



13th to 15th July 2011
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Ajuntament
de Barcelona

The catwalk is back with daily single and multi-brand fashion shows

The BranderY, urban fashion “hot spot”

The urban and contemporary fashion event, The BranderY, is preparing its next show with the slogan “The Hot Spot”, where fashion, creativity, culture and business come together. In addition to the brand exhibits, exhibitors, fashion shows, contests and other activities will make the show a unique space where all aspects of fashion are expressed.

From the 13th to the 15th of July, hall 8 of the Montjuïc exhibition centre will host the 5th edition of The BranderY, organised by Fira de Barcelona and with the support of the Town Hall, which will present a 360 degree vision of urban fashion, integrating in the trade show –its core business- other initiatives set in the new trends area “Brandtown a Fashion Xperience”. One of them will be the exhibition “Fashion&Sport”, which will show sport related objects, designed by the most famous national and international fashion “griffes”, such as Chanel, Jean Paul Gaultier and Custo Barcelona, among others.

The BranderY Catwalk and other activities

After the success of the Winter 2011 show, which featured brands such as Phard, Oxmo and Nous Vous, the catwalk will again be the epicentre of the Fashion Show area. The BranderY Catwalk will have a new spectacular, groundbreaking and structure, where brands will exhibit their garments in movement.

The show will also give brands the chance to participate in “speed dating” between the sector’s leading companies and buyers, such as El Corte Inglés, among many other national retailers and international distributors.

Pupils from Barcelona’s leading fashion design schools will be able to participate in the show’s first ever “New Talent’s Contest”, which is aimed at rewarding the creativity of young designers. A panel of fashion journalists and entrepreneurs from the sector will select the best new talent from each school, who will be awarded the opportunity to showcase their collections on The BranderY Catwalk, in addition to an internship working in a prestigious fashion company.

Schools will also be participating in the window dressing exhibition, On-The-Store-Front, and will create innovative spaces with products designed by the pupils. The Laundry, the show’s ideas laboratory, will host debates on fashion, creativity and business. Coolhunters, economists, professionals and experts from the sector will be taking part in the conferences and round table debates. It will also provide the setting for the “Blogger Meeting Point”.

The other areas will be the Trade Show, showcasing brands, divided into Denim, Fashion and Sport & Street, according to the product; and The City, which will feature fashion-related activities that are taking part in the city and, this year, is broadening its horizons. For the first time, the show will reach other cities through the contest “Windows on Summer Holidays”, which will also be open to shops in Madrid, the Balearics and other parts of Spain. The following will be collaborating in the contest; in Barcelona, the retailers associations of Amics de Passeig de Gràcia, Rambla Catalunya, Barna Centre, Cor Eixample, Diagonal Centre and El Born; and, in Madrid, Triball and Jorge Juan.

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