

asociación **creadores**  
de moda de **españa**



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letter  
president

**T**he Association of Creators of Fashion from Spain is already eleven years old, during which time the most important designers of the national scene have been added into the family of ACME. With creators from throughout the Spanish territory, the Association has 31 designer brands, which include pioneers of the fashion system in Spain such as Elio Bernhayer and young designers like Alma Aguilar. Different brands with different perspectives, however with the common goal of working together to broadcast the fashion from Spain.

Spanish fashion shows itself to the world with major exhibitions and initiatives such as Made in Mad and 12 Garments for... which underlines the creation of fashion as a cultural value and an appeal that strengthens our country's brand.

Cibeles Madrid Fashion Week celebrates 50 editions advancing towards becoming one of the major international catwalks. Designers such as Roberto Verino return to the catwalk in Madrid, which contributes the novelty of its debut in New York with the premiere of davidelfin in the Big Apple. With 25 years of the great national catwalk, celebrated is also 25 years of a new fashion system in Spain which continues to move steadily towards the future, with the consolidation of its designers and the emergence of new fashion professionals.

The Association of Creators of Fashion from Spain has the purpose of developing a long-term policy which wages for the future of national fashion and for a solid training, valid and contemporary, to support it. From this desire arise important synergies between the specialized press and Spanish fashion designers through the masters and study courses in which ACME works together with Vogue, Telva and Yo Dona, along with universities and major study centres such as Universidad Carlos III, San Pablo CEU and ISEM.

In difficult times like we are experiencing, Spanish fashion has chosen to investigate new retail venues with online shops that allow to reach a greater number of customers, and internationalization, with a significant presence in major department stores through out the world, such as El Palacio de Hierro, Mexico.

We are facing a historic opportunity to unite, lay the foundations for Spain's Fashion and together work for a strong and sustainable fashion system.

Spanish fashion must join forces towards a common goal; the performance of an industry that generates many jobs, contributes to the economic development of the country and nurtures culture through its creative aspect.

Modesto Lomba

President

letter  
executive  
director

T

he year 2009 has been a year of consumer recession, a direct contact with the reality of change that we assume positively as an important stimulus for the growth of Spanish fashion, an opportunity to change attitudes and address challenges that are currently not an option but a necessity. This year, ACME has continued adding creators and fashion design brands, working on internationalization, developing commercial projects and reinforcing the presence of our creators in the great national catwalk Cibeles Madrid Fashion Week.

International activity has been developed with the marketing of the collections of our creators in the Mexican store, El Palacio de Hierro, fashion shows on the catwalks of Milan and New York, attendance at the international fairs of; Tranoï and Atmosphère in Paris, CIFF, Copenhagen CPM-Moscow, Pitti Bimbo, Florence and White-Milan and exhibitions in Milan.

An important step was the book Geography of Spanish Fashion edited by TF Editores with images by Juan Gatti, texts by Candy Pratts and Oscar de la Renta, distributed in Spain, Portugal, France, Mexico and the U.S., which has allowed us to show our history and contemporary fashion.

In Spain, Cibeles Madrid Fashion Week is established as the major national catwalk with the presence of 28 of our associates from all over the country, making Madrid the fashion capital of Spain. The additions to ACME are Hannibal Laguna, Jose Garcia Castro and Purification García consolidating the presence of representatives from Galicia and Valencia.

Commercially we have begun marketing in the new distribution channel; on-line sales. Socially it has been a year of active work with the Council of Health of the Community of Madrid on the board of control of the Social Pact against the Disorders of Eating Behaviour. We have strengthened our commitment to training collaborating with; the ISEM, the Master in Communication Vogue Fashion and Beauty, Universidad Carlos III of Madrid and Master Telva & Yo Dona in Communication of Fashion and Beauty.

A year of intense activity in which we appreciate the institutional support of the Community of Madrid, Ministry de Culture, City of Madrid and IFEMA and sponsorships from La Caixa, private banking, Iberia, Hotel Room Mate and NH. And, thank you also to our associates the creators of Fashion from Spain, whose participation in the ACME projects assists growth and development in the field of fashion design in Spain.

Lucía Cordeiro

Executive director

the  
association



THE ASSOCIATION CREATORS  
OF FASHION FROM SPAIN IS  
ESTABLISHED IN 1998 BY  
ANGEL SCHLESSER, ANTONIO  
PERNAS, ELIO BERNHAYER,  
JESUS DEL POZO, MODESTO  
LOMBA AND ROBERTO VERINO.

## the association

**T**he Association of Creators of Fashion from Spain is a professional non-profit organization composed of designers from all over the country. Headquartered in the capital, Madrid, ACME currently is associated to 31 fashion design brands. It is the only one of its nature, with national exposure and international coverage, existing in Spain.

Fashion is conceived by the Association both as culture as well as economy, its objective being to promote and develop activities that lead to benefits for the fashion design industry in its creative and commercial aspects, through constant study and monitoring of national and international markets and participating in commercial missions and actions of any kind, especially in strategic countries.

The creators of fashion, members of the Association, participate in different catwalks, national and international, such as; Cibeles Madrid Fashion Week, Barcelona Bridal Week, FIMI in Valencia, New York and Milan.

The Association of Creators of Fashion from Spain collaborates with various institutions such as; la Camera Nazionale della Moda Italiana, Cámara Argentina de la Indumentaria, Ministerio de Cultura y Consumo, ICEX, Consejería de Cultura de la Comunidad de Madrid, ACOTEX, ASECOM, IFEMA, CEIM, SEEI, Academia de las Artes y las Ciencias Cinematográficas, Instituto Cervantes and Cámara de Comercio de Madrid, amongst others.

## board of directors



Modesto Lomba  
President



Roberto Torretta  
Vicepresident



Jesús del Pozo  
Secretary



Ágatha Ruiz de la  
Prada  
Treasurer

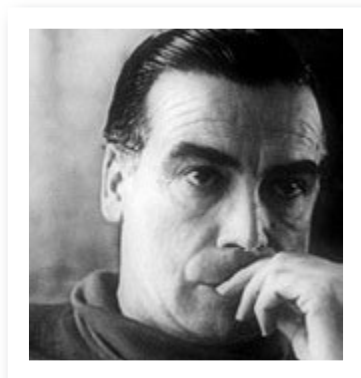


Executive director  
Lucía Cordeiro

associates

Agatha Ruiz de la Prada  
Ailanto  
Alma Aguilar  
Amaya Arzuaga  
Ana Locking  
Andrés Sardá  
Angel Schlessler  
Antonio Alvarado  
Carmen March  
Davidelfin  
Devota & Lomba  
Duyos  
Elio Berhanyer  
Francis Montesinos  
Hannibal Laguna  
Javier Larrainzar  
Jesús del Pozo  
Jose Castro  
Jose Miro  
Juanjo Oliva  
Kina Fernández  
Lemoniez  
Lydia Delgado  
Miguel Palacio  
Miriam Ocariz  
Now by Maria Freyre  
Purificación García  
Roberto Torretta  
Roberto Verino  
Spastor  
Victorio & Lucchino

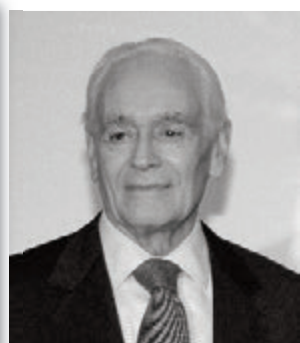
## honorary associates



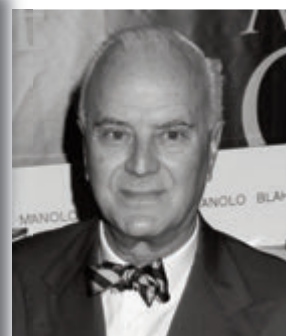
Cristobal Balenciaga  
Honorary President



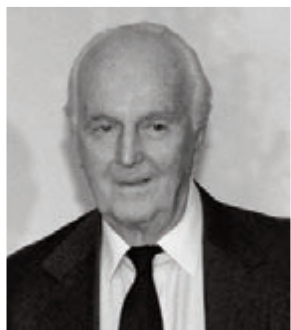
Enrique Loewe



Philippe Venet



Manolo Blahnik



Hubert de Givenchy



Óscar de la Renta



Carolina Herrera



Olivier Strelli

## José Castro

José Castro showed for the first time in Madrid Fashion Week in 2009. Member of the French Federation of Couture, he has received several awards for his career such as the Royal College of Art Society Prize for Innovation, Creativity and Presentation (2000). Jose Castro worked with Alexander McQueen for Givenchy, was artistic director for Miró Jeans and one of the designers of Desigual. His clothes have dressed celebrities such as Whoppi Goldberg, Paz Vega and Sarah Jessica Parker in the movie Sex and the City.



## Purificación García

Purificación García showed for the first time in Madrid Fashion Week in 1986. She also participates in international catwalks such as Milan and Tokyo. In 1997 she presents her first bridal collection. In 2001 the Galician designer publishes the book Having Style and in 2003 created the Photo Competition Purificación García. Throughout her career she creates the costumes for numerous movies and plays, dressing actors such as; Victoria Abril, Maribel Verdu or Sergi Lopez. She has over 60 stores in Spain, Mexico and Portugal.



## Hanníbal Laguna

Hanníbal Laguna presents his collections in Pasarela Gaudí and Madrid Fashion Week since 1997. Already in 1986 his first collection is honoured with the Air France Award. From 1995 Hanníbal Laguna begins to present his collections of bridal couture. Accounting with over a dozen lines and licenses. Currently his couture and bridal collections are available in prestigious multi-brand stores in Moscow, Miami, Chicago, Los Angeles, Caracas, Mexico, Dubai, Kuwait, Abu Dhabi and major European capitals.



institutional  
relations



THE ASSOCIATION OF CREATORS  
OF FASHION FROM SPAIN  
UPHOLDS RELATIONS WITH  
DIFFERENT ORGANIZATIONS,  
ENTITIES AND INSTITUTIONS FOR  
THE SAKE OF PROMOTING  
SPANISH DESIGN AND THE  
CONCERNS OF THE ASSOCIATES,  
AS WELL AS THE ESTABLISHMENT  
OF PARTNERSHIPS.

## institutional relations

*“Spain is a very active country in the textile industry and fashion apparel that is obtaining remarkable results at international level”*

Mario Boselli,  
President of CNMI

### Camera Nazionale della Moda Italiana

MARCH. ACME pledges a collaboration agreement with the Camera Nazionale della Moda Italiana (CNMI), a non-profit association that manages, coordinates and promotes the development of fashion in Italy and brings together industry and design.

Endorsed by the Ministry of Culture, the Council of Culture of the Community of Madrid and Milan Comune this agreement is governed by six points among which are underlined; the harmonization of the schedule of the European fashion weeks, the implementation of standards regarding the obligations of the brand of origin for all articles from outside de UE, the struggle for the defence of intellectual and industrial property, the defence of aesthetic models which may not limit the person negatively, particularly the fight against anorexia, and collaboration in the training of future fashion professionals.



### Academia de Cine

MARCH. ACME and the Academia de las Artes y las Ciencias Cinemátográficas sign an agreement bringing together Spanish fashion and cinema. The first collaboration between both institutions takes place in the award ceremony of the Goya Awards 2009, where several designers from ACME dressed the nominees.

## Sociedad Estatal de Exposiciones Internacionales (SEEI)

**JULY.** ACME and SEEI organized a competition among the creators associated to define the design of the uniforms for hostesses and support staff of the Pavilion of Spain in the World Expo Shanghai 2010. Jose Miro's proposal, based on sustainability, ecology and design was the chosen one.



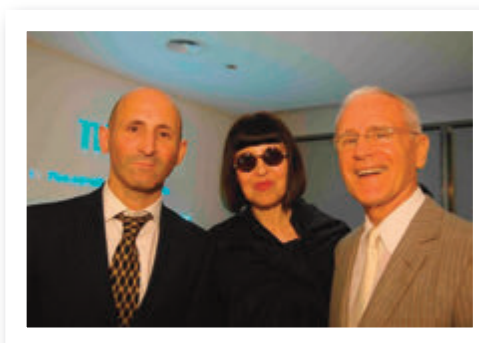
## Audiencia con la Princesa de Asturias

**SEPTEMBER.** The Princess of Asturias shows her support towards Spanish fashion receiving in private audience the Association of Creators of Fashion from Spain, Elle magazine, the Director of Museo del Traje and the designers; Ana Locking, Angel Schlessler, Amaya Arzuaga, Carmen March, davidelfin, Devota & Lomba, Hannibal Laguna, Lemoniéz, Juanjo Oliva, Miguel Palacio, Roberto Torretta, Roberto Verino and Victorio & Lucchino.



## Cámara Industrial Argentina de la Indumentaria

**NOVEMBER.** ACME is invited by the Cámara Industrial Argentina de la Indumentaria to the presentation in Buenos Aires of the Estratigic Plan for Design in Argentina. A project financed by the Bank Intercambio de Desarrollo that incorporates design to the industrial structure of Argentina.



commercial  
activities

ACME WORKS WITH ENTITIES OF  
VARIOUS SECTORS OFFERING A  
WIDE RANGE OF COMMERCIAL  
OPTIONS FOR SPANISH FASHION  
AND ITS DESIGNERS.

## commercial activities

### El Palacio de Hierro, México

**FEBRUARY-SEPTEMBER.** The international buyers of Palacio de Hierro attend the editions of Cibeles Madrid Fashion Week and purchase the collections of Amaya Arzuaga, davidelfin, Devota & Lomba, Jesús del Pozo, Kina Fernández, Lydia Delgado, Roberto Torretta and Victorio & Luchino, which, from September, are available to buy at the malls of Palacio de Hierro de Polanco, Perisur and Santa Fe in Mexico F.D. and in the cities of Monterey and Guadalajara.



### El Corte Inglés

**FEBRUARY.** The Corte Inglés of Castellana puts for sale in a pop-up-store a selection of exclusive garments from the Fall Winter 2009/2010 collections of 15 creators from ACME presented at Cibeles Madrid Fashion Week. Ailanto, Alma Aguilar, Antonio Alvarado, Amaya Arzuaga, davidelfin, Lydia Delgado, Devota & Lomba, Javier Larrainzar, Ana Locking, Juanjo Oliva, Jesús del Pozo, Agatha Ruiz de la Prada and Roberto Torreta were the designers that participated in the project Pasarela Creadores El Corte Inglés.



## Room Mate

FEBRUARY-SEPTEMBER. ACME establishes a relationship of co branding with Room Mate. The hotel chain joins Spanish fashion contributing to its internationalization, collaborating through actions taken during New York Fashion Week and marketing fashion products from ACME and associated creators: Ana Locking, Carmen March, davidelfin, Duyos and Juanjo Oliva.



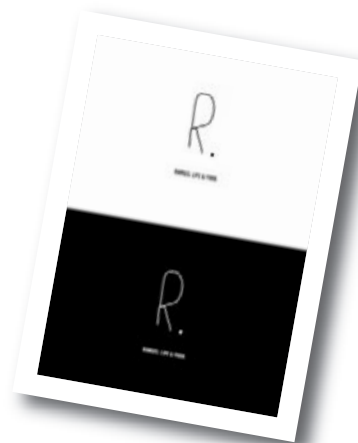
## Telva-Mallorca

FEBRUARY-SEPTEMBER.. During the editions of Cibeles in February and September, the Association of Creators of Fashion from Spain and Telva wage to involve in fashion the venues in Madrid. The Mallorca gourmet space participates with the sales of cupcakes and cookies designed by 22 creators from ACME.



## Ramsés

SEPTEMBER. September. The restaurant Ramsés develops dishes and cocktails based on the Spring Summer 2010 collections of 21 creators from ACME, creations that are available during the week of the fashion shows in Cibeles Madrid Fashion Week.



*“Fashion is arriving to the services sector. There is an increasing relationship between fashion brands and interior design, hotels and restaurants ... It can be said that today the fashion phenomenon is universal and affects everything.”*

Modesto Lomba,  
President of ACME

## commercial activities

### BuyVIP

SEPTEMBER. Consumer habits are changing every day and Internet is accessible as an opportunity for the fashion sector. ACME is therefore present in this new distribution channel and premieres selling on-line in one of the most prestigious sales sites on the internet, BuyVIP. Agatha Ruiz de la Prada, Devota & Lomba, Jesus del Pozo, Juanjo Oliva and Kina Fernández are some of the brands participating in the first campaign.

The logo for BuyVIP, featuring the text "buy·v!p" in a bold, lowercase sans-serif font. The dot in "v" is replaced by an orange exclamation mark.

### La Rioja Estilo

SEPTEMBER. Following an initiative to develop new production alternatives, ACME and the Federation de Empresarios de la Rioja undertake this project in which Devota & Lomba, davidelfin, Francis Montesinos, Duyos, Angel Schlessler, Roberto Torretta incorporate design and brand image to the products of the more representative companies from the Rioja to create innovative and cutting edge products.





## Vogue Fashion's Night Out

SEPTEMBER. ACME in collaboration with the City of Madrid, participates in the great Vogue's Fashion Night Out, opening a pop-up-store in a space situated in number 47 of Velazquez street, where you can purchase designs from Amaya Arzuaga, Elio Bernhayer, Devota & Lomba, Kina Fernández, Javier Larrainzar, Ana Locking, Francis Montesinos, Lemoniez, Miriam Ocariz, Juanjo Oliva, Miguel Palacio, Jesús del Pozo, Roberto Torretta, Roberto Verino and Victorio & Lucchino.



cultural  
activities

AT ACME THE CREATION OF FASHION IS CONSIDERED A CULTURAL INDUSTRY. THEREFORE, THE ASSOCIATION OF CREATORS OF FASHION FROM SPAIN DEVELOP ACTIONS THAT PLACE VALUE ON THE CULTURAL FACETS OF FASHION DESIGN WITHIN AND FURTHER FROM OUR FRONTIERS.

## Geography of Spanish Fashion

DECEMBER. With photography and artistic direction by Juan Gatti and edited by TF Editores, Geography of Spanish Fashion reflects in its pages the maturity achieved in the creation of fashion in Spain. Put together as if it were a couture dress, this book was created to commemorate 25 years of Spanish fashion, a fashion born with the democracy and which has managed to draw on the history and cultural traditions of a country to create trends and move towards the future.

With texts by Oscar de la Renta, Candy Pratts Price, executive fashion director of style.com and the president of the Association of Creators of Fashion from Spain, Modesto Lomba, Geography of Spanish Fashion is a project of ACME in collaboration with the Ministry of Culture and the Council of Culture of the Community of Madrid. It is sold in bookshops in Spain, France, Portugal, Mexico, USA and amazon.com.

Geography of Spanish Fashion is presented in December at the Museo del Traje with a ceremony at which where present the Minister of Culture, Angeles Gonzalez Sinde and the Vice counsellor of Culture of the Community of Madrid, Concha Guerra.



*“Something is stirring up in Spanish fashion, something that should be promoted. A determination that overflows talent.”*

Candy Pratts Price,  
Executive Director of style.com

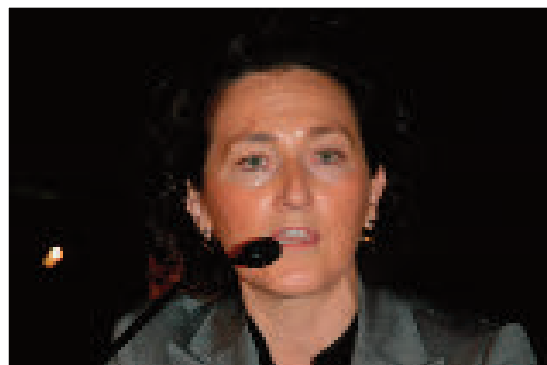
*“Mallarmé said that fashion is the goddess of appearances, but fashion is also a cultural phenomenon that informs us about the designation of the world within a historical period.”*

Concha Hernández,  
Curator of 12 Abiti per Milano

## 12 Abiti per Milano

MARCH. The Association of Fashion Creators from Spain in collaboration with ICEX and the Instituto Cervantes, presents the exhibition 12 Abiti per Milano, an activity included in the schedule of Milan Fashion Week and curated by Concha Hernández.

In this exhibition 12 fashion creators from ACME interpret freely 12 magnificent texts from Latin American literature. Ailanto, Alma Aguilar Amaya Arzuaga, davidelfin, Lydia Delgado, Devota & Lomba, Duyos, Francis Montesinos, Miriam Ocariz, Agatha Ruiz de la Prada, Victorio & Luchino Spastor are the designers participating.



## exhibitions

### 12 Trajes para Iberia

NOVEMBER. Encased in the VII Mostra Portuguesa, the Association of Creators of Fashion from Spain presents at the Feria de Badajoz the exhibition 12 Trajes para Iberia. It is the first time that this exhibition, curated by Concha Hernández, establishes a dialogue between designers from two nationalities.

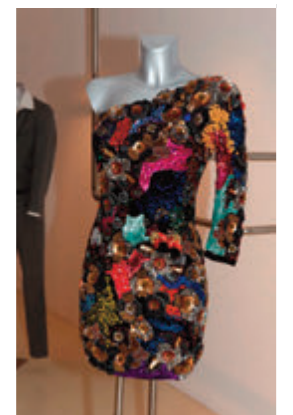
On this occasion the Spanish creators, Alma Aguilar, Amaya Arzuaga, davidelfin, Devota & Lomba, Duyos, Francis Montesinos, Lydia Delgado, Agatha Ruiz de la Prada and Victorio & Luchino show their creations inspired by fragments of great literary works together with three Portuguese creators Filipe Faisca, Ana Salazar and Jose Tenente.



## Made in Mad

NOVEMBER. Milan welcomes the III Edition of Made in Mad. This event, organized by the Community of Madrid, has as an objective to open new markets for cultural business from Madrid and to promote an interest in madrileño culture as an added value to the tourist attraction of the Community.

During the week dedicated to Madrid and its cultural activities, an exhibition is organized in the shop of Agatha Ruiz de la Prada with the collections of Alma Aguilar, Amaya Arzuaga, Carmen March, davidelfin, Devota & Lomba, Duyos, Kina Fernández, Jesús del Pozo, José Castro, Miguel Palacio, Roberto Torretta, and Victorio & Lucchino, with the presence of the Vicepresident and Counselor of Culture and Sports, Ignacio Gonzalez and the Vice-counsellor of Culture of the Community of Madrid, Concha Guerra.



*"This initiative is an opportunity to introduce the creative life of the Community of Madrid and turn it into a major tourist and artistic promotion abroad "*

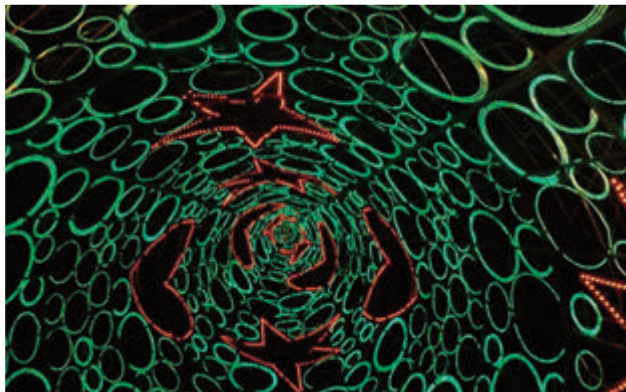
Ignacio González,  
Vicepresident and Counselor of Culture and Sports of the C.A.M.

## exhibitions

### Design of Christmas Lights

DECEMBER. The creators of fashion collaborate with the Town Hall and render their designs of Christmas lights to the city of Madrid since 2006. In 2009 the light designs of Amaya Arzuaga shone in Serrano street, those of Angel Schlessler in Goya, those of Duyos in Velazquez, those of davidelfin in Jorge Juan and those of Roberto Torretta in Ortega y Gasset.

The Christmas trees designed by Ailanto, Alma Aguilar, Elio Bernhayer, Devota & Lomba, Francis Montesinos and Agatha Ruiz de la Prada decorated landmarks of Madrid such as Puerta del Sol, Atocha and Castellana.



*“None of the creators charge for their designs because they only want to leave their imprint in the streets of Madrid.”*

Alberto Ruiz Gallardón,  
Mayor of Madrid



## meetings and presentations

### Festival Ellas Crean

**MARCH.** On the occasion of the celebration in Madrid of the V Festival Ellas Crean, ACME and the magazine Yo Dona organize a debate about fashion design in Spain and the past, present and future of women creators. During the round table participated Agatha Ruiz de la Prada, Miriam Ocariz, Ana Locking, Carmen March, Nuria Sardá, Alma Aguilar and Maria Freyre.



*“Although men creators have been better than women, who dressed the majority of the señoras until the social extension of prêt-à-porter were the dressmakers.”*

Charo Izquierdo,  
Director of Yo Dona

### Luso-Spanish Meeting

**MARCH.** ACME organizes with the magazine Yo Dona at the Instituto Cervantes in Madrid the Encuentro Luso-Español de Creadores de Moda, in which the Spanish designers participating were, Modesto Lomba and davidelfin and the Portuguese, Eduarda Abbondanza and Miguel Vieira. An activity within the Mostra Portuguesa in Spain, an initiative that brings about an intercultural exchange between the communities in the peninsula.



Training future  
professionals  
of the sector

FASHION IS A POWERFUL INDUSTRY REPRESENTING AN ECONOMICAL ACTIVITY IN FULL EXPANSION. THEREFORE THE ASSOCIATION OF CREATORS OF FASHION FROM SPAIN IS STRONGLY COMMITTED TO TRAINING THE FUTURE PROFESSIONALS OF THE SECTOR, MANAGING ABUNDANT RESOURCES THROUGH OUT THE WORLD AND IN NEED OF HIGHLY QUALIFIED PERSONEL.

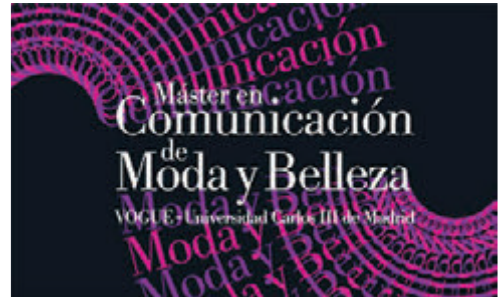
## Training

### University Carlos III & Vogue

The Association of Creators of Fashion from Spain collaborates actively with the Master in Fashion and Beauty Communication Vogue- University Carlos III, of Madrid. The President of ACME has a place in the Advisory Board of the Master together with the managers of the most prestigious fashion and beauty companies.

Lucia Cordeiro, executive director of ACME is professor of the chair of Spanish Fashion History, a subject taught with the presence of the designers associated.

ACME collaborates with the University Carlos III so that the students that attend this specialized master in fashion can benefit from training in the Association itself and the companies of the creators.



*“The creation of a Spanish fashion requires the training of future professionals, ACME has an obligation to engage in it”*

Lucía Cordeiro,  
Executive Director ACME

## University San Pablo Ceu, Telva & Yo Dona

ACME signed a collaboration agreement with Unidad Editorial for the promotion, in their respective fields, of the first edition of the Master Telva & Yo Dona Communication in Fashion and Beauty.

The designers of the Association participate giving lectures and students can benefit from practices in the Association itself and the companies of the creators. The Master is sponsored by the designer Carolina Herrera, Associate of Honour of ACME and has the endorsement of the San Pablo CEU University and of the magazines Telva and Yo Dona.

## ISEM

Modesto Lomba as president of the Association of Fashion Creators from Spain, takes part of the advisory board of the prestigious Fashion Business School (ISEM) of Madrid, The Association joins a long list of prominent entities, fashion professionals and companies who collaborate with the college directed by Covadonga O'Shea. The ISEM, with the collaboration of the University of Navarra, offers the only MBA in the Management of Creativity that exists in Spain.



Fashion  
from Spain:  
fairs and  
catwalks

EXPORTING IS AN ESSENTIAL TOOL HIGHLY PROMOTED FROM THE ASSOCIATION. THAT SPANISH FASHION MAY BE KNOWN ABROAD HELPS TO CREATE A MODERN IMAGE OF OUR COUNTRY AND UPGRADES THE BRAND SPAIN. THEREFORE ACME COORDINATES THE PRESENCE OF THE SPANISH FASHION CREATORS IN THE NATIONAL AND INTERNATIONAL CATWALKS.

national

## Cibeles Madrid Fashion Week. CMFW

FEBRUARY. The 49th edition Cibeles Madrid Fashion Week has as a novelty, its premiere in New York with the first fashion show of davidelfin in the Big Apple. At IFEMA it is 25 the creators associated that show their collections for the season Fall Winter 2009/2010.



ágatha ruiz de la prada



ailanto



alma aguilar

*“The Community of Madrid works with ACME to promote internationally Spanish fashion showcased at Cibeles Madrid Fashion Week as well as encouraging its marketing.”*

Concha Guerra,  
Vice-counsellor of Culture of the Community of Madrid



f/w 2009-2010



amaya arzuaga



ana locking



antonio alvarado



andr s sard 



 ngel schlesser



devota & lomba



carmen march



davidelf n

f/w 2009-2010



elio berhanyer



francis montesinos



duyos



javier larrainzar



jesús del pozo



josé miró



juanjo oliva



kina fernández

f/w 2009-2010



lemoniez



lydia delgado



miguel palacio



miriam ocariz



roberto torretta

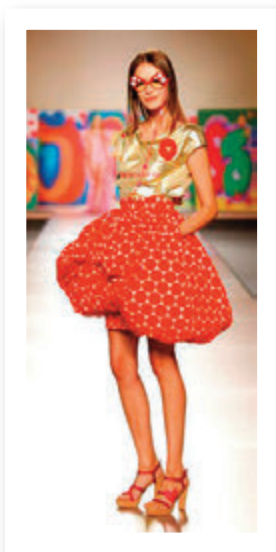


victorio & lucchino

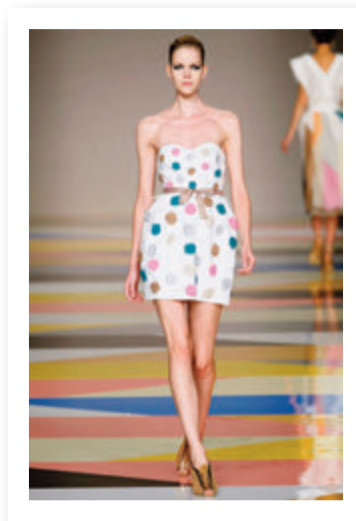
s/s 2010

## Cibeles Madrid Fashion Week. CMFW

SEPTEMBER. CMFW celebrates its 25th anniversary with the 50th. edition of the madrileño catwalk. In this occasion 28 creators of ACME participated. 25 of which presented their collections for Spring Summer 2010 in the fairground of IFEMA, whilst Carmen March and Jesus del Pozo did so from their studios. On the other hand davidelfin organized his fashion show in the Telefónica space. Another of the novelties this season is the return of Roberto Verino to the madrileño catwalk to celebrate the 25th anniversary of his brand.



ágatha ruiz de la prada



ailanto



alma aguilar

*“Madrid may be included in the fashion hub of Paris- Milan- New York, even above London. This taking into account that these cities have decades of advantage over us in organizing fashion shows.”*

Cuca Solana,  
Director of Pasarela Cibeles

s/s 2010



**amaya arzuaga**



**ana locking**



**antonio alvarado**



**andr s sard **



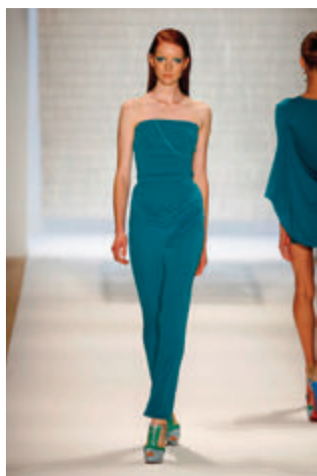
** ngel schlesser**



**devota & lomb**



**carmen march**



**davidelf n**

s/s 2010



duyos



elio berhanyer



francis montesinos



javier larrainzar



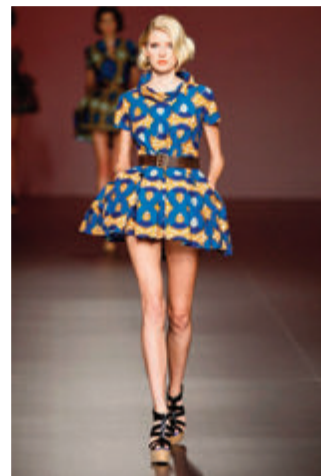
jesús del pozo



hannibal laguna



josé miró



juanjo oliva



josé castro

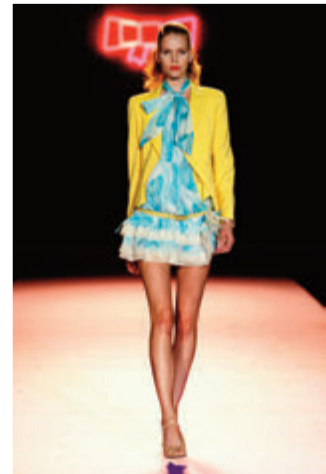
s/s 2010



**kina fernández**



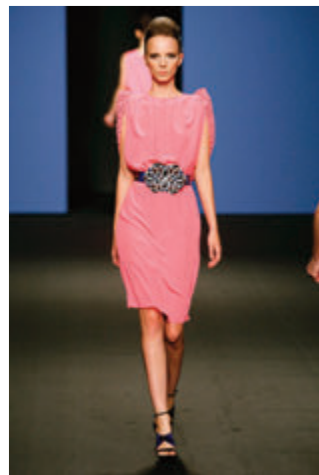
**lemoniez**



**miriam ocariz**



**lydia delgado**



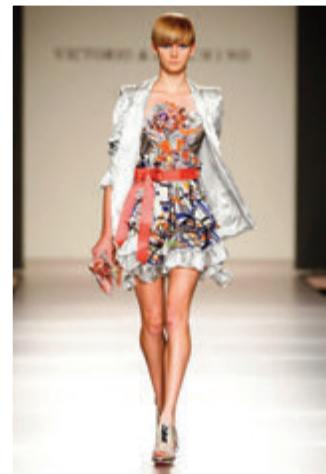
**miguel palacio**



**roberto verino**



**roberto torretta**



**victorio & lucchino**

# international

## New York Fashion Week F/W 2009-2010

FEBRUARY. davidelfin premiered in the New York catwalk presenting at the Center of Art and technology Eyebeam of New York, his Fall Winter 2009/2010 Collection titled Revelations that pays homage to the photographer Diane Arbus.

## Milan Fashion Week

MARCH. Agatha Ruiz de la Prada presents at Milan Fashion Week her collection Fall-Winter 2009/2010 inspired by the works of Salvador Dalí.







### New York Fashion Week S/S 2010

SEPTEMBER. Five creators from ACME participate in New York Fashion Week in September. davidelfin shows for the second time in the New York Fashion Week presenting his collection Playback with a fashion show at the tents in Bryant park.

Under the title 4 Eyes, Ana Locking, Carmen March, Duyos and Juanjo Oliva presented their collections Spring-Summer 2010 at NYFW with an exhibition at the Public Library of New York with the attendance of the Minister of Culture D<sup>a</sup> Maria Angeles Gonzalez Sinde.



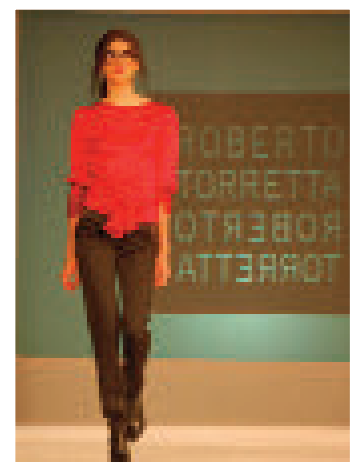
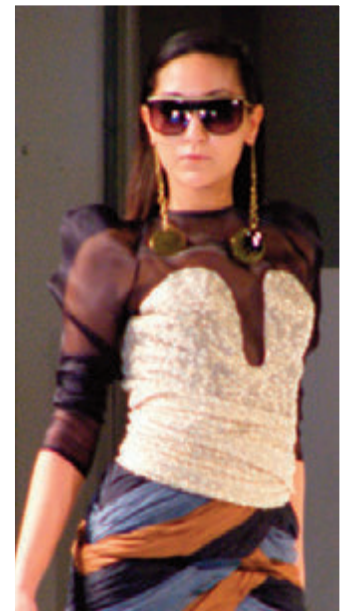
# international

## Festimode Casablanca

**MAY.** The IVth edition of the catwalk of fashion creators from Morocco was attended by four Spanish designers, Agatha Ruiz de la Prada, Ana Locking, Antonio Alvarado y Duyos presented their collections at a fashion show in the old cathedral of Casablanca, the Moroccan capital of the textile industry and apparel.

## El Palacio de Hierro, México

**OCTOBER.** With occasion of the presentation in the Mexican mall of the fall winter 2009-2010 Collections a fashion show was organized to show the clients the garments purchased by the mall during the CMFK in February.



## international fairs

### Atmosphère, Paris

**JANUARY-SEPTEMBER.** Ailanto and Angel Schlessler participated in Parisian prêt-à-porter salon Atmosphère that has gathered in its two editions over 1.000 brands.

### White, Milan

**FEBRUARY-SEPTEMBER.** The space Superstudio White Milan showcases White Milano Show, coinciding with fashion week. Miriam Ocariz participates in this fair where she blends interior design and fashion.

### Tranoï, Paris

**MARCH-OCTOBER.** Tranoï is one of the most influential salons in the fashion world. It is held in Paris and in it participate over 300 female fashion brands and 150 masculine from around the world, amongst which are three creators from ACME: Amaya Arzuaga, Lydia Delgado, Miriam Ocariz.

### Other International fairs

Agatha Ruiz de la Prada participates in various international fashion fairs, amongst which outstand CIFF Copenhagen, CPM in Moscow and Pitti Bimbo in Florence, the most important fair in children's fashion.



social  
commitment

ACME DEVELOPS ACTIONS OF SOCIAL COMMITMENT COLLABORATING WITH PROJECTS THAT ENCOURAGE A CULTURE BASED IN HEALTH AND WELLNESS VALUES. THE ASSOCIATION HOLDS AN AGREEMENT WITH THE CAMERA NAZIONALE DELLA MODA ITALIANA FOR THE FIGHT AGAINST ANOREXIA AND WORKS ACTIVELY WITH THE COMMUNITY OF MADRID IN THE WORK COMMISSION FOR THE STUDY OF EATING DISORDERS: ANOREXIA AND BULIMIA, AND HAS PARTICIPATED IN THE ENCOUNTERS HOW WE SEE OURSELVES AND HOW OTHERS SEE US ABOUT EATING BEHAVIOURAL DISORDERS.

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and  
sponsorship



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