

## **Fashioners of the World closes IED Barcelona Fashion students' academic cycle with a grand finale at La Paloma**



**An international jury composed of the Film Director Isabel Coixet; the Photographer Manuel Outumuro; the Illustrator Jordi Labanda; the Fashion Designer and IED Barcelona alumnus Luis de Javier; the Executive Editor of Vogue Talents, Elisa Pervinca; the Founder and Editor of 1Granary, Olya Kuryshchuck; and Youwie Roes, Creative Talent Manager at Eyes on Talent, presented the Franca Sozzani Award for Best Collection to Claudia Sala with “090623”.**

**The Isabel Coixet Award for Best Fashion Film went to Paula Azategui with “No land to call our own”, while Ariadna Rahola obtained the Manuel Outumuro Award for Best Shooting with “Lolita”.**

**The recognition for Best Fashion Illustration awarded by Jordi Labanda went to Kimberly Felix Matos and her project “Commune”.**

**Barcelona, 12 June** - In the emblematic **La Paloma** dance hall and 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** from **IED Barcelona** presented their final collections in the latest edition of **Fashioners of the World**.

With this annual fashion show, they have closed their academic phase at the Design School with proposals inspired by sustainability, self-discovery and inclusivity. Diversity of gender, body and size, and the influence of family and politics, were other central themes of the collections, expressed through the use of sustainable fabrics and materials as well as the latest cutting-edge technologies.

As with every edition, an **international jury** assessed the proposals and awarded the traditional prizes. On this occasion, the panel of experts was composed by the Film Director **Isabel Coixet**; the Photographer **Manuel Outumuro**; the Illustrator **Jordi Labanda**; the Fashion Designer and IED Barcelona alumnus **Luis de Javier**; the Executive Editor of *Vogue Talents*, **Elisa Pervinca**; the Founder and Editor of *1Granary*, **Olya Kuryshchuck**; and **Youwie Roes**, Creative Talent Manager at Eyes on Talent.

The winner of the **Franca Sozzani Award for Best Collection** was **Claudia Sala** with **"090623"**, a proposal whose name refers to the completion date of her thesis and reflects on the passage of time from a modern and fresh perspective.

The looks include classic garments with a modern touch, featuring a mix of materials and manipulations, as well as embroidery, beads, steel, and more. There is also a notable palette of rather dark colors, but with hints of pistachio or shirts striped in white and blue.



Photos: Tamara Ribalrua

**Paula Azategui** obtained the **Isabel Coixet Award for Best Fashion Film** with **"No land to call our own"**.

The filmmaker highlighted the risk of a proposal that addresses a dystopian future in which the world has been destroyed by climate change.

The design of transformable garments expresses human beings' ability to mutate to adapt to this new, chaotic reality; an aspect that is reinforced by the use of prints in desaturated colours, a mix of fabrics (denim, gabardine and tulle) and handcrafted manipulations.

The film can be seen on the IED Barcelona YouTube channel, by clicking [here](#).





Photos: Jan Jofre

The **Manuel Outumuro Award for Best Shooting** went to **Ariadna Rahola** with **“Lolita”**. “Lolita” is a collection in memory of her grandmother, a charismatic and creative woman, expressed through five looks linked by two sports marked by family tradition as metaphors for her fascinating personality: sailing (artistic side) and rugby (strength of character).

The garments, multifunctional and contrasting in terms of volume, present a primary colour palette with a predominance of muted tones and whites in memory of her native Cadaqués. These are teamed with striped patterns inspired by rugby polo shirts and polka dots that evoke the marks made by the studs of sports shoes on the grass.

Sailing-inspired technical fabrics such as nylon are combined with more fluid fabrics such as cupro and viscose, along with leather and silk details.

The five looks are arranged to tell a story as if it were a rugby match. They appear to be more worn as the collection progresses, from the first — classic tailoring with a red silk lining — to the last — a deformable leather overshirt and a rusty shirt with a skirt that seems it could fall to the ground at any moment.



Photos: Willy Villacorta

Finally, **Kimberly Felix Matos** won the **Jordi Labanda Award for Best Fashion Illustration**.

**“Commune”** is a women’s autumn/winter collection that makes reference to the parallelism of the environment and the life of insects vs. the world we live in, glorifying the day-to-day workings of society.

Made up of four looks that depict a woman full of life and colour, it stands out for its richness of fabrics (such as gabardine, silks and satins) that have been manipulated with handmade prints and embroidery.

The pieces (such as skirts and jackets with different layers) are versatile, so that each consumer can wear and combine them according to their own tastes.



### **An iconic venue**

Each year, Fashioners of the World chooses an iconic location within the city to show the world how IED Barcelona students interpret fashion. After having hit the catwalk at the Art Nouveau Site of Sant Pau, Casa Vicens and the Fundació Miró in previous editions, this year, it is the La Paloma venue that has been chosen. Throughout its history, this little gem of the Raval neighbourhood has transformed and reinvented itself time and again without ever losing its uniqueness and values, such as the freedom of creation, transgression and openness; characteristics that, since its arrival in Barcelona in 2002, have also formed part of the DNA of IED Barcelona. These have been constructed as a result of the convergence of the personal identities of its international community and the defence of values such as diversity and inclusiveness.

### **An exclusive fragrance**

One of the characteristics of Fashioners of the World is its ability to surprise us year after year, including beyond the catwalk. On this occasion, it has done so sensorially. **Jérôme Di Marino**, Perfumer from **Mane**, one of the world’s leading groups in the perfume industry, created a special fragrance for the attendees of the fashion show. With the name “Bad Reputation”, the perfume is inspired by La Paloma’s bohemian atmosphere and distancing of conventionalism, and its slogan: “Bad reputation since 1903”.

### **Fashion, fashion and more fashion**

Additionally, within the context of the show, Fashion Design students exhibited several proposals for jackets developed working side by side with Studio1o.

### **International projection**

The fashion show was able to be followed live via streaming on the IED Barcelona channel, also being distributed through our collaborator **Not Just a Label**, the world’s leading platform for designers to showcase and nurture the pioneers of contemporary fashion

## 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; **Aitor Goikoetxea**, winner of the ITS Responsible Creativity Award 2021 and Mercedes-Benz Fashion Talent 2023 and Marc Sanz, finalist at Hyères 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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