ACTIVITY REPORT 2014



NEW INCORPORATIONS



MOISÉS NIETO founded his own label in 2011 after completing his studies in Design at IED. Awarded with the prize My Own Show by Vogue Italy in 2011 and finalist in the Mango Fashion Awards in 2013, the creator from Gijón has become one of the young designers with more projection of the country. He presents its collections in MBFWM since 2013.



JUAN VIDAL, winner of Who's on Next Vogue Spain in 2013, is a member of a family with a long tradition in tailoring. He trained in Fine Arts and then took the leap to the world of fashion. Currently he presents his collections in MBFWM, runway to which he arrives after passing through other platforms such as Valencia Fashion Week, Bread & Butter and Fashion Fad.



MARÍA KE FISHERMAN is the label founded by Maria Lemus and Victor Alonso in 2009. Winners Of the Who's on Next in 2014, they participated in New York Fashion Week, a platform that has given them international recognition. Currently their creations can be purchased at prestigious stores worldwide such as Opening Ceremony.



GARCÍA MADRID is the menswear label created by Manuel Garcia in 2006, where the tradition of classic tailoring and cutting edge design come together. The brand distributes its creations in its three flagships in Madrid, Chile and in multibrand stores in several cities in Europe and North America as well as from its online shop.



ANTON HEUNIS arrived in Spain in 2004, where he founded his own high-end costume jewellery label after collaborating with brands like Roberto Cavalli and Emanuel Ungaro. The pieces by Anton Heunis, made entirely in his atelier in Madrid, are the result of a delicate artisan craft. Currently the label is present in more than 500 stores around the world.

INSTITUTIONAL RELATIONS

Collaboration agreement with INAEM

25th February, 2014

The Asociación de Creadores de Moda de España (ACME) and the Institute of Performing Arts and Music (INAEM) sign a collaboration agreement for the promotion and development of the performing arts and Spanish fashion.

INAEM and ACME agree to establish and maintain a close collaboration to coordinate their actions and exchange information regarding their activities with the aim of promoting the creation of new projects between the Artistic Directors of the National Companies and fashion designers.

National Fashion Awards

June 6th 2014

The Asociación de Creadores de Moda de España, as a member of the Mesa de la Moda, is a part in the selection committee of the National Fashion Awards that for the first time were granted by the Ministry of Industry, Energy and Tourism of the Government of Spain. In its first edition, awarded were the designers of ACME Adolfo Dominguez and Etxeberria, whom received the Best Designer Award in the category of Career and New Value respectively, handed by HM Queen Letizia.





Spanish Fashion, etiquette

2nd December 2014

The Confederación de Empresas de Moda presented the campaign ModaEspaña that has as an ultimate aim to gather together and distinguish in the market the Spanish fashion products so that the consumers may identify them. Conceived as a platform to provide added value to fashion Made in Spain, the campaign ModaEspaña comprises identifying such products with a labelled etiquette.



Collaborations with CSD

2014

ACME continues to collaborate with the Consejo Superior de Deportes throughout 2014 to dress our top athletes for official functions and events and to participate in the various events organized by CSD.

The President of ACME, Modesto Lomba, attended the Kisei de Go Trophy presentation at the headquarters of CSD on the occasion of the celebrations of the year of Spain in Japan, which commemorates four centuries of Diplomatic Relations between the two countries.

Furthermore, the King and Queen of Spain received in audience the members of the women's teams of swimming, water polo and synchronized swimming, to congratulate them on the accomplishments achieved in European championships 2014. All of them attend la Zarzuela dressed with creations by the designers ACME.





Marta Bach, look by Teresa Helbig



Duane da Rocha, look by Devota & Lomba

The Spanish synchronized swimming

CULTURAL ACTIVITIES

Fashion: the last skin of civilization

October 17th, 2014

The President of ACME, Modesto Lomba, participates in the seminar "Interpreting the present of the cultural product "organized by the Picasso Museum in Málaga. In a lecture entitled "Fashion: the last skin of civilization," the designer reflected on the role of fashion as a cultural industry.



ACME collaborates with the Teatro Real

November 3rd 2014

The Teatro Real organizes its II Almoneda Real, which allows the general public to purchase pieces of the props, wardrobe and characterization made in the Theatre's workshops. ACME, a benefactor of the Teatro Real, collaborates with this initiative lending the mannequins for the exhibition of garments from the Opera Giulio Cesare, worn by the singer Maria Bayo in her representation in the Real in November 2002.



JORCAM dresses in Spanish fashion

November 18th, 2014

The Asociación de Creadores de Moda de España, (ACME) donated to the Youth Orchestra and Choir of the Community of Madrid (JORCAM) a collection of T-shirts designed by the leading fashion brands in the country. JORCAM wore for the first time the T- shirts at the premiere in the Teatros del Canal of "La Zarzuela es joven."



EXHIBITIONS

Made in Spain: la mode au-delà des frontières

April 1st, 2014

The Asociación de Creadores de Moda de España, organizes the event "Made in Spain: la mode audelà des frontières " in the residence of the Spanish Ambassador in France. This exhibition arrives in the French capital to showcase a selection of the most representative pieces of the Fall / Winter 2014- 2015 collections by 28 Spanish designers.

The event was attended by many personalities from the world of fashion and culture in France. Specialized fashion press from media such as Le Figaro, Grazia, Marie Claire, Cosmopolitan, WWD, Gala, and important buying agents for department stores such as Harvey Nichols, Neiman Marcus or Bergdorf Goodman attended the event for updates for the next season Fall / Winter 2014 2015 by 28 Spanish creators.















Made in Spain: a moda espanhola para Lisboa e para o mundo

April 30th, 2014

The exhibition "Made in Spain: a moda espanhola para Lisboa e para o mundo" arrived in Portugal within the scope of activities of the "Fashion Days" organized by the Embassy of Spain in Lisbon.

The Palace of Palhava, residence of the Spanish Ambassador in the Portuguese capital, hosts this exhibition in which are showcased the pieces by 29 Spanish creators.

Designers Modesto Lomba, Agatha Ruiz de Prada, Francis Montesinos and Miguel Marinero where personally in charge of showing their creations to the guests, among whom were Paula Mateus, Director of Vogue Portugal; Juan Angel Vaca, Managing Director of El Corte Ingles; Prince Jean Philippe d'Orleans; Elena Fraguas, Director of Mirto and Portuguese designers Ana Salazar and Filipe Faisca among others.













Madrid is Fashion in Conde Duque

September 2014

The Asociación de Creadores de Moda de España, collaborates with the cycle of activities "Madrid is Fashion in Conde Duque ". This initiative, organized by the City of Madrid and Madrid Destino to bring the Fashion Week to the centre of the city, is a clear commitment towards fashion as one of the main tourist and cultural attractions of the capital.

Thus, in Conde Duque could be seen the exhibit "Fashion Shows: the theatre of fashion", a selection of the fall / winter 2014-2015 collections that 28 of the leading fashion brands of the country presented on the Madrid runway.

Additionally, ACME organized the roundtable "Fashion Shows: the day after ", participated by the designers Ana Locking, David Delfín and Manuel Garcia, along with Cósima Ramirez, Responsible of Global Expansion of Agatha Ruiz de la Prada. Marta Blanco, fashion consultant, was in charge of moderating a debate in which they discussed issues such as the obsolescence or not of the current format of the fashion shows, new ways of presenting the collections or the process that follows a collection after its presentation.









The fashion showcase of ACME

November 20th, 2014

The headquarters of the Asociación de Creadores de Moda de España becomes, for a month, an exhibition hall. Three members of ACME: Etxeberria, Ion Fiz and Anton Heunis invite three designers, not belonging to said, to establish a creative dialogue with them. Talia Baker, Biliana Borissova and Ulises Mérida display their designs alongside with designers of the Association in a unique encounter between creators.











COMMERCIAL ALLIANCES

Agreement with Chinese Friendly March 2014

ACME signs an agreement with Chinese Friendly, a company dedicated to the promotion of cultural and business tourism for high standing Chinese travellers. Both entities seal this agreement to jointly create activities related with fashion and design, to create luxury experiences for Chinese tourists and to position both ACME as well as its Associates on the touristic, aesthetic and shopping map of the Asian giant.

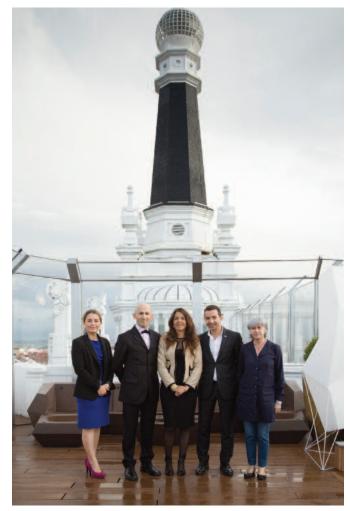


Experiences Priceless Mastercard 2014

ACME joins once again with Mastercard Spain to provide the users of their cards Priceless experiences and exclusive advantages related to fashion. An initiative to which various creators of ACME sum up opening the doors of their ateliers and offering exclusive sales for Mastercard customers.

Collaboration agreement with Meliá *April 29th, 2014*

Meliá Hotels International, a leading hotel company in our country, shows its support to national fashion signing a collaboration agreement with ACME. The Balearic signature brand thus becomes the chain of reference for the brands that integrate the Association. This collaboration agreement establishes that member companies may receive discounts and prime conditions in their hotels, with the purpose of favouring the internationalization of Spanish fashion.



PROMOTION AND COMMUNICATION

Gastrofestival 2014

January 24th, 2014

ACME joins this initiative by putting together in the window shop of their headquarters in the Barrio de las Letras, Madrid, a unique "Menina" dressed with bottles designed by fashion creators. The installation, carried out by Miguel Cruz, is made up of a special edition of water bottles devised by Ana Locking, sherry bottles with labels by Duyos and a collaboration of label designs of local wines, bottles of Coca Cola, bottles of olive oil from organic farming, made by members of the Association.



Sephora Red Carpet

March 28th, 2014

ACME joins Sephora in presenting their novelties for spring / summer 2014 with the project #Sephoraredcarpet. Sephora and its exclusive brands have been inspired by 13 creations by ACME designers to develop their beauty proposals.

The designs by Francis Montesinos, Dolores Cortés, Agatha Ruiz de la Prada, Helena Rohner, Ion Fiz, Juana Martin, Devota & Lomba, Lemoniez, Menchén Thomas, Roberto Verino, Ana Locking, Angel Schlesser and Hannibal Laguna are the starting point to create stunning beauty looks.



ACME renews the agreement with EFE *April 7th*, 2014

The President of ACME, Modesto Lomba, signs, together with the President of EFE Agency, Jose Antonio Vera, the renewal of the annual collaboration agreement with Efe Estilo which is embodied in monthly breakfasts with a monographic characteristic: "60 minutes of fashion with Efe Estilo" in which the world of fashion is analysed from different aspects such as creativity, training, internationalization, Spanish master craftsmen and the vision of the sector in all the areas.



Alliance between ACME and Vogue Spain

May 29th, 2014

Vogue and the Asociación de Creadores de Moda de España reach an agreement whereby the winners of the Who's on Next Award enter and become a member of ACME. This initiative reinforces the commitment that both maintain with the promotion and support of the new talents of Spanish fashion.



A Spanish fashion exhibit in Cuatrecasas

June 5th, 2014

The Asociación de Creadores de Moda de España joins the event "Women in Business" organized annually by the law firm Cuatrecasas and which brings together some of the most prestigious businesswomen and female lawyers in Europe. ACME showcased a curated selection of seasonal garments by Spanish designers to the attendees of the event. A private show to promote the points of sale of the most relevant national brands.



ACME participates in DecorAcción

June 6th, 2014

ACME joins the interior design party in the Barrio de las Letras with a garden full of fashion. The headquarters of the Association offers these days in its window-shop a special installation by the decorator Miguel Cruz in collaboration with IKEA.

The ACME facilities in Calle Leon 24 are filled with spring for this V Edition of DecorAcción, an activity organized by the BDLL Merchants Association, magazine Nuevo Estilo and the City of Madrid.



Modesto Lomba participates in a meeting with the readers of El País

November 4^{th,} 2014

Modesto Lomba participates in a meeting with subscribers to the daily El País in the Teatro del Arte in Madrid where Eugenia de la Torriente accompanied him. The fashion editor of El Pais and editor of El País Semanal acted as moderator of the meeting which was attended by a hundred newspaper readers.

Mujerhoy presented their fashion event 2014

November 6th, 2014

After the success of the first edition of MHM Summit, Mujerhoy presents its big fashion event of 2014, this time dedicated to a rising sector, that of weddings. Under the name "Bridal Strategy and Business ", a conference was held at the Library of ABC where relevant professionals featured as participants, such as the President of ACME, Modesto Lomba, and the designer Hannibal Laguna.

Madrid Fashion Film Festival

November 6th, 2014

The space Centro Centro of the Palacio de Cibeles hosts the II edition of MadridFFF a sample of the best audiovisual work performed for the fashion industry. The festival included a lengthy list of activities. A full program of lectures, panel discussions and exhibitions that, together with the contest aimed at both professionals and young talents, comprised the contents of the II edition of MadridFFF.

Branding plan

November 20th, 2014

In 2014 the Association has established as an aim to begin a phase of renewal. For this, it makes uses of the services of the specialist branding consultant Sofoco Media, which develops a brand book for ACME defining the positioning of the brand, setting the strategies to follow regarding product and communication.

Christmas Lights in Madrid

December 2nd, 2014

Madrid glows with the creations of the ACME designers, who grant yet another year their Christmas lights designs to the City. An original initiative of the City of Madrid that brings fashion to the streets of the capital. The main shopping streets of Madrid spruce up for the festivities with the creations of Angel Schlesser, Hannibal Laguna, Purification Garcia, Ana Locking, Adolfo Dominguez and Victorio & Lucchino.



SOCIAL WORK

ACME collaborates with the initiative "We are all rare"

March 2nd, 2014

Spanish fashion in solidarity with the fight against rare diseases through the Foundation Isabel Gemio collaborates with the solidarity movement "We are all rare", and the telethon hosted by the popular TVE presenter to raise funds for medical research. Besides being present in the telethon, ACME designers donate a piece from their collections for a charity auction in favour "We are all rare".

ACME supports the fight against anorexia and bulimia

April 8th, 2014

The National Association of Communications Agencies (ANAC) held a charity gala #ANACyA-DANER to raise funds for the Association in Defense of Attention for Anorexia Nervosa and Bulimia (ADANER) so they can continue their work in support of victims of these ailments and their families as well and with the tasks of preventing them. ACME wished to join the initiative through the purchase of a table.





Hurray my size!

April 22nd, 2014

The Asociación de Creadores de Moda de España collaborates with the Directorate General for Women in the organization of the conference " Hurray my size. Fashion and Health ". Sizing, nutrition and female stereotypes are some of the topics discussed in this meeting with the participation of: Laura Ruiz de Galarreta, Managing Director of Women; Modesto Lomba, President of ACME; the athlete Lidia Valentín; Dr. Concha Vidales; Marta Blanco, President of the Friends Association of the Museo del Traje; sociologist Silvia Alexandrowitch and designers Dolores Cortés, Juanjo Oliva and Nuria Sardá.



TRAINING

Raquel Gálvez dresses the givers of the Goya

January 28th, 2014

ACME, Adecco and the Film Academy come together to promote the work of young designers. Modesto Lomba, President of ACME; Andres Aberasturi, Director and Creator of EGO; Tatiana Hernandez, Member of the Board of the Film Academy in the category of wardrobe, and Margarita Alvarez, Director of Marketing and Communications at Adecco, have served on the jury of a competition for young designers and fashion students which was won by Rachel Galvez, who made the suits of the two boys and the two girls who play the role of assistant givers of

the 2014 Goya Awards.





Fashion Code Event en Barcelona

January 29th, 2014

The Musseu del Disseny in Barcelona hosts the International Fashion Code Event, a day designed to meet the legal reality in the environment of the world of fashion which accounts with the collaboration of the Asociación de Creadores de Moda de España.

Renowned experts in the field of Intellectual and Industrial Property, designers, lawyers and businessmen, share experiences and exchange impressions over the current scenario regarding counterfeiting and copies in fashion.

Classes in the IX edition of the Master Vogue-UC3M

May 2014

ACME collaborates one more year with the Master in Fashion and Beauty Communication VOGUE-UC3M, coordinating the course History of Spanish Fashion.

Students in the IX edition of the course have counted with the presence of Charo Mora, specialist History of Fashion; Enrique Loewe, President of the Loewe Foundation; Ignacio Sierra, Corporate CEO of the Cortefiel Group; and designers Modesto Lomba, David Delfín, Ana Locking and Helena Rohner who, accompanied by Pepa Bueno, gave lessons at the Carlos III, Madrid.







Modesto Lomba participates in the summer courses of UIMP

July 1st, 2014

The President of ACME, Modesto Lomba, collaborates in the summer courses of the International University Menendez Pelayo.

Lomba participates in the II Meeting of Solidarity and Creative Sport in the round table entitled "Sport and Culture, driving social change" in which exchanged views with synchronized swimming medallist Andrea Fuentes.

ACME collaborates with the University Rey Juan Carlos

July 22nd, 2014

ACME signed an agreement with the University Rey Juan Carlos for International Master in Fashion Marketing and Excellence. The formation of the current and future professionals in the fashion world is one of the objectives of ACME, that again engages with one of the major universities in our country, firmly committed with the textile industry.

TRADESHOWS

Week of the Creators in Paris

ACME collaborates with ICEX to coordinate the grouped presence of Spanish creators in the Image trade shows that take place during the Semaine des Créateurs, be they or not members of the Association, marketing their collections in the various trade shows and showrooms in Paris.

Fall / Winter Collections 2014-15 28th February to 3rd of March

> PREMIÈRE CLASSE Andrés Gallardo Anton Heunis Castañer Catherine Parra Chie Mihara Helena Rohner Lotocoho Megumi Ochi Suturno

Tissa Fontaneda

> PARIS SUR MODE ATELIER Coldelrosso Ailanto Ángel Schlesser Lebor Gabala Monoplaza

> THE BOX Mercules

> TRANOÏ PALAIS DE LA BOURSE Jorge Morales Laura B Malababa

> TRANOÏ MONTAIGNE Alvarno Juan Vidal Juanjo Oliva The 2nd Skin

> TRANOÏ CARROUSEL DU LOUVRE Beatriz Furest Cristina Zazo D-due Leyre Valiente Marlota Miriam Ocariz OH! ... OH!

> WOMAN PARIS Steve Mono

> CAPSULE SHOW El Colmillo de Morsa

> SHOWROOMS

Mc2 DIFUSSION Amaya Arzuaga

CREATIVE DOOR Martinez Lierah

SCI MAB Pedro García

INTERCONTINENTALPARIS LE GRAND Delpozo



Spring / Summer Collections 2015 26th to 29th September

> PREMIÈRE CLASSE Andrés Gallardo Anton Heunis Castañer Chie Mihara Helena Rohner Lotocoho Megumi Ochi Naguisa Paloma Barceló Pertegaz Suturno The Middle Tissa Fontaneda > PARIS SUR MODE Ailanto Coldelrosso Justicia Ruano Lebor Gabala Monoplaza

> THE BOX Mercules > TRANOÏ PALAIS DE LA BOURSE Etxeberria Jorge Morales Laura B Malababa UKE > TRANOÏ MONTAIGNE Alvarno Juan Vidal Juanjo Oliva The 2nd Skin > TRANOÏ LOUVRE **Beatriz Furest** Cristina Zazo D-due JV by Jorge Vázquez María Escoté Marlota **Miriam Ocariz** OH! ... OH!

> WOMAN PARIS Steve Mono

> CAPSULE SHOW Colmillo de Morsa

Wilhelmina García

> SHOWROOMS

Mc2 DIFUSSION Amaya Arzuaga

SCI MAB Pedro García

INTERCONTINENTAL Delpozo

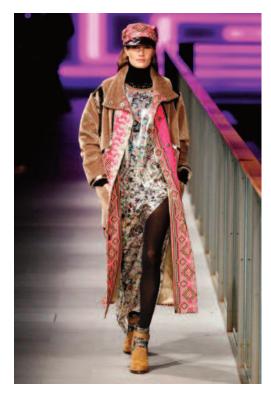


FASHION SHOWS FALL-WINTER 2014/15

080 Barcelona Fashion

January 2014

Custo Barcelona presents its creations for the Fall / Winter 2014-2015 season in 080 Barcelona Fashion.



CUSTO BARCELONA

New York Fashion Week

7th - 9th February 2014

New York Fashion Week counted with the participation of three designers of the Association: Custo Barcelona, DelPozo and Pedro del Hierro Madrid.



PEDRO DEL HIERRO MADRID





CUSTO BARCELONA

DELPOZO

FASHION SHOWS FALL / WINTER 2014/15

MFShow (Madrid)

February 2014

Jorge Vazquez presents his Fall / Winter collection 2014-2015 in the Botanical Garden of Madrid within the schedule of MFShow.



JV POR JORGE VÁZQEUZ

London Fashion Week

February 2014

Emilio de la Morena presenta sus creaciones para la temporada otoño/invierno 2014-2015 en la semana de la moda de Londres.

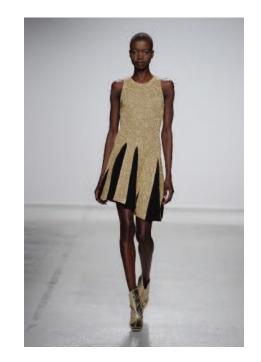


EMILIO DE LA MORENA

Paris Fashion Week

March 3rd, 2014

Amaya Arzuaga presented her Fall / Winter 2014-2015 designs during the fashion week in Paris with a fashion show at the Palais de Tokyo.



AMAYA ARZUAGA

FASHION SHOWS FALL / WINTER 2014/15

Mercedes-Benz Fashion Week Madrid

14th – 17th February 2014

ACME coordinates the presence of its associated designers in the fashion week in Madrid. At the 59th edition of MBFWM, 24 ACME designers attended the runway.

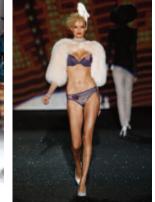


AGATHA RUIZ DE LA PRADA

A

AMAYA ARZUAGA





ANDRES SARDA



AILANTO

ANGEL SCHLESSER

DAVIDELFÍN

DEVOTA & LOMBA

DUYOS

ETXEBERRIA

FRANCIS MONTESINOS

HANNIBAL LAGUNA



ION FIZ



JUAN VIDAL

.

JUANA MARTÍN



JUANJO OLIVA

MARIA BARROS

MIGUEL MARINERO

MIGUEL PALACIO



ROBERTO TORRETTA

ROBERTO VERINO

TERESA HELBIG

VICTORIO & LUCCHINO





FASHION SHOWS

Miami Fashion Week

14th to 15th May, 2014

Miami Fashion Week has counted with a distinct Spanish flavour thanks to the collaboration agreement between ACME and the organization of the American fashion week. Designers Agatha Ruiz de la Prada, Andres Sardá and Custo Barcelona presented their resort proposals on the runway.



ANDRÉS SARDÁ



AGATHA RUIZ DE LA PRADA



CUSTO BARCELONA

Nicolás Vaudelet fashion show

May 30th, 2014

Nicolas Vaudelet presents in Madrid his collection fall / winter 2014-2015, a proposal inspired in the world of classical circus from the beginning of the XX century.



FASHION SHOWS SPRING / SUMMER 2014/15

080 Barcelona Fashion

June 2014

Custo Barcelona and Menchén Tomas presented their creations for the Spring / Summer 2015 season in 080 Barcelona Fashion.







MENCHÉN TOMÀS

García Madrid

July 8th, 2014

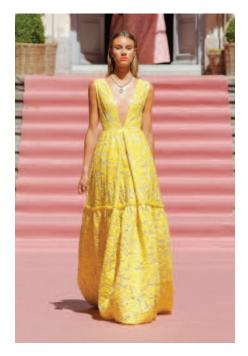
The menswear signature label García Madrid shows his Spring / Summer 2015 collection at a presentation at Casa del León in Madrid.



Off Fashion Week Madrid

September 2014

Jorge Vazquez presents his proposals for Spring / Summer 2015 in a fashion show at the Embassy of France in Madrid.



JV POR JORGE VÁZQEUZ

FASHION SHOWS SPRING/SUMMER 2015

New York Fashion Week

7th - 10th September, 2015

New York Fashion Week counts with the participation of 4 ACME designers: Custo Barcelona, Del-Pozo, Pedro del Hierro Madrid and Etxeberria, who premiered in the New York Fashion Week.

London Fashion Week

February 2014

Emilio de la Morena presents his creations for the Spring / Summer 2015 season in the fashion week in London.



CUSTO BARCELONA

DELPOZO



PEDRO DEL HIERRO MADRID



ETXEBERRIA



FASHION SHOWS SPRING/SUMMER 2015

Mercedes-Benz Fashion Week Madrid

13th to 16th September 2014 ACME coordinates the presence of its associated designers in the fashion week in Madrid. At the 60th edition of MBFWM, 24 ACME designers attended the runway.



AGATHA RUIZ DE LA PRADA

AILANTO

AMAYA ARZUAGA





ANDRES SARDA



ANGEL SCHLESSER

DAVIDELFIN

DEVOTA & LOMBA

DUYOS

ETXEBERRIA

FRANCIS MONTESINOS

ANA LOCKING

HANNIBAL LAGUNA



ION FIZ

JUAN VIDAL

JUANA MARTÍN

JUANJO OLIVA

MAYA HANSEN

MIGUEL PALACIO

MOISÉS NIETO





ROBERTO TORRETTA

ROBERTO VERINO



DOLORES CORTÉS TERESA HELBIG







