome 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 & 2006: **Bread & Butter Barcelona**

2007: **Caixaforum**

2008 to 2016: **IED Barcelona Point One**
2017: **L'Auditori of 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**
2023 & 2024: **La Paloma**

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 Pairen (Fashion Consultant + Co-founder La Cambre Mode + Director IFM)
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)
Luis de Javier (Fashion Designer)
Olya Kuryshchuck (Founder + Editor 1Granary)
Youwie Roes (Creative Talent Manager Eyes on Talent)
Israel Roca (Design Director Tous)
Aitor Goikoetxea (Fashion Designer)
Elisabeta Tudor (Cofounder and Chief Editor *Nylon France*)

Our alumni in international runway shows:

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

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

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About IED – Istituto Europeo di Design

IED is the largest international education network in the creative sector — Design, Fashion, the Visual Arts and Communication — formed of 11 schools in Milan, Barcelona, Cagliari, Florence, Madrid, Rio de Janeiro, Rome, São Paulo, Turin, Bilbao, and the Academia di Belle Arti Aldo Galli in Como.

Founded in 1966 by Francesco Morelli, it has seen over 130,000 students graduate since its opening, welcoming 10,000 students from all over the world each year across its more than 300 master's degrees and advanced training courses, and 100 degree programmes, also enjoying a consolidated relationship with companies.

In 2022, IED was transformed into a private non-profit organisation (the Francesco Morelli Foundation) with the aim of contributing to a greater positive impact on society and the planet through design.

Over the course of the past two decades, the IED Barcelona school, located in the Gràcia neighbourhood, has stood out as a regional benchmark in design, and is a recognised Higher Education Centre for Design authorised by the Government of Catalonia.

Its educational offer includes a range of degree courses, taught in English and/or Spanish, covering the diverse specialisations that make up the world of design: Fashion, Fashion Styling and Communication, Product, Interiors, Transportation, Graphic Design, Motion Graphics and Video, Media Design and Advertising. The school also offers

Bachelors of Arts (Honours) degrees in Fashion Design, Fashion Marketing and Communication, and Business Design awarded by the University of Westminster; IED Diplomas in the areas of Marketing, Communication and Advertising; and 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 is characterised by its clear commitment to strategic design as a driver of innovation, anticipating future trends and scenarios with the aim of shaping the new generations of future designers and creatives as agents of change.

Multicultural and multidisciplinary, it attracts 1,400 students of nearly 100 different nationalities each year.

[A 90-second journey into IED Barcelona's creative universe](#)

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