



27th to 29th of January 2010
www.thebrandery.com



Over 210 when added to the firms present in 080 Barcelona Fashion

The Brandery features 166 urban fashion brands and doubles the space

The Brandery, urban and contemporary fashion fair, is holding its second edition with twice as much space as the July 2009 show and with over 160 direct exhibitors, around half of which are international, added to the designers participating in 080 Barcelona Fashion. Overall, there will be more than 210 companies, helping to establish important synergies. This Barcelona fashion event expects an audience of around 12,000 trade visitors.

Munich, Ossa, La Martina, 55 DSL, Huberman's, Didier para Kian, Le Temps de Cerises, Björn Borg, North Sail and New Zeland are just some of the brands making their debut at the winter edition of The Brandery and will join Custo Barcelona, Desigual and Sita Murt, among many others who are repeating their participation.

Organised by Fira de Barcelona with the support of the City Council, The Brandery, which will take place from the 27th to the 29th of January in halls 6 and 7 of Fira de Barcelona's Montjuïc exhibition centre, will occupy twice as much space as the first show held in July 2009 and feature 166 exhibiting brands, 47% more than on the previous occasion. Approximately half of the participating companies come from abroad, especially from France, Italy, Portugal and the United Kingdom. They join the firms present at the 080 Barcelona Fashion Platform.

The show's exhibits will be structured in four areas: The Fira, with the exhibition of brands; The Brandtown, with bars, restaurants and chill-out areas; The Laundry and The City. The Fira will be divided into various sectors according to the type of product; The Cathedral, for designers with their own label; The Loft, for brands with a distinct design/trend-setting component; The Warehouse, with denim products; and The Stadium, featuring sport and & street culture; and 080 Barcelona Fashion.

In addition to the exhibits, The Brandery will host various activities, such as those dedicated to street wear & urban culture in the The Stadium area, with street dance, skate board and parkour performances and an exhibition of snowboards and iron boards personalised by well-known tattoo artists.

The Laundry, The Brandery's ideas laboratory, will provide the setting for round table debates and conferences by professionals, such as the director of Privalia, Lucas Carné, and the director of Munich, Xavier Berneda, as well as representatives from the leading fashion trend

Around 50% of brands come from abroad

The brands will present the collections of the autumn-winter 2010-2011 season

Art, music, sport and conferences complete the line up

analysis company, Worth Global Style Network (WGSN), *coolhunters* and experts from university institutions, such as José Luis Nueno, Professor of Marketing at IESE Business School, who will participate in the Leading Retailers Meeting, analysing the current situation and expansion prospects of multi-brand retail outlets.

Various sales and promotion models (internet, catwalks, etc.) and new consumer profiles will also be debated. The round tables fall within the framework of the New Deal, the image and slogan of this edition of The Brandery, with the aim of promoting a new generation of market strategies and creating business opportunities for brands. The New Deal was a programme of political, social and economic measures that the US president Franklin D. Roosevelt implemented in the 30s to get the country out of the Great Depression and, as slogan of The Brandery, it aims to express the need for a change in business management in the light of the current crisis. It is a new situation which has led to a before and after in all sectors, including fashion, with changes in consumer habits and the need to apply new sales strategies.

Other activities

The City will represent the nexus between The Brandery and the city of Barcelona, one of the most creative European cities in terms of design, fashion and new trends. The City will feature various events promoted directly by some of the exhibitors of The Brandery, in addition to the Welcome Party organised by the show and other activities that will be held in the Convent de Sant Agustí. Among which the musical sessions by DJs such as Silvia Prada or Kim Ann Forman (of Hercules and Love Affair), live painting by Antón Unai and Multimedia installations from artists like Alex Posada and Oscar Sol stand out.

One of the show's new proposals is the CoBrandery Space, a networking platform for design and industry, where various fashion designers will exhibit their creations. The aim of this initiative is to facilitate new contacts and possible co-branding projects. Two examples of very successful co-branding are the Damm beer bottle personalised by Custo Barcelona and the Fiat 500 automobile customised by Diesel.

There will also be leisure activities, such as the ice rink installed in halls 6 and 7 and an innovative Vogue magazine space where a team made up of stylists, a make-up artist and a photographer will give anyone who wishes a make-over and turn them into a Vogue cover star.

The Brandery expects an audience of around 12,000 trade visitors. Confirmation has been received from buyers such as Galeries Lafayette and El Corte Inglés, as well as leading retailers from Spain, Portugal and Italy, and from Worth Global Style Network (WGSN), the largest fashion trend analysis company in the world, and event partner of The Brandery.

Barcelona, 27th January 2010

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Fact File

Barcelona International Urban and Contemporary Fashion Show

Edition

2nd

Frequency

Biannual

Sphere

Trade

Dates

27th to 29th of January 2010

Opening Hours

10 a.m. to 7 p.m.

Venue

Montjuïc Exhibition Centre – Halls 6 y 7

Areas

The Fira: brands showcase

The Laundry: laboratory of ideas, exhibitions and debates

The Brandtown: leisure venues, bars, restaurants and chill-out areas

The City: events, presentations and parties linked to The Brandery in Barcelona

Sectors

The Fira (Halls 6 and 7) includes:

- The Cathedral, for designers with their own eponymous brands
- The Loft, specific groups of garments
- The Warehouse, denim
- The Stadium, streetwear collections
- 080 Barcelona Fashion

Ticket prices (trade only)

25 euros online, 3-day pass

50 euros *in situ*, 3-day pass

30 euros *in situ*, 1-day pass

Organised by

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Press passes: marquee located at the entrance of the show, from the 26th of January onwards.

Web

www.thebrandery.com

Images

Can be downloaded from: <http://premsafirabcn.es>



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WGSN report exclusive to The Brandery

Connection, key trend direction for the autumn-winter 2010-2011 season

Flexible and multidimensional, Connection proposes garments from the *urban /street* sector which are adaptable to various styles and functions with a mixture of fabrics, placing special importance on the details responsible for revolutionising the *look*. Connection features three styles: *Emotive – winter Hawaii*, *Inventive – Styling & Useful – Pick’n Mix Style*. Worth Global Style Network (WGSN), the leading fashion trend analysis company in the world and event partner of The Brandery.

Emotive – winter Hawaii report

Rustic iconic symbols of teenage rebellion are juxtaposed with crisp urban utility. American 50s influences are strong. Old-school establishment inspires collegiate graphics and hunting details with clean linear qualities. Soft, retro hand-feels, blanket linings and super-brushed cottons remind us of our childhood.

Inventive – Styling

A new haute-goth aesthetic adds a sense of grandeur to anarchic, rebellious creativity. Silhouettes juxtapose strong power-dressing statements from the 1980s and early 90s with body-con second-skin technology. Focus on provocative hardware and premeditated cutting and slicing techniques for new decorative embellishment.

Useful – Pick’n Mix Style

An industrial customised feel is inspired by futuristic urban architecture and 80s sportswear, creating an awkward modern reclaimed aesthetic. Authentic sportswear and denim classics are remodelled with mismatched detailing to create sharp, clean and considered lines with bold colour highlights. Play with rescaled iconic elements to create playful, inspiring and unconventional details.

Source: <http://www.wgsn.com/en/brandery/brandery.html>

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The conferences and round table debates will be held in The Laundry

Experts and coolhunters meet up in The Brandery to debate the future of fashion

Online shops, new consumer profiles and opportunities for expansion in the point of purchase are some of the subjects to be covered in The Laundry, a space created in The Brandery, which will be held from the 27th to the 29th of January in Fira de Barcelona's Montjuïc exhibition centre, to debate the present and future of the fashion industry. There will be conferences and round table debates with the participation of experts and coolhunters from the sector and from university institutions, such as José Luis Nueno, Professor of Marketing at IESE Business School.

Since the fashion world landed in the internet, there have been more and more followers of online buying and consumers looking for their favourite brands through the different social networks. In fact, the use of new technologies in marketing campaigns and product communication has become one of the major challenges for the fashion industry.

In this sense, The Laundry, The Brandery's ideas laboratory, will provide the setting for two round table debates with the intervention of well-known professionals, such as the director of Privalia, Lucas Carné, and the director of Munich, Xavier Berneda.

Another attraction will be the participation of José Luis Nueno, Professor of Marketing at IESE Business School, in the "The future of the fashion distribution", analysing the trends and new business opportunities in multi-brand retail outlets.

The Laundry will also feature other work sessions and round table debates on new consumer profiles and the use of fashion catwalks today, which will feature experts such as Isabel Mesa, country manager of the leading fashion trend analysis company, Worth Global Style Network (WGSN); Luís Juste de Nin, delegate councillor of Basi; and Ana Cabanas, marketing and communications manager of Desigual, among others.

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Exhibitions will be held in The Stadium, dedicated to sport & street brands

Street dancers, skaters and tattoo artists bring urban culture to The Brandery

Skateboard and bicycle stunts, street dancing that gives free rein to improvisation and snowboards decorated by tattoo artists and turned into works of art... are some of the leisure proposals of The Stadium, the new sector at The Brandery which will feature sports style fashion. Throughout the show, this space will set the scene for demonstrations by tattoo artists and street dance, *parkour*, skateboard and BMX bike specialists.

The latest sport style, sport action, hi-tech fashion and street culture garments and accessories at The Brandery, which will be held in the Fira de Barcelona's Montjuïc exhibition centre from the 27th to the 29th of January 2010, will be concentrated in The Stadium, located in hall 7, which will also feature new artistic currents that have arisen in the streets.

A Skatepark will host exhibitions of skateboard leaps and acrobatics BMX street and flatland stunts by top experts. The best trick in both sports will be selected from among the participants.

Street art will be represented in the Expo Tattoo Art area with an exhibition of snowboards and skateboards customised by well-known tattoo artists on the Spanish and international scenes. The works showcase different techniques and designs used in the tattoo world, such as Old School, Tribal, Maori and Polynesian, among others. These pieces are also an original and ecological example of how to recycle these boards at the end of their useful life.

The Loft, located in hall 6, will house an artistic *Ironboard* exhibition, in which ironing boards, decorated by prestigious tattooists, become authentic pieces of art.

Lastly, music will also be a main feature in the Streetdance & Parkour area. A group of dancers will perform different street dances, such as new style, krump, popping and break dance, as well as parkour, (a discipline which consists of moving rapidly from one place to another, overcoming different obstacles in the city such as fences and walls).

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The activities in The City zone will be held in the Sant Agustí Convent

Barcelona experiences The Brandery with Djs, performances art and multimedia installations

The leisure proposals of The Brandery, from the 27th to the 29th of January, extend beyond the Montjuïc exhibition centre into various areas of Barcelona. One of them is the Sant Agustí Convent, which will become a centre for fun, culture and entertainment with musical sessions by Djs such as Silvia Prada and Kim Ann Forman (*Of Hercules an Love Affair*), performance art by Anat Ben David and others and multimedia installations by Alex Posada and Oscar Sol.

The City represents the meeting point between The Brandery and the city of Barcelona, one of the most creative and productive European capitals when it comes to design, fashion and new trends. It will be hosting various events to involve the city in the show, many of which will be held in the Sant Agustí Convent.

Highlights are musical sessions by well-known Djs such as Silvia Prada, Siamiss Dj's, Kim Ann Forman (*Of Hercules and Love Affair*), Dj Tito, Doc Slum, Marc Xocoa, Mirrow and Chicks on Speed Dj with the choreography of Kroot Juurak.

There will also be performance art by Anat Ben David, who will show visitors the process of creating a work of art through sound and images, and by Merche Blasco and Maitane Beaumont, who will combine electronic music, the melody of a viola and visual effects. Visitors will also be able to see the multimedia installations "Interaction Lab" by the digital creator Alex Posada and "Zen01" by the Catalan artist Oscar Sol.

Another highlight of The City will be the artist Antón Unai who will paint two 3x4-metre canvases based on improvisation. On the last day of The Brandery, Friday 29th of January, students of the Elisava Design School will turn this work into fashion pieces.

The world of hobbies will also be present with "Knitting The City", which will bring together fans of knitting and crochet work in an original setting. The zone will also show the best images of The Brandery projected onto screens.

In addition to all these activities, the Welcome Party, organised by the show will feature Dj sessions and a concert sponsored by Damm, as well as different events and exhibitions organised directly by some of the brands exhibiting at the show.

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Activities Programme

Every day, from Wednesday to Friday (27th, 28th and 29th January)

Skatepark Zone

13:00 to 13:30 & 15.30 to 16.00 | Area: The Fira - sector: The Stadium (hall 7)

Spectacular exhibitions by the top skateboard and BMX experts, who will thrill visitors with their leaps and acrobatics on skateboards and mountain bikes.

Organised by The Brandery

Expo Tattoo Art Zone

10:00 to 19:00 | Area: The Fira - sector: The Stadium (hall 7)

Exhibition of snowboards and skateboards customised by the most well-known tattoo artists on the Spanish and international scenes. The works showcase the different techniques and designs used in the tattoo world.

Organised by The Brandery

Streetdance & Parkour Zone

11:00 to 11:30 & 14.00 to 14.30 | Area: The Fira - sector: The Stadium (hall 7)

Featuring streetdance performances that blend a range of dance styles such as krumping, popping and breakdance, as well as Parkour, the discipline that combines leaps and spins on structures.

Organised by The Brandery

Vogue Space

10:00 to 19:00 | Area: The Fira - sector: The Cathedral (hall 6)

A team of stylists, make-up artists and photographers from this prestigious magazine will make all their visitors feel like cover models.

Organised by Vogue and The Brandery

Ice Rink

10:00 to 19:00 | Area: The Brandtown - outside halls 6 and 7

All exhibitors and visitors to the show will be able to enjoy themselves at the "Brandery Ice Skating" rink.

Organised by The Brandery.

CoBrandery Space

10:00 to 19:00 | Area: The Fira - sector: The Cathedral (hall 6)

A meeting place to facilitate new contacts and co-branding projects between designers and industry representatives, a example being the Reebok with 24 kilates; Chocolate Factory with 5.5 Designers; Divinas Palabras with Miquel Rius; Adidas with Juan Duyos; Fosco with Ana Loking; Fama with Freddy; Lacoste footwear with Colette and 24 kilates; and H&M with Sonia Rykiel.

Ironboard Exhibition

10:00 to 19:00 | Area: The Fira - sector: The Loft (hall 6)
Exhibition of ironing boards customised by top tattoo.

Exhibition of Table Tennis Bats

10:00 to 19:00 | Area: The Fira - sector: The Stadium (hall 7)
An exhibition of table tennis bats that have been customised by artists, photographers and graffiti artists.

T-Shirt Exhibition

10:00 to 19:00 | Area: The Fira - sector: The Stadium (hall 7)
Exhibition of the best T-shirts from the first international T-shirt design contest, GrafikConcert.

Wednesday, 27th January 2010

Round table: "Selling on the internet, your own store or multi-brand?"

11:30 to 13:00 | The Laundry (hall 7)
Guest panellists: Lucas Carné, Co-founder of Privalia; Santi Fort, specialist researcher in virtual reality and interactive interfaces, Barcelona Media; Marc Cortés, partner and director, Roca Salvatella, teacher at ESADE and director, Cava&Twitts.
Organised by The Brandery.

Workshop: "Trends Forecast"

16:00 to 16:45 | The Laundry (hall 7)
Guest panellist: Isabel Mesa, country manager Spain & Portugal, Worth Global Style Network (WGSN).
Organised by The Brandery

Round table: "Fashion communication in social networks"

17:00 to 18:00 | The Laundry (hall 7)
Guest panellists: Sven Mulfinger, director at Trnd; Juanjo María, director at Agitación; Ricard Castellet, client services manager, Elogia; David Contijoch, director at BuyVIP. Organised by The Brandery.

Welcome Party

20.30 to 01:00 | Barcelona Congress Centre (level 1)
Music by various DJs and a concert sponsored by Damm will provide the entertainment for a cocktail reception, dinner and party to celebrate the opening of The Brandery.
Organised by The Brandery.

The City Activities

Convent de Sant Agustí (Plaça Pons i Clerch, 2 - First floor, near calle Comerç)
16:00 to 19:00 | music Mirrow
19:00 to 21:00 | Dj Tito
21:30 to 22:00 | Action Painting + music by Anton Unai
22:00 to 23:00 | Live Act Burbuja
22:00 to 24:00 | Chics on Speed Dj set&Kroot Juurak (dancer)

And...

- *The Particle V1.0* by Alex Posada
- *ZEN 1.0* by Oscar Sol

Thursday, 28th January 2010

Workshop: "Forecast –attitudes on fashion"

10:30 to 11:15 | *The Laundry (Hall 7)*

Guest panellist: *Daniel Córdoba-Mendiola, partner and director of The Hunter and co-author of the book Coolhunting.*

Organised by *The Brandery.*

Round table: "Re-discovering the consumer"

11:30 to 13:00 | *The Laundry (Hall 7)*

Guest panellists: *Isabel Mesa, country manager Spain & Portugal de Worth Global Style Network (WGSN); Silvia Vázquez, expert in Ethnography and innovation at the DYM institute; Marta Domínguez, co-author of the book Coolhunting.*

Organised by *The Brandery and sponsored by Munich, Modania, Grupo González de Zamora and Diesel (55DSL).*

Conference: "The future of fashion distribution"

16:00 to 18:30 | *The Laundry (Hall 7)*

Guest panellist: *José Luis Nueno, Professor of Marketing at IESE Business School. Organised by The Brandery.*

The City Activities

Convent de Sant Agustí (Plaça Pons i Clerch, 2 – First floor, near calle Comerç)

16:00 to 18:00 | *music Doc Slum*

18:00 to 20:00 | *music Marc Xocoa*

20:00 to 21:30 | *Dj Set – Silvia Prada*

21:30 to 22:30 | *Live act – Anat Ben -David*

22:30 to 24:00 | *Dj set – Kim Ann Foxman (Of Hercules and Love Affair)*

And...

- 18:00 to 22:00 | *Knitting Happening – All you knitt is love*

- *Action Painting by Anton Unai*

- *The Particle V1.0* by Alex Posada

- *ZEN 1.0* by Oscar Sol

Friday, 29th January 2010

Workshop: "Analysis of virtual discussion in fashion"

10:30 to 11:15 | *The Laundry (Hall 7)*

Guest panellist: *Marta Marín, co-coordinator of the Post-grad course in Coolhunting, Universitat Ramon Llull.*

Organised by *The Brandery.*

Round table: “Catwalk shows and fashion brands today”

11:30 to 13:00 | The Laundry (Hall 7)

Guest panellists: Vicens Mustaros, coordinator of the 080 catwalk and director at DemoFashion; Kuku de Salvartes, director at Totem Fashion (Paris); Ana Cabanas, marketing and communications manager, Desigual; Luís Juste de Nin, delegate councillor, Basi (Armand Basi); and Josep Abril, designer and member of ModaFad.

Organised by The Brandery

The City

Convent de Sant Agustí (Plaça Pons i Clerch, 2 – First floor, near calle Comerç)

16:00 to 19:30 | music by Guille De Juan

19:30 to 22:00 | Dj Set –Siamiss dj's

And...

-18:00 to 22:00 | Painting becomes Fashion by Elisava students + Sugar Rush

- Desing race: design the future logo of The City

- The Particle V1.0 by Alex Posada

- ZEN 1.0 by Oscar Sol

(This programme, updated on 25nd January 2010, is subject to modifications. Changes can be consulted at www.thebrandery.com)