

10 June at 8 pm at the La Paloma Dance Hall

IED Barcelona celebrates the 20th edition of Fashioners of the World and presents a new prize: the IEDxCommons Impact Award



The award, which will focus on recognising the value of design as a tool for the common good, will be presented alongside the event's other traditional distinctions: 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.

Barcelona, 29 May 2024.- On 10 June at 8 pm at the La Paloma Dance Hall, Fashioners of the World, IED Barcelona's Final Fashion Show, will mark its 20th edition. Two decades showcasing the final degree collections with which 25 students from the Bachelor of Arts in Fashion Design and the BA (Hons) in Fashion Design wrap up, year after year, a demanding and comprehensive cycle of education and training at the School, and go on to begin a new phase in the professional world.

On this occasion, in addition to the usual prizes awarded by a renowned international jury that will be announced at the end of the show — 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 — a new recognition has been added to the mix: the IEDxCommons Impact Award. An award that, in line with IED's vision of design as a tool for the common good, will take into account sustainability, good use of technology, heritage value, inclusiveness, proximity and the craftsmanship of the collections.

The name of the winning designer of the first edition of the IEDxCommons Impact Award will be determined by a jury composed of **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. Balbo will also be in charge of presenting the award.

IED Barcelona, a reference in fashion design education and training

Tutored by the teaching staff of IED Barcelona, with advice from **Pilar Pasamontes**, Fashion Scientific Director, and **Julia Weems**, Head of the Fashion School, the collections showcased at Fashioners of the World are a reflection of the great creativity and exceptional technical level of the students; an intrinsic characteristic of the School, as both experts explain:

“Over the course of these two decades, our students have always gone a step beyond the trends, fleeing from convention in search of authenticity. The designs that we will see on the next catwalk will therefore, once again, embody that fresh and very personal vision of fashion that describes us so well, and that combines traditional craftsmanship with new technologies. In this sense, for example, this year, in some cases, students have even made use of AI tools in the process of developing their collections,” explains Julia Weems.

“A process in which, it should be noted — underlines Pilar Pasamontes — everyone has put in a great deal of work. From the initial concept to the final production, including the search for shapes, colour palettes, materials and fabrics, plans and illustrations, etc., the collections are very well constructed and cohesive as a whole. In addition, the garments — which are extremely creative and visually spectacular — despite their apparent complexity, are very wearable and marketable due to their perfectly structured designs,” she adds.

The Scent of Design

This year, Fashioners of the World will be complemented by a sensory experience arising from the co-creation programme IEDxMANE ‘The Scent of Design’. **MANE**, the number one group in France and one of the world leaders in the fragrance and flavours industry, has once again partnered with IED Barcelona, enabling second-year Fashion, Transport, Product and Graphic Design students to learn how to turn fragrances into design, hand in hand with prestigious perfumers.

To this end, the “noses” from MANE who collaborated on the project, making it possible for the students to create a perfume for their design proposals, were **Cristiano Canali**, **Véronique Nyberg** and **Jérôme Di Marino**.

An amplified fashion show

The fashion show can be followed live via streaming on IED Barcelona’s Instagram profile: [@ied_barcelona](https://www.instagram.com/ied_barcelona)

IED Barcelona, more Barcelona than ever

The Final Fashion Show, Fashioners of the World, forms part of the series of events with which IED Barcelona will take over various emblematic spaces in the city to bring the design and innovation of the School closer to citizens.



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)
Luis de Javier (Fashion Designer)
Olya Kuryshchuck (Founder & Editor-in-Chief 1Granary)
Youwie Roes (Creative Talent Manager de Eyes on Talent)

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: "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 y 2006: Bread & Butter Barcelona
2007: Caixaforum
2008 a 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: La Paloma

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 Bottenklepper**, 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 Festival de Hyères 2023.

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 of 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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