ASOCIACIÓN CREADORES DE MODA DE ESPAÑA

activity report **2011**

The activities developed by the Asociación Creadores de Moda de España during 2011 were carried out with the support of:

- Ayuntamiento de Madrid
- Comunidad de Madrid
- ICEX
- IFEMA
- "la Caixa" Banca Privada
- Ministerio de Cultura

And in collaboration with:

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- Bodybell
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- Centro Superior de Diseño de Moda de Madrid
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- Cibeles Madrid Fashion Week
- Consulado de España en Nueva York
- Elle
- El Corte Inglés
- Embajada de España en Washington
- Embajada de Francia en España
- ESADE
- Federación Francesa de Prêt à Porter Femenino
- Festival Ellas Crean
- Fundisma
- Grupo Cortefiel
- Hola.com

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- Instituto Cervantes
- ISEM (Fashion Bussines School)
- Jornadas Blogs de Moda
- L.A. Studio
- Marie Claire
- Museo del Traje
- No+Vello
- Obra social "la Caixa"
- Planeta DeAgostini
- Real Academia de España en Roma
- Roca
- Secretaría General de Instituciones Penitenciarias
- Spain Arts & Culture
- Teatro Real
- Telva
- Universidad Carlos III de Madrid
- Universidad de Navarra
- Universidad Politécnica de Madrid
- Universidad San Pablo CEU
- Urakas
- Voque
- Yo Dona
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letter from the President

In 1998 we founded the Asociación Creadores de Moda de España, an association that arose to unite fashion designers in the defence of their interests. Thirteen years later we have received the Gold Medal for Merit in Fine Arts from his Majesty King Juan Carlos I.

The toils and efforts laboured in recent years have been rewarded with the highest recognition in Spain in the field of culture in the same year in which we said goodbye to our first president, great fashion designer and good friend Jesús del Pozo, to whom we dedicate this Medal in our particular tribute. 2011 was a year of renovation and endeavour, helping us to grow, incorporating designers of accessories and adding young creators, thereby consolidating ACME as the representative of fashion creation in Spain.

Marketing and globalization continue to be our main goals, therefore we continue developing commercial projects and encouraging the participation of designers in trade shows and international fashion weeks. Considering exporting design as a cornerstone in building the brand Spain. The defence of the cultural values of the fashion from Spain and its promotion is another of our goals in 2011, highlighted by the exhibitions "20 Costumes for Russia" in Moscow, and "Back to the Roots", in New York. Both exhibits have allowed us to transmit our cultural values to the world, emphasizing the mastery of design Made in Spain.

For another year all our interests converge on the catwalk Mercedes Benz Fashion Week in Madrid in which we showcase our collections in the great media event which is the creation of fashion for MADRID, obtaining in the February 2012 edition a media return valued at 13.166.112€ and in the September 2011 edition, 14.485.723€. Being of special relevance the sponsorship by Mercedes Benz of the catwalk in Madrid, endorsing the efforts and worth of the designers who present their collections and of all the fashion system in Spain.

Thank you to all our associates for the efforts and commitment they dedicate. And thank you likewise to the public and private institutions that support us.

> Modesto Lomba President of ACME

letter from the Executive Director

The year 2011 was highlighted by two events, a positive one, being awarded the Gold Medal for Merit in Fine Arts, and a negative one, the sad and heartfelt demise of our first president, Jesús del Pozo. Both have been a stimulus for us in the development of our activities.

We grew, incorporating designers of accessories, currently representing the creation of fashion in Spain.

We developed commercial projects, among others, the collection of Fashion Fans with the publisher Planeta. We encouraged participation in image trade shows during the Semaine des Créateurs of Paris, channelling the aid provided by ICEX to participating designers, be they or not associates. We managed, for the second year, the store CREADORES ESPAÑA in El Corte Ingles, adding new brands in seasonal and capsule collections.

We displayed the cultural values of fashion, with the exhibition "20 Costumes for Russia" within the Dual Year Russia-Spain in the Museum of Decorative Arts in Moscow and in Barcelona Roca Gallery. We worked in creation as a craft showcasing the result in the Foundation Gabarrón, New York with the exhibition "Back to the Roots".

We began our collaboration with the Royal Academy of Spain in Rome to incorporate the creation of fashion at the Academy, in activities and internships. We are party in training future professionals by incorporating ESADE business school as our partner.We worked towards corporate social responsibility with the Social Work of "La Caixa", engaging in training and creative workshops, presenting the work performed at the Caixa Forum in Madrid.

Our associates displayed their collections in the catwalk of Madrid, Cibeles Madrid Fashion Week. Custo Barcelona accomplished 15 years in New York and Amaya Arzuaga two in Paris.

Yet another year we are grateful for the support received from public and private institutions as well as the efforts carried out by our associates without whom we could not have moved forward.

> **Lucía Cordeiro** Executive Director of ACME

The AssoCiaTion

The Asociación Creadores de Moda de España (ACME) is a professional association of national scope founded in 1998. Currently comprised by 38 fashion creators who participate in main local and global fashion shows.

The Association works fundamentally towards championing the interests of fashion creation in Spain, supplying tools to increase its competitiveness. ACME aims to promote Spanish fashion in the economical and cultural facets. The objective being to promote and develop activities that benefit the fashion design industry in its creative and commercial aspects, both within and outside Spain.

Board of DiRecTors



Modesto Lomba President



Roberto Torretta **Vicepresident**



Agatha Ruiz de la Prada **Secretary**



Juan Duyos **Bursar**



David Delfín Member



Alma Aguilar Member



Lucía Cordeiro **Executive Director**

AssoCiaTes

Adolfo Domínguez Ágatha Ruiz de la Prada Ailanto Alma Aguilar Amaya Arzuaga Ana Locking Andrés Sardá Angel Schlesser Anjara García Antonio Alvarado Custo Barcelona Davidelfin Devota & Lomba Dolores Cortés Duyos Elio Berhanyer Elisa Palomino Francis Montesinos Hannibal Laguna Helena Rohner Ion Fiz Javier Larrainzar Jesús del Pozo José Castro José Miró Juanjo Oliva Kina Fernández Lemoniez Lydia Delgado Miguel Palacio Miriam Ocariz Nicolás Vaudelet Pedro del Hierro Purificación García Roberto Torretta Roberto Verino Teresa Helbig Victorio & Lucchino

Honorary AssoCiaTes



Cristóbal Balenciaga Honorary President



Enrique Loewe



Philippe Venet



Hubert de Givenchy



Manolo Blahnik



Oscar de la Renta



Carolina Herrera



Olivier Strelli

NeW AddiTioNs



anjara garcia

Born in Seville, the young designer begins her career in Barcelona. She has presented her collections in EGO and international trade shows such as Pure, London or New York Coterie. She has just inaugurated a showroom in Shanghai, the city chosen as the base for international expansion.



Dolores Cortés

The swimwear brand has over 50 years of experience in the sector. In the decade of the 80's, Dolores Font Cortés, from Valencia, becomes the creative director of the company founded by her mother. Showcasing her collections at Cibeles Madrid Fashion Week since 2007.



helena rohner

The jewellery designer, raised in the Canary Isles, presents her collections in image trade shows such as Capsule New York and Premiere Classe, Paris. Her creations, based in unusual combinations of materials, are sold in international stores such as Paul Smith, Barneys and Anthropologie.



Elisa Jalomino

Born in Valencia, Elisa Palomino has developed her career within international fashion brands such as Moschino, Dior or Diane Von Furstenberg. In 2010 she created her own brand presenting her collections at Cibeles Madrid Fashion Week.



ION FIZ

The Basque designer started in the world of fashion through tailoring. After working with brands such as Pertegaz, in 2002 he founded his own design label presenting his collections in Cibeles Madrid Fashion Week since 2003.



NICOLAS VAUDELET

The French creator began his career in fashion in the atelier of Christian Lacroix, awakening his interest in Spanish culture. After stages in Dior, Givenchy, Louis Vuitton and Gaultier, he arrived in Spain as creative director of El Caballo. In 2011 he created his signature brand.



T E R E S A H E L B I G

Born in Barcelona, she grew up surrounded by fabrics in the haute couture atelier of her mother. She began her career in fashion through window dressing. Since a decade she designs her own collections showcased in Cibeles Madrid Fashion Week.



Golden Medal for Merit in Fine Arts

NOVEMBER. His Majesty King Juan Carlos I awarded the 2010 Golden Medal for Merit in Fine Arts to the Asociación Creadores de Moda de España. The event, held at the Palacio Real at El Pardo, was attended by designers: Alma Aguilar, Ana Locking, Nuria Sarda, Antonio Alvarado, davidelfín, Modesto Lomba, Juan Duyos, Elio Berhanyer, Francis Montesinos, Javier Larrainzar, José Miró, Juanjo Oliva, Roberto Torretta and Roberto Verino, among others.



CuLtuRal acTiviTies

ACME conceives fashion design as a cultural industry, hence developing activities that place value on the artistic facet in the creation of fashion, within and outside Spain.

20 Costumes for Russia

The exhibition opened at the Museum of Decorative, Applied and Popular Arts of Moscow within the celebrations of the <u>Dual Year Spain-Russia</u>.

MARCH. The exhibit, jointly organized by ICEX and the Asociación Creadores de Moda de España in collaboration with the Ministry of Culture, the Cervantes Institute and the sponsorship of ROCA, was curated by Concha Hernandez. "20 Costumes for Russia" constitutes a bid to breathe life into the great masterpieces of literature of the two countries, through the creations of 20 Spanish fashion designers.



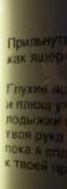
























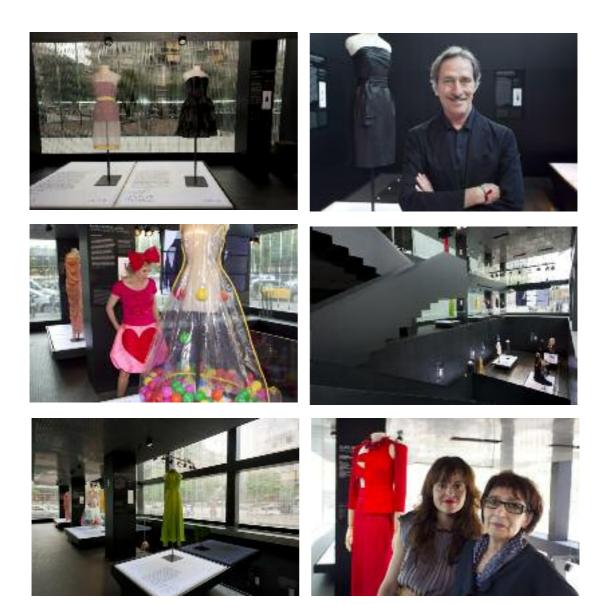
cultural activities



20 Costumes in Barcelona

JUNE.After being exhibited in Moscow the exhibition "20 Costumes: Dialogue between Fashion and Literature" arrives at the space <u>Roca Gallery in Barcelona</u>. Words take shape through the costumes that 20 ACME designers have created to dress 20 fragments of Russian and Hispanic Latinamerican literature due to the Dual Year Spain-Russia.

cultural activities



Tribute Exhibition to Pedro del Hierro



APRIL. The Museo del Traje, CIPE, in collaboration with the Cortefiel Group and the Asociación Creadores de Moda de España, welcomes the exhibit "Tribute to Pedro del Hierro. Color, Beauty and <u>Time</u>" which journeys through the path of the designer through 25 key pieces of his career to commemorate his retirement from the world of fashion.



Prisoners of their Ideas

SEPTEMBER. ACME inaugurated the new headquarters in calle Leon 24 with the edition of the exhibition "Prisoners of their Ideas" in collaboration with L.A. Studio. This exhibit is included in <u>DecorAcción</u>, the festival of decoration and interior design of the Barrio de Las Letras in Madrid. The exhibition displays the past and the present of the same space, Leon 24. The new headquarters of ACME acted as host to the Proyecto Sombra, which markets products made by penitentiary interns. A peculiar transition where fashion and imprisonment converge. In it one can see the designs of Amaya Arzuaga, Ana Locking, Agatha Ruiz de la Prada, davidelfín, Devota & Lomba, Duyos and Roberto Torretta, paying a special tribute to Jesús del Pozo.





"Back to the Roots: A Journey to the future of craftwork"

The exhibition inaugurated on October 20th. at the Gabarrón Foundation in <u>New York</u>. An ACME project organized in collaboration with Spain Arts & Culture and the support of the Consulate of Spain in New York, the Embassy of Spain in Washington and the Community of Madrid.

OCTUBER. In "Back to the Roots", 21 Spanish designers present their work united by the crafts and traditions of centuries, showing through their creations Spanish culture, its history and future. Through design value is added to fashion creation as an exercise in craft not only physical, through the hands that it carry out, but also intellectual, due to the conception and development of a collection. This exhibition recovers craftsmanship and the mastery of the trade united to fashion design Made in Spain.

"Back to the Roots", is an exhibition curated by the architect Carmen Malvar and the Executive Director of ACME, Lucia Cordeiro.

cultural activities













CommErCial acTiviTies

ACME promotes and develops commercial activities benefiting the sector of fashion design, carrying out continuous studies and monitoring of local and global markets.

C R E A D O R E S

Shop in Shop Creadores España at El Corte Inglés

The shop in shop Creadores España celebrates its first year at <u>El Corte Inglés of Castellana</u>. A multi-brand store concept created to broadcast Spanish designer collections.

During 2011 the collections have been sold at the corner of Creadores España of: Ailanto, Ana Locking, Anjara Garcia, davidelfín, Devota & Lomba, Elisa Palomino, Helena Rohner, Juanjo Oliva, Lemoniez and Miriam Ocariz. Furthermore in Creadores España exclusive collections have been marketed such as "Africalia" from Duyos, a capsule collection of 73 numbered pieces, and a capsule collection of white shirts designed by nine creators from ACME.





creadores españa



White shirt capsule collection

Ana Locking, Angel Schlesser, Davidelfín, Duyos, Devota & Lomba, Juanjo Oliva, Lemoniez, Miriam Ocariz and Roberto Torretta <u>reinterpret the white shirt</u>, adapting it to their personality and style. A capsule collection of 300 pieces made in collaboration with the Ministry of Culture and Elle magazine.





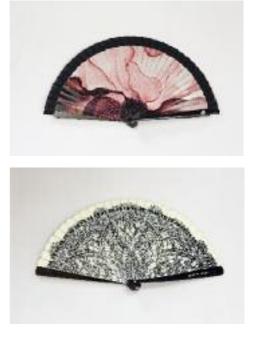
ACME Designers and Bodybell



JULY. ACME designers, <u>Davidelfín</u> and Juanjo Oliva design a line of T-shirts for Body & Beauty chain Bodybell, in which they imprint fun and vindictive phrases related to male and female beauty.

Fans by Great Designers

SEPTEMBER. Due to excellent public approval the second edition of collectibles by Planeta DeAgostini "Fans by Great Designers" is published. In this project, which brings fashion design closer to the public, 26 fashion creators from ACME participate, having designed two fans, one for daytime one for the night, in which they embody their creative universe. Collectors pieces which are accompanied by fascicles with the history of the participating brands with the objective of comprising an encyclopaedia of current Spanish fashion.



Pasarela de Fragancias

DICEMBER. Miriam Ocariz and Roberto Torretta join Devota & Lomba and launch in the market their <u>first fragrance</u> for women, marketed exclusively by the network of Beauty & Perfume shops, IF. A project developed by the group Urakas in collaboration with ACME.



Devota & Lomba for No + Vello

DICEMBER. Devota & Lomba created a <u>capsule collection</u> for No + Vello in collaboration with ACME. The collection will be marketed in spring 2012 with a limited number of T-shirts. The benefits of this action go towards the Bertín Osborne Foundation.



InStituTioNal Relations

The Association fosters relationships with various agencies and institutions to establish partnerships and promote Spanish design.

Sponsorship agreement with the Teatro Real

JANUARY. LThe Asociación Creadores de Moda de España and the Teatro Real in Madrid signed a sponsorship agreement which brings together <u>music and fashion</u>. The first activity carried out is the contest held between the creators of ACME to design the costumes of the chorus of the Teatro Real. On this occasion, the design chosen is from Duyos. The donation of the uniforms is achieved with the aid and collaboration of the Ministry of Culture.





Collaboration agreement with ICEX

JANUARY. ACME collaborated with the Spanish Institute for Foreign Commerce (ICEX) <u>encouraging joint</u> participation of Spanish fashion designers in the image trade shows that take place during the Semaine des Créateurs of Paris.



Signature of the agreement with the French Federation of Women's Pret a Porter

MARCH. The toils of the Asociación Creadores de Moda de España (ACME) towards the visibility and globalization of Spanish fashion outside our country, materialize with the signature of this agreement with the F<u>rench Federation of Momen's Prêt à Porter (FFPAPF)</u>. An alliance ratified by Modesto Lomba, president of ACME, and Jean-Pierre Mocho, president of the FFPAPF.



Fashion Meeting at the Royal Academy of Spain in Rome



MAY. The Royal Academy of Spain in <u>Rome</u> hosted this meeting to debate upon the creation of fashion in Spain and Italy. The Minister of Altaroma, Clara Tosi, and the Executive Director of ACME, Lucia Cordeiro, participate in this colloquy in which the designers davidelfín, Juan Duyos and Juanjo Oliva, exchanged views with Italian creators.

Fashion Meeting at the European Commission

NOVEMBER. Agatha Ruiz de la Prada, representing ACME, participates in a meeting with leading industries of European fashion in Brussels, organized by the Vice President of the E.U. and Commissioner for Industry, Antonio Tajani. The meeting counted with the participation of executives from the Colbert Committee, Altagamma, and CEOs of companies such as Chanel, Versace, Louis Vuitton, Christian Dior, Max Mara, Harrods and Enrique Loewe among others.



FaShion Shows

The Association coordinates the presence of Spanish fashion designers in fashion weeks locally and globally.

Fall-Winter 2011/2012 Cibeles Madrid Fashion Week

FEBRUARY. The 53rd. edition of Cibeles Madrid Fashion Week counted with the participation of 22 creators from ACME, who displayed their proposals for Fall-Winter 2011/2012 at the venue in IFEMA.



AA de Amaya Arzuaga



Adolfo Domínguez



Ailanto



Agatha Ruiz de la Prada



Alma Aguilar



Ana Locking

cibeles madrid fashion week



Andrés Sardá



Angel Schlesser



Davidelfín



Devota & Lomba



Duyos



Francis Montesinos



Hannibal Laguna



Javier Larrainzar

cibeles madrid fashion week



Jesús del Pozo



Juanjo Oliva



Kina Fernández





Miguel Palacio



Roberto Torretta



Roberto Verino



Victorio & Lucchino

Spring-summer 2012 Cibeles Madrid Fashion Week

SEPTEMBER. The 54th. edition of Cibeles Madrid Fashion Week counted with the participation of 23 creators from ACME, who displayed their proposals for Spring-Summer 2012 at the venue in IFEMA.



AA de Amaya Arzuaga



Adolfo Domínguez



Ailanto



Agatha Ruiz de la Prada



Ana Locking



Andrés Sardá

cibeles madrid fashion week



Angel Schlesser



Davidelfín



Devota & Lomba



Duyos



Elisa Palomino



Francis Montesinos



Hannibal Laguna



Ion Fiz



Jesús del Pozo

cibeles madrid fashion week



Juanjo Oliva



Kina Fernández



Lemoniez



Miguel Palacio



Roberto Torretta



Roberto Verino



Teresa Helbig



Victorio & Lucchino

Custo Barcelona at New York Fashion Week

FEBRUARY-SEPTEMBER. Custo Barcelona presents his collections in the February and September editions of New York Fashion Week in collaboration with the Ministry of Culture, celebrating 15 years in the official calendar of New York's fashion week.

Fall-winter 2011/2012



Spring-summer 2012



Amaya Arzuaga in the Semaine des Créateurs

MARCH-SEPTEMBER. Amaya Arzuaga presents her collections in the March and September editions of the Semaine des Créateurs, Paris, with the collaboration of the Community of Madrid and the Ministry of Culture. The designer takes part in the official calendar of the Parisian fashion week since 2010.

Fall-winter 2011/2012



Spring-summer 2012



TraDe iMage

ACME supports the participation of the designers at image trade shows locally and globally. The Association coordinates the grouped presence of Spanish creators in the trade shows of the Semaine des Créateurs Paris.

The Brandery

Fall-winter 2011/2012

JANUARY. The urban and contemporary fashion trade show from <u>Barcelona</u> counts with the participation of three creators of ACME: Agatha Ruiz de la Prada, Amaya Arzuaga and Custo Barcelona, who launched Custo Line, a new collection from the brand aimed at young consumers.

Under the framework of The Brandery, the exhibition <u>"Fas-hion & Living"</u>, is showcased, a parlour with decorative objects designed by local and global fashion designers. Ailanto, Alma Aguilar, Angel Schlesser, davidelfín, Devota & Lomba, Duyos, Jesús del Pozo, Lydia Delgado and Roberto Verino have participated in this exhibition curated by Alex Stiles.



Spring-summer 2012

JULY. Agatha Ruiz de la Prada, Ana Locking, Andres Sardá, Custo Barcelona and Devota & Lomba participate with their creations in the exhibition <u>"Fashion & Sports"</u>, sportswear equipment designed by fashion creators. Additionally, Custo Barcelona presents at The Brandery the spring-summer 2012 collection of Custo Line.

Trade shows at La Semaine des Createurs, Paris

Otoño-invierno 2011/2012

MARCH. Fourteen Spanish brands participate in the image trade shows and international showrooms held during la Semaine des Créateurs of Paris. Due to this, Alain Fohr, Cultural Attaché at the French Embassy in Spain, and Modesto Lomba, President of ACME, held a press conference in which also was announced the fashion show of Amaya Arzuaga at the Grand Palais in Paris.



Spring-summer 2012

SEPTEMBER. ACME channels the aid towards the participation in trade shows, from ICEX by designers, be they or not Members of the Association, promoting the internationalization of fashion from Spain. In this edition, <u>25 Spanish brands</u>, clothes and accessories, marketed their collections in trade shows and showrooms in Paris.





Training of future professionals

The fashion industry is a powerful industry generating relevant economic activity. The sector requires fully trained professionals therefore ACME acquires a strong commitment towards training.

Cooperation agreements

ACME is actively involved in planning and implementing <u>masters and courses in fashion</u>, acquiring a strong commitment to the training of future professionals in a sector in constant growth and development.

- With the Master of **Vogue** Communication Beauty & Fashion, **University Carlos III de Madrid**.

- With the Master **Telva & Yo Dona** Communication Beauty & Fashion, **University San Pablo CEU**.

- With the **Marie Claire** Course of Journalism & Communication of Fashion.

- With Fundisma and the Centro Superior de Diseño de Moda de Madrid (CSDMM) of the Polytechnic University.

Collaboration with ISEM



Seven students from ISEM work on a report for ACME entitled <u>"Best</u> <u>Practices: Paris, Milan, New York</u> <u>and London."</u> Students also analysed the synthesis of the Association and its exercise in order to reflect upon improvements to be made. Modesto Lomba, President, of ACME is a member of the Advisory Council of ISEM.

Classes at Carlos III University, Madrid

The Association works with the Master of Vogue Communication Beauty & Fashion, University Carlos III of Madrid, where the executive director of ACME, Lucia Cordeiro, is the head professor on the subject of <u>Fashion History of</u> <u>Spain</u>. The designers from ACME participate in the classes on this subject in which students are privy to the news of today's Spanish fashion.



Fashion Forum ESADE



DECEMBER. The Asociación Creadores de Moda de España collaborates with ESADE and the Virtual Center for Internationalization from ICEX, in holding the forum "The Internationalization of the Spanish Creative Sector: Experiences from the World of Fashion." This forum counted with the participation of the President of ACME, Modesto Lomba, and the designers Helena Rohner and Nuria Sardá.

CoRpoRate social reSponsiBility

The Asociación Creadores de Moda de España contributes actively and voluntarily to the progress, social, cultural, educational and of the health and wellbeing, of our country.

Festival Ellas Crean



MARCH. The VII edition of "Ellas Crean" takes place between the months of February, March and April, coinciding with the commemorative events of International Women's Day. Ana Locking and davidelfín impart fashion workshops to 25 female interns from the <u>penitentiary</u> <u>of Alcala-Meco.</u>

Workshops by Alma Aquilar and Juan Duyos and the Social Work of "La Caixa"



Alma Aguilar and Juan Duyos impart workshops on design and pattern to African women from the sowing workshop of the <u>African Hispanic Centre of Ma-</u> <u>drid</u>. Thus, women participants are linked to FUNDESO Foundation, one of the social entities of the program Incorpora from the Social Work of "La Caixa". The initiative is framed within the agreement reached between "La Caixa" Private Banking and ACME.

Collaboration agreement with Penitentiary Institutions

MARCH. The Asociación Creadores de Moda de España signs a collaboration agreement with the <u>Secretary General of Peni-tentiary Institutions</u> to facilitate the implementation of Fashion Workshops as training and occupational therapy in different penitentiary institutions.

Exhibition by Davidelfín at Caixa Forum

OCTOBER. Davidelfín opens an exhibition at La Caixa Forum in Madrid, where he displays the results achieved in the integration workshops he has imparted to young people from the <u>Foundation Semilla</u> of the Social Work of "La Caixa".



CommuNicAtion

ACME performs communication projects to enhance and support the diffusion of the activities that develop in Spanish fashion.

Hola! and ACME stand at Cibeles Madrid Fashion Week

FEBRUARY-SEPTEMBER. ACME collaborates with Hola! magazine during the editions of Cibeles Madrid Fashion Week with the contest <u>"Stylist for a Day"</u>. The Association provides a selection of Spanish designer clothes that are exhibited in a stand at Cibelespacio and which the participants use to create stylings.

Breakfast with at Creadores Éspaña

MARCH-APRIL. The designers who sell their collections in the space Creadores España at El Corte Inglés of Castellana, present exclusively for <u>media and clients</u>, their proposals for spring-summer 2011. Modesto Lomba, Fernando Lemoniez, davidelfín and Juanjo Oliva participate in this series of breakfasts, including private fashion shows, in which clients could see first hand all the details of their collections.



communication

Madrid Fashion Week Exhibition at ECI

MARCH-APRIL. El Corte Inglés of Castellana, hosts the exhibition "Madrid Fashion Week" with runway clothes from <u>spring summer 2011</u> from all the designers who sell their collections at the department store.



II Encounter of Fashion Blogs

JUNE. ACME assists in the organization of the <u>II Encounter</u> of Fashion Blogs held at the Museo del Traje in Madrid, attended by designers Ana Locking, davidelfín, Juan Duyos, Modesto Lomba and Nicolas Vaudelet.



Candy Pratts visits Madrid



JUNE. The Creative Director of <u>American Vogue.com</u> visits Madrid, where she meets with designers from ACME, Agatha Ruiz de la Prada, Ana Locking, davidelfín, Juanjo Oliva, Kina Fernández and María Álvarez, Hannibal Laguna, Modesto Lomba and Adriana and Tiziana Dominguez.

Tribute to Jesús del Pozo

SEPTEMBER. The president of the Community of Madrid presents the <u>54th edition of Cibeles Madrid Fashion Week</u> in the studio of Jesús del Pozo, where peers, colleagues, and family gather to pay tribute to the designer.













