

ANNUAL REPORT

2012

acme

ASOCIACIÓN CREADORES DE MODA DE ESPAÑA

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AA



davidelfin



duyos



JUANJO OLIVA



LEMONIEZ



MIGUEL PALACIO



SUELO



Mago



ALBITO



ANA LOCKING



Desires Chiles



ION FIZ



ROMAN MARTI



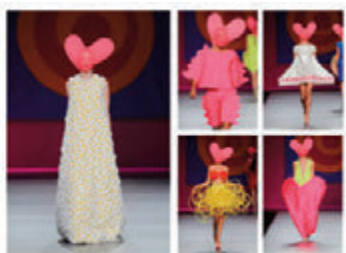
KINA FERNANDEZ



MB



ROBERTO TONETTA



AGATHA RUIZ DE LA PRADA



ANGEL SCHLESSER



BELPOZZ



anjara garca



DEVOTA & LOMBA



Family Activities



HANNIBAL LAGUNA



ROMAN MARTI



RABANEDA



V

Letter by the president

WE ARE IN A SEVERE CRISIS, WHICH IS NOT ONLY ECONOMIC, WE LIVE A HUGE REVOLUTION IN FASHION THAT EACH INDIVIDUAL COMPANY WILL STEER WITH DIVERSE STRATEGIES, BUT INVARIABLY NEW AND DIFFERENT TO THOSE APPLIED UNTIL NOW.



ACME, as a professional association that brings together fashion design in Spain, supports with its activities and projects the sector's status.

This year has filled us with pride and joy; the Premio Nacional de la Moda 2012 for our Honorary Associate, Manolo Blahnik, as well as the success of DELPOZO with its debut collection, the continuation of the good work by Miguel Palacio for Hoss Entropía and of Juanjo Oliva for El Corte Inglés and the recruitment of Carmen March as creative director of Pedro del Hierro added to the opening in Madrid of the Ailanto store and the new location in New York of the Agatha Ruiz de la Prada shop. The attendance in the international run-

ways, Custo Barcelona in New York, Amaya Arzuaga in Paris and Elisa Palomino and Emilio Morena in London.

All of the above has been embossed in the exhibition, "La Moda es Sueño: 25 años de talento español". Here we have shown the good work carried out through over 30 years, the same timespan about to be accomplished by the relevant national runway MBFW Madrid in which Spanish designers present their collections and build their brands.

***Modesto Lomba
President of ACME***



**DURING 2012. A PARTICULARLY
DIFFICULT YEAR FOR OUR
COUNTRY. THE ASOCIACIÓN DE
CREADORES DE MODA DE ESPAÑA
CONTINUES FASHIONING.**



- We have grown with the addition of seven fashion creators: Emilio de la Morena, Jorge Vázquez, Juana Martín, Rabaneda, María Barros, Menchen Tomás and Maya Hansen, summing 45 fashion design brands. And we have appointed Honorary Associates, Mario Boselli, president of the Camera Nazionale della Moda Italiana and Elio Bernhayer.

- We have showcased the cultural values of fashion creation in the exhibition: LA MODA ES SUEÑO: 25 años de talento español: historical designers, Pedro Rodríguez, Pertegaz and Elio Bernhayer, major international names of fashion from Spain, Balenciaga, Paco Rabanne and Manolo Blahnik, and the designers that since the 80's have constructed and consorted the Spanish fashion system with their brands.

- We have participated in the runway MBFW Madrid in which our associates showcase their collections. And global runways where attended by Custo Barcelona in New York, Elisa Palomino and Emilio de la Morena in London and Amaya Arzuaga in Paris.

- We maintain our business relationship with Planeta and El Corte Inglés including the shop-in-shop CREADORES ESPAÑA to the on-line store.

- We reinforce the presence of the association and its associates in the education of students of fashion design and communication collaborating with the Fashion Institute Technology (FIT) New York.

- We expand our institutional relations by becoming involved in the Working Fashion Group of the European Commission regarding innovation in the European fashion industry.

- We commit our corporate social responsibility supporting the work in the soup kitchen of the Order of Malta.

All the above would not be possible without the support of the Spanish institutions and our associates to whom we expressly wish to thank for their collaboration.

Lucía Cordeiro
Executive director of ACME

The year in images

1. THE EXHIBITION “LA MODA ES SUEÑO” 2. THE COUNSELLOR FOR EMPLOYMENT, TURISM AND CULTURE OF THE COMMUNITY OF MADRID, ANA ISABEL MARIÑO WITH THE CURATOR OF THE EXHIBIT LUCIA CORDEIRO, DURING THE INAUGURATION OF “LA MODA ES SUEÑO” 3. ISABEL VAQUERO, THE CURATOR OF THE EXHIBITION AND THE SECRETARY OF STATE FOR CULTURE, JOSE MARIA LA SALLE AND LURDES VAQUERO, DIRECTOR DE THE MUSEO CERRALBO DURING THE INAUGURATION OF “LA MODA ES SUEÑO”.



The year in images

1. SHOE BY MANOLO BLAHNKIN IN THE EXHIBITION “LA MODA ES SUEÑO” 2. PRESENTATION OF THE AWARD, ASSOCIATE OF HONOUR TO ELIO BERNHAYER. 3. SHOP IN SHOP BY SPANISH CREATORS AT EL CORTE INGLES, CASTELLANA 4. SPANISH SOHO MILE 5. CANDY PRATTS IN MERCEDES-BENZ FASHION WEEK MADRID 6. CONFERENCE BY DAVID DELFIN AT THE E.L.T.



The year in images

1. THE PRESIDENT OF THE COMMUNITY OF MADRID, ESPERANZA AGUIRRE, IN THE PRESENTATION OF THE 55TH EDITION OF MERCEDES-BENZ FASHION WEEK MADRID 2. MODESTO LOMBA, WITH NATALIA BENGOCHEA AND EUGENIA DE LA TORRIENTE AT THE SYMPOSIUM ON BILL CUNNINGHAM IN LA CASA ENCENDIDA 3. JUAN JO OLIVA IN THE MASTER VOGUE-UNIVERSIDAD CARLOS III MADRID.

1.



2.



3.



The year in images

1. 56TH EDITION OF MERCEDES-BENZ FASHION WEEK MADRID 2. IMAGE TRADE SHOWS IN PARIS 3. SEMAINE DES CRÉATEURS IN PARIS 4. LONDON FASHION WEEK 5. NEW YORK FASHION WEEK 6. CHRISTMAS LIGHTS IN MADRID 7. SOLIDARITY APRONS.



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Associates

ADOLFO DOMÍNGUEZ

AGATHA RUIZ DE LA PRADA

AILANTO

ALMA AGUILAR

AMAYA ARZUAGA

ANA LOCKING

ÁNGEL SCHLESSER

ANJARA GARCÍA

ANTONIO ALVARADO

ANDRÉS SARDÁ

CARMEN MARCH

CUSTO BARCELONA

DAVIDELFIN

DELPOZO

DEVOTA & LOMBA

DUYOS

DOLORES CORTÉS

ELISA PALOMINO

EMILIO DE LA MORENA

FRANCIS MONTESINOS

HANNIBAL LAGUNA

HELENA ROHNER

ION FIZ

JAVIER LARRAINZAR

JORGE VÁZQUEZ

JOSÉ CASTRO

JOSÉ MIRÓ

JUANA MARTÍN

JUANJO OLIVA

KINA FERNÁNDEZ

LEMONIEZ

LYDIA DELGADO

MIGUEL PALACIO

MIRIAM OCARIZ

MARÍA BARROS

MAYA HANSEN

MENCHÉN TOMÁS

NICOLÁS VAUDELET

PEDRO DEL HIERRO

PURIFICACIÓN GARCÍA

RABANEDA

ROBERTO TORRETTA

ROBERTO VERINO

TERESA HELBIG

VICTORIO & LUCCHINO

New associates



EMILIO DE LA MORENA

After studying sculpture and economy, he carries out his fashion studies at Central St. Martin's and London College of Fashion. Then he worked with designers such as Jonathan Saunders, creating his own label, winning the award New Generation (sponsored by Top Shop) four consecutive times. He has showcased his collection in London Fashion Week since 2005.



JORGE VÁZQUEZ

He carries out design studies in Madrid and USA. After working with Inditex, Antonio Pernas, Angel Schlesser

and Fun & Basics he presents his first collection at Mercedes-Benz Fashion Week Madrid in 2002, alternating the presentation of his own creations with assignments with brands such as Síntesis and Loewe, collaborating with the latter in the design of the woman prêt-à-porter collection in 2006. During this year he creates his own new project JV by Jorge Vázquez inaugurating the first flagship store of his new label in 2012.



JUANA MARTÍN

Commences her career in 1999 after being chosen to represent her province, Córdoba, in the national contest, Young Designers by Smirnoff. In 2005 she becomes the first woman from Andalucía and of gipsy origins that participates in Mercedes-Benz Fashion Week Madrid. She presents her lines of flamenco fashion, swimwear, bridal wear and prêt-à-porter in different fashion weeks such as; MBFWM, SIMOF and Valencia Fashion Week.



RABANEDA

Carried out design studies in the college Arte2 in Madrid and 2010 he creates his first collection, obtaining the award for Best Novel Designer by Valencia Fashion Week. He begins his global projection collaborating with Disney and participating in the fashion week of the Dominican Republic. He markets his collections at the trade shows that take place during the Semaine des Créateurs in Paris and presents his collections during the official calendar of Mercedes-Benz Fashion Week Madrid since 2010.



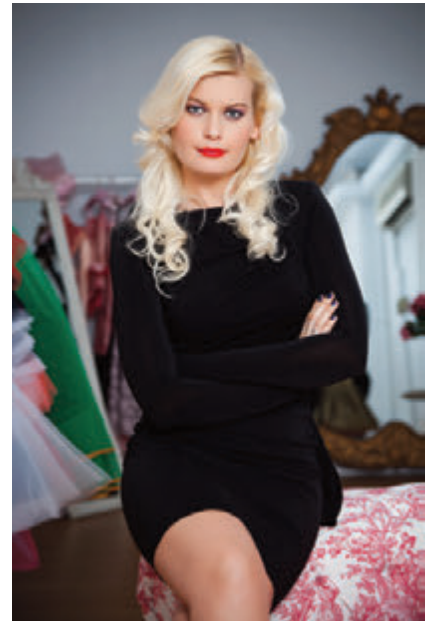
MARÍA BARROS

Studied fashion design at IED in Milan, where she accomplished her thesis under the direction of Franca Sozzani. With 21 years she achieves the Moët&Chandon Young Fashion Award to the best young European designer. After working with Roberto Cavalli, Modesto Lomba and Pupi Solari she creates her own label, presenting her collections in Pasarela Gaudí, Milán and Mercedes-Benz Fashion Week Madrid where she has been participating since 2009.



MENCHÉN TOMÁS

After working separately for other labels they established their own brand in 1995, participating in Pasarela Gaudí until 2001. Currently they market their collections through their own points of sale and multibrand stores in Spain and abroad, accomplishing also couture models, made to measure.



MAYA HANSEN

Carried out her studies at the Centro Superior de Moda de Madrid. Wins the Porto Fashion Award in the year 2000 and presents her creations in Pasarela Gaudí, after being awarded the second prize in the national contest, Young Designers by Smirnoff. Creates her own label in 2004 and two years later she specializes in the creation of corsets as outerwear. Presents her collections in Mercedes-Benz Fashion Week Madrid since 2011. Finalist in Vogue awards, Who's on Next 2012.

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Honorary Associates

CRISTÓBAL BALENCIAGA/ENRIQUE LOEWE/HUBERT DE
GIVENCHY/PHILIPPE VENET/ MANOLO BLAHNIK/ ÓSCAR DE LA
RENTA/ CAROLINA HERRERA/ OLIVIER STRELLI/ ELIO
BERHANYER/ MARIO BOSELLI

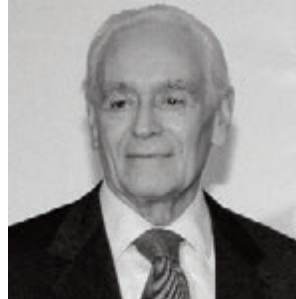
Honorary Associates



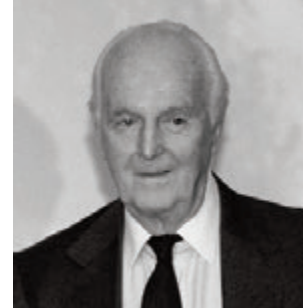
CRISTÓBAL BALENCIAGA
HONORARY PRESIDENT



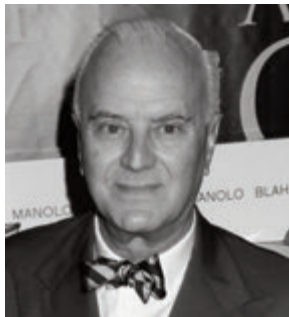
ENRIQUE LOEWE



PHILIPPE VENET



HUBERT DE GIVENCHY



MANOLO BLAHNIK



CAROLINA HERRERA



OSCAR DE LA RENTA



OLIVIER STRELLI



ELIO BERHANYER



MARIO BOSELLI

New Honorary Associates

MARIO BOSELLI

(24th April of 2012)

The Asociación de Creadores de Moda de España appoints Honorary Associate to Mario Boselli, president of the Camera Nazionale della Moda Italiana and a relevant industrialist in the textile sector. Under his mandate as president of the Camera, ACME endorses a collaboration agreement with the highest entity representing Italian fashion. Modesto Lomba presented him the award at a dinner attended by the members of the board of directors of ACME.



ELIO BERNHANYER

(2nd September of 2012)

The Asociación de Creadores de Moda de España appoints Honorary Associate to Elio Bernhayer, The creator from Córdoba received the award in the hands of the president of ACME, Modesto Lomba. Many designers from the association wished to accompany Elio Bernhayer in this event, paying thus homage to one of the most relevant creators of Spanish fashion after over 60 years in the profession.



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ASOCIACIÓN CREADORES DE MODA DE ESPAÑA

Institutional Relations

COUNCIL OF FASHION OF JALISCO / GRAN CRUZ OF THE COM-
MUNITY OF MADRID / SPANISH OLYMPIC COMMITTEE /
EUROPEAN COMMISSION / ACTM / MEXICO IS IN FASHION /
MINISTRY OF CULTURE / CREATIVE EUROPE / IBEROAMERICAN
FORUM OF FASHION AND DESIGN / DIPLOMACY SCHOOL /
SPAIN-JAPAN FORUM / ELECTIONS BOARD OF DIRECTORS

Institutional relations

AGREEMENT WITH THE COUNCIL OF FASHION OF JALISCO

(April 2012)

The Council for Fashion of Jalisco and ACME unite to maximize the industry and creation of fashion in Mexico and Spain. An agreement that endorses iberoamerican fashion placing values in innovation and design. With this agreement the Asociación de Creadores de Moda de España becomes a collaborative and consultancy entity within the Council for Fashion of Jalisco, organizers of the runway Minerva Fashion.



GRAN CRUZ OF THE COMMUNITY OF MADRID

(2nd May of 2012)

The president of the Community of Madrid presents the awards of the 2nd. of May, due to the festivity of the region. The first president of ACME, Jesús del Pozo is one of the awardees in this edition being distinguished with the Gran Cruz of the Community of Madrid posthumously.



DISSAPPROVAL OF THE SPANISH OLYMPIC UNIFORM

(May 2012)

The Asociación de Creadores de Moda de España and the Federación Española de Empresas de Confección (FEDECON) expressed their disapproval regarding the uniform of the Spanish Olympic team through a joint press release, after verifying that an Italo-Russian company was appointed to clothe the Olympic team.

ACME, IN THE EUROPEAN COMMISSION IN BRUSSELS

(20nd June, 2012)

The Asociación de Creadores de Moda de España strengthens its presence in Brussels partaking in the II Meeting of the Informal Group of High Level, organized by Antonio Tajani, vice-president of the European Commission and deputy for Industry, together with the main European fashion industries. ACME was represented at the meeting by the secretary of the Board of Directors, Agatha Ruiz de la Prada.

Lucía Cordeiro, Executive Director, participates in representation of ACME in the Working Fashion Group of the European Commission regarding innovation in the fashion industries in Europe.

COLLABORATION AGREEMENT WITH ACTM

(9th July 2012)

ACME signs a collaboration agreement with the Asociación Cluster de Textil de Moda de Catalunya (ACTM) to boost common projects in the field of fashion.



COLLABORATION WITH MEXICO IS IN FASHION

(6th September 2012)

ACME collaborates with the platform Mexico is in Fashion intended to promote Mexican design. With the occasion of Fashion's Night Out, different fashion designers from Mexico showcased their proposals in various events in Madrid, attended by the designers, Helena Rohner, Juan Duyos, Maya Hansen and Modesto Lomba.



MEETING WITH THE MINISTER OF CULTURE

(13th September 2012)

The Minister for Education, Culture and Sport, José Ignacio Wert, held a meeting with the Spanish designers to address the development of the sector of fashion creation in Spain. The President of the Association, Modesto Lomba, underlined the need to unite design and industry as a fundamental base towards the globalization and survival of Spanish fashion. Furthermore, the meeting was attended by, Enrique Loewe, the designers Roberto Torretta, Elio Bernhayer, Juan Duyos, Victorio & Lucchino, Helena Rohner, Francis Montesinos and Lucía Cordeiro, executive director of ACME.

EUROPE CREATIVE

(5th October 2012)

ACME participates in a seminar in Cuenca organized by the Office of the European Parliament in Spain, the MEPs Santiago Fisas and Emilio Menéndez, presented the project “Europe Creative” the new aid program of the EP, in which for the first time, at the insistence of Spain, fashion is acknowledged as a cultural sector.



IBEROAMERICAN FORUM FOR FASHION AND DESIGN

(10-11th October 2012)

Modesto Lomba and the executive director of ACME, Lucía Cordeiro, participated in Iberoamerican Forum for Fashion and Design held in Guadalajara (Mexico) on occasion of Minerva Fashion, one of the main events in Mexican fashion. Devota & Lomba, presented, in the international gala of the runway his spring summer 2013 collection.



FASHION FROM SPAIN, IN THE NEW BOOK OF THE DIPLOMACY SCHOOL

(November 2012)

The Asociación de Creadores de Moda de España, collaborates in the book of the collection Diplomacy School. “Challenges of our foreign actions. Public Diplomacy and Brand Spain”. Modesto Lomba, signs an essay regarding the relationship between Spanish fashion and our country’s brand.

XV FORUM SPAIN-JAPAN

(12-13th November 2012)

Modesto Lomba, president of ACME, participates in the XV Forum Spain-Japan, celebrated in Seville, organized by the Fundación Consejo España-Japón and the Foreign Affairs Ministries of both countries. This meeting serves as a prelude to the Dual Year Spain-Japan, providing a space for reflection to experts from different fields with the aim of promoting networking between people and institutions in Spain and Japan.



ELECTIONS FOR THE BOARD OF DIRECTORS IN ACME

(28th March 2012)

Modesto Lomba renews his office as president of ACME for the next two years during which he will enjoy the company of Roberto Torretta as vice-president. Juan Duyos becomes the new bursar and Agatha Ruiz de la Prada will hold the position of secretary previously performed by Jesús del Pozo, as Members of the Board maintained are, David Delfín and Alma Aguilar, with the addition of Helena Rohner to the Board of Directors as a Member .



**MODESTO LOMBA
PRESIDENT**



**ROBERTO TORRETTA
VICE-PRESIDENT**



**AGATHA RUIZ DE LA PRADA
SECRETARY**



**JUAN DUYOS
BURSAR**



**DAVID DELFÍN
MEMBER**



**ALMA AGUILAR
MEMBER**



**HELENA ROHNER
MEMBER**



**LUCÍA CORDEIRO
EXECUTIVE DIRECTOR**

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Cultural projects

GASTROFESTIVAL 2012 / BACK TO THE ROOTS, IN THE
PRESENTATION OF MBFWM / MUSEO DEL TRAJE / A
GLANCE AT SPANISH DESIGN / II MEETING CRAFT AND LU-
XURY / LA CASA ENCENDIDA / LA MODA ES SUEÑO

Cultural projects

GASTROFESTIVAL 2012

(24th and 27th January 2012)

Gastrofestival 2012, organized by the Town Hall of Madrid in collaboration with Madrid Fusión, with the participation of the designers, Roberto Torretta and Modesto Lomba, bringing together fashion and gastronomy during dinners held at the Museo del Traje.



BACK TO THE ROOTS, IN THE PRESENTATION OF THE 55TH EDITION OF MBFWM

(January 2012)

Esperanza Aguirre, president of the Community of Madrid the 55th edition of the madrileño fashion week in the exhibition space, Alcalá 31, where displayed were a selection of models from “Back to the Roots”, the exhibit dedicated to Spanish fashion and its crafts, exhibited in the Fundación Gabarrón in New York in October of 2011.



DONATION TO THE MUSEO

DEL TRAJE

(April 2012)

The designers of ACME donate to the Museo del Traje, CIPE, Madrid, the creations produced for the exhibition: “20 Models for Russia: Designers dialogue with literature” organized by ICEX, the Ministry of Culture, the Instituto Cervantes and ACME due to the Dual Year Spain-Russia. The models are exhibited in the runway section of the Museum.



A GLANCE AT SPANISH DESIGN

(3rd October 2012)

Due to the new edition of the book: “Spanish Fashion, a history of dreams and realities” the author and director of the on-line magazine Asmoda, Josefina Figueras, organizes the exhibition “A Glance at Spanish Design” at El Corte Inglés, Castellana. The presentation of the event was attended by the creators, Elio Bernhayer, Roberto Torretta and Juanjo Oliva, and the executive director of ACME, Lucía Cordeiro.



II MEETING CRAFT AND LUXURY

(26th October 2012)

The Asociación de Creadores de Moda de España, collaborates in the II Meeting regarding craft and luxury, which took place in Museo del Traje CIPE, Madrid. Modesto Lomba, president of ACME, participated in one of the addresses of this meeting organized by the Fundación Loewe which aims to highlight quality craftwork, design and new luxury.

COLLOQUIUM ABOUT BILL CUNNINGHAM AT LA CASA ENCENDIDA

(16th November 2012)

After the screening of the documentary “Bill Cunningham, New York”, which portrays the seasoned photographer and pioneer of coolhunting. Modesto Lomba participates in the colloquium together with various fashion experts. Moderated by Eugenia de la Torriente, fashion director of El País, and also intervened Gloria Jover, coolhunter, and Natalia Bengoechea, Fashion& Beauty Director of the magazine Grazia Spain.



Cultural projects

LA MODA ES SUEÑO

(25th October 2012- 13th January 2013)

The Museo Cerralbo in Madrid hosts, from 25th October until 13th January, the exhibition **LA MODA ES SUEÑO: 25 años de talento español**". Curated by Lucía Cordeiro and Isabel Vaquero, the exhibit is a journey through the best of Spanish design in the last quarter of the century. Organized by the General Sub-direction for the Promotion of Fine Arts of the Secretary of State for Culture and the Museo Cerralbo, Madrid, the exhibition counts with the participation of ACME, the magazine Marie Claire and the sponsorship of MANGO.



Cultural projects



Cultural projects



Cultural projects



Cultural projects



Cultural projects



Cultural projects



Cultural projects



PARTICIPANTS

Adolfo Domínguez
Agatha Ruíz de la Prada
Ailanto
Amaya Arzuaga
Ana Locking
Andrés Gallardo
Andrés Sardá
Ángel Schlesser
Balenciaga-EISA
Carmen March
Chus Burés
Cristina Huarte
Custo Barcelona
Davidelfín
Devota & Lomba
Duyos

Elena Benarroch
Elena Canter
Elio Berhanyer
Francis Montesinos
Hannibal Laguna
Helena Rohner
Jesús del Pozo
Joaquín Berao
José Castro
José Miró
Josep Font
Juanjo Oliva
Lemoniez
Loewe
Lydia Delgado
Manolo Blahnik
Manuel Piña
María Barros

Maya Hansen
Meye Maier
Miguel Adrover
Miguel Palacio
Miriam Ocariz
Mitzou
Paco Rabanne
Pedro del Hierro
Pedro Rodríguez
Paloma Canivet
Pertegaz
Purificación García
Rabaneda
Roberto Torretta
Roberto Verino
Sybilla
Teresa Helbig
Victorio & Lucchino

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Business projects

CREADORES ESPAÑA / SPANISH SOHO MILE /
CAPSULE COLLECTION OF WHITE SHIRTS / NEW
FANS BY RENOWNED DESIGNERS / ON-LINE
STORE AT EL CORTE INGLÉS

CREADORES ESPAÑA EN EL CORTE INGLÉS DE CASTELLANA

The shop-in-shop Creadores España celebrates two years at El Corte Inglés, Castellana. The multibrand space of designer labels sums new creators to the project. A total of 12 brands market their proposals in during 2012 in the space Creadores España: Ailanto, Anjara García, davidelfin, Devota & Lomba, Helena Rohner, Ion Fiz, Lemoniez, Menchén Tomás, Miriam Ocariz, Rabaneda, Sara Coleman and Sayán.



Business projects

SPANISH SOHO MILE

(30th May 2012)

The noted New York district dresses up in red to celebrate the day of Spanish Fashion. The main Spanish labels established in the big apple celebrate a fiesta en the streets of Soho, organized by the Chamber of Commerce Spain-USA to place in value the national brands that sell in Manhattan.



COLLECTION OF WHITE SHIRTS

(May 2012)

ACME launches a new capsule collection designed by: Alma Aguilar, Anjara García, Devota & Lomba, Ion Fiz, Roberto Torretta y Sayán, reinterpreting a wardrobe basic, adapted to their style and personality, available exclusively at Creadores España.

NEW FANS BY RENOWNED DESIGNERS

(September 2012)

ACME and Planeta DeAgostini launch a second collection of Fans by Renown Designers in which 29 creators from the Association participate. Each instalment is made up of a fan and a fascicle dedicated to the corresponding designer, with the aim of comprising an encyclopaedia on Spanish Fashion.



CREADORES ESPAÑA AVAILABLE AT ECI ON-LINE STORE

(November de 2012)

After celebrating two years at El Corte Inglés, Castellana, Creadores España arrives at the on-line store of ECI www.elcorteingles.es where for sale are the fall-winter collections of Ailanto and Miriam Ocariz.

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Education

POLYTECHNIC UNIVERSITY MADRID / FASHION INSTITUTE OF TECHNOLOGY / MASTER VOGUE-CARLOS III UNIVERSITY / COMPLUTENSE UNIVERSITY MADRID / FESTIVAL SOY CIBELINO

HOMAGE TO JESUS DEL POZO **AT U.P.M.**

(14th February 2012)

The Polytechnic University of Madrid pated homage to Jesús del Pozo, acknowledging the importance of his professional career in an event that counted with the participation of Pilar del Castillo, Modesto Lomba and Enrique Loewe among others.



CONFERENCE BY DAVID DELFIN AT **F.I.T. NEW YORK**

(26th April 2012)

The Cultural Office of the Spanish Consulate in New York, The Museum of the Institute of Fashion technology (FIT) and ACME organized “Almodovar & Fashion “. David Delfín offered his own vision regarding Spanish fashion in the movies, the relationship of his own brand with different artistic disciplines, and he talked about his experience in New York Fashion Week. The event counted with the participation of Paul Julian Smith, professor of the City University of New York (CUNY), author of the book “Desire Unlimited: The Cinema of Pedro Almodovar” and Pedro Espinet vice-president senior of Education, Art and Development of Make-Up from M.A.C.

CLASSES IN THE MASTER **VOGUE-CARLOS III** **UNIVERSITY**

(April-May 2012)

ACME collaborates with the Master Vogue-Carlos III University, Madrid. The designers, Modesto Lomba, Helena Rohner, Juan Duyos, Roberto Torretta, Juanjo Oliva and Ana Locking participated in the lessons History of Fashion from Spain, subject whose holder is the executive director of ACME, Lucía Cordeiro.



ACME COLLABORATES WITH THE FESTIVAL SOY CIBELINO

(21st-24th June 2012)

The Association collaborates with the first edition of the “Festival Soy Cibelino”, a novel initiative in which fashion & music unite, and in which young talents from prestigious local and global fashion schools, such as ESNE, IED, Parsons and Instituto Maragoni, come together. ACME is present through out the Festival with a stand decorated by L.A. Studio. Visiting designers from the Association such as Modesto Lomba, Juan Duyos, Jorge Vázquez, María Barros and Rabaneda. The creators worked the youth from the fashion school ESNE, who modelled their designs in this space.



SUMMER COURSES AT THE COMPLUTENSE IN EL ESCORIAL

(20th July 2012)

Ana Locking participated as speaker during the summer courses of the Complutense University. The designer offers a conference versing about fashion creators as artists within the cycle “Fashion in the Museum. The new role of fashion in the cultural world.” Organized by the Museo del Traje in San Lorenzo del Escorial.

CONVENIOS DE COLABORACIÓN

The Association of Creators of Spanish Fashion has a strong commitment with the training of new professionals from the sector and collaborates actively with masters and fashion specialist courses. Its aim is to support a serious, real and contemporary training which will uphold the future of Spanish fashion and will help to achieve some fully speacialised, future professionals.

> MASTER IN FASHION DESIGN MANAGEMENT AND OPERATIONS
AITEX AND CEU

> ISEM (FASHION BUSINESS SCHOOL) AND THE UNIVERSITY OF
NAVARRA

> THE MASTER IN COMMUNICATION OF FASHION AND BEAUTY OF
VOGUE - UNIVERSITY CARLOS III IN MADRID

> THE MASTER IN COMMUNICATION OF FASHION AND BEAUTY OF
TELVA AND YO DONA – UNIVERSITY OF SANPABLO CEU

> THE COURSE OF JOURNALISM AND COMMUNICATION OF MARIE
CLAIRE

> THE SUPERIOR CENTRE OF FASHION DESIGN OF MADRID
(CSDMM) AT THE POLYTECNIC UNIVERSITY

ANNUAL REPORT
2012

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ASOCIACIÓN CREADORES DE MODA DE ESPAÑA

Social work

FASHION WORKSHOP BY FRANCIS MONTESINOS SOCIAL
WORK LA CAIXA / SOLIDARITY INITIATIVE BY ACME
AND YO DONA FOR THE SOUP KITCHEN OF THE ORDER
OF MALTA / SOLIDARITY APRONS

FASHION WORKSHOP BY FRANCIS MONTESINOS

(27th January 2012)

Francis Montesinos imparts a fashion workshop to 30 women from the Fundación José María Haro-INTRA from Sagunto. The workshop is the result of the agreement signed by ACME “La Caixa” Banca Privada and Incorpora de la Obra Social “La Caixa”, with the objective of developing amongst the Spanish fashion creators corporate social responsibility, supporting those collectives at a disadvantage or in a situation of vulnerability.



SOLIDARITY APRONS

(December 2012)

ACME collaborates with YO DONA in the project “Solidarity Aprons” in which twelve associated designers have created twelve aprons with the aim of obtaining funding for the soup kitchen for the Order of Malta, Madrid.

As a result of the collaboration, Ana Loc-king, Juan Duyos, Juanjo Oliva, Modesto Lomba, Lucía Cordeiro, executive director of ACME, Linda Heras from Roberto Ve-rino and the Yo Dona team, assisted in one of the meals offered in the dining room in Madrid, which daily provides food to 350 persons in need.



Social work



ANA LOCKING



ROBERTO VERINO



ANDRÉS SARDÁ



CUSTO



DUYOS



AGATHA RUIZ DE LA PRADA



JUANJO OLIVA



VICTORIO & LUCCHINO



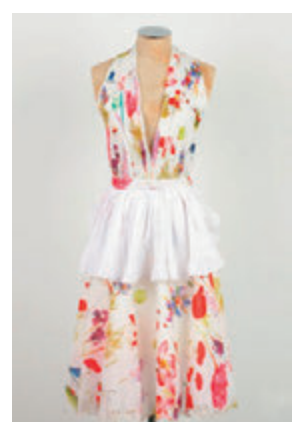
MAYA HANSEN



MIRIAM OCARIZ



DEVOTA & LOMBA



FRANCIS MONTESINOS

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ASOCIACIÓN CREADORES DE MODA DE ESPAÑA

Communication

BLOG CREADORES DE MODA / CANDY PRATS, WITH THE
SPANISH DESIGNERS / CONVERSATIONS: JESÚS DEL POZO /
INTURTECH 2012 / CHRISTMAS LIGHTS IN MADRID

BLOG CREADORES DE MODA

(1st February 2012)

The Association in line with the purpose of broadcasting on-line, premiers a Blog, coinciding with Mercedes-Benz Fashion Week Madrid. A new window open to the public which provides news and current fashion trends about Spanish fashion, and in which the designers of the Association participate personally publishing content regarding their brands and activities.



CANDY PRATTS, WITH THE SPANISH DESIGNERS

(September 2012)

Candy Pratts visited Spain on occasion of Mercedes-Benz Fashion Week Madrid. The creative director of VogueUSA.com attended the designer's fashion shows and visited some showrooms in Madrid to get an update on Spanish fashion. Candy Pratts, furthermore, met with the designers at a dinner held in the Fundación Agatha Ruiz de la Prada.



CONVERSATIONS:

JESÚS DEL POZO

(3rd October 2012)

Friends and peers of the demised, Jesús del Pozo, paid tribute to the designer at a meeting organized by the Museo del Traje and Asociación de Amigos del Museo del Traje in collaboration with the Fundación Jesús del Pozo. Moderated and conducted by Esperanza Claver, in the meeting the figure of Jesús del Pozo was analysed from the perspective of those closer to him, counting with the participation of Jesús del Pozo amongst others.



LUCÍA CORDEIRO PARTICIPA EN INTURTECH 2012

(21st November 2012)

Lucía Cordeiro, Executive director of ACME participated in the 1st Forum on Competitiveness and Innovation in Tourism which analyses new strategies to upgrade the Brand Spain.



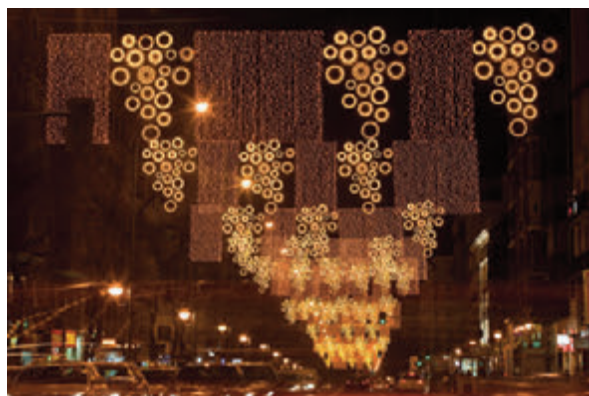
CHRISTMAS LIGHTS IN MADRID

(December 2012)

Madrid lightens up with the creations by the designers from ACME who granted yet another year their designs for Christmas lights and trees, for the city. The main commercial streets dress up during the festivities with the creations of Angel Schlessler in Princesa, Hannibal Laguna in Ortega Y Gasset, Purificación García in Goya, Juanjo Oliva in Jorge Juan, Ana Locking in Fuencarral and Montera, and Agatha Ruiz de la Prada in Sol, amongst others.



PURIFICACIÓN GARCÍA



ÁNGEL SCHLESSER



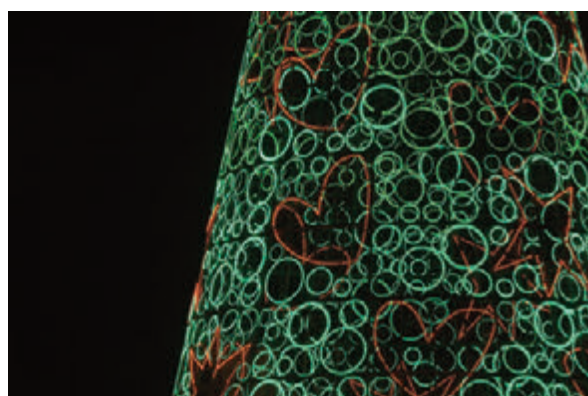
JUANJO OLIVA



HANNIBAL LAGUNA



ANA LOCKING



AGATHA RUIZ DE LA PRADA



AGATHA RUIZ DE
LA PRADA

AILANTO

ANA LOCKING

ANDRÉS SARDÁ

ÁNGEL SCHLESSER

AA DE
AMAYA ARZUAGA

DAVIDELFIN

DUYOS

ELISA PALOMINO

FRANCIS MONTESINOS

DEVOTA & LOMBA

Mercedes-Benz Fashion Week Madrid

FALL-WINTER 2012/2013



HANNIBAL LAGUNA

ION FIZ

JESÚS DEL POZO

VICTORIO & LUCCHINO

KINA FERNÁNDEZ

LEMONIEZ

MIGUEL PALACIO

JUANJO OLIVA

ROBERTO TORRETTA

ROBERTO VERINO

TERESA HELBIG

55TH EDITION OF MERCEDES

BENZ FASHION WEEK

MADRID

(1-5th February 2012)

Madrid Fashion Week presented itself renewed in its 55th edition with a new name after the arrival of the leading sponsor of other international fashion weeks: Mercedes-Benz Fashion Week Madrid. In this edition 22 designers from ACME present their Fall-Winter 2012/2013 Collections at IFEMA: AA by Amaya Arzuaga, Agatha Ruiz de la Prada, Ana Locking, Andrés Sardá, Angel Schlesser, Davidelfin, Devota & Lomba, Duyos, Elisa Palomino, Francis Montesinos, Hannibal Laguna, Ion Fiz, Jesús del Pozo, Juanjo Oliva, Kina Fernández, Lemoniez, Miguel Palacio, Roberto Torretta, Roberto Verino, Teresa Hellbig and Victorio & Lucchino.





TERESA HELBIG

MIGUEL PALACIO

ANJARA GARCÍA

DAVIDELEFÉN

LEMONIEZ

JUANJO OLIVA

AA DE
AMAYA ARZUAGA

MARÍA BARROS

ANA LOCKING

AILANTO

DUYOS

MAYA HANSEN

Mercedes-Benz Fashion Week Madrid

SPRING-SUMMER 2013

DOLORES CORTÉS

ROBERTO VERINO

HANNÍBAL LAGUNA

AGATHA RUIZ DE LA PRADA

ION FIZ

KINA FERNÁNDEZ

FRANCIS MONTESINOS

DEVOTA & LOMBA

RABANEDA

ROBERTO TORRETTA

VICTORIO & LUCCHINO

JUANA MARTÍN

ANGEL SCHLESSE

DELPOZO



56TH EDITION OF MERCEDES BENZ FASHION WEEK MADRID

((30th August – 4th September 2012))

Leading national runway, Mercedes-Benz Fashion Week Madrid celebrates its 56th edition with the addition of INDITEX as sponsor. The runway accounts with the participation of 26 designers from ACME who showcased their proposals for Spring-Summer 2012/2013 in the official calendar: AA by Amaya Arzuaga, Ailanto, Agatha Ruiz de la Prada, Ana Locking, Angel Schlesser, Anjara García, davidelfin, Delpozo, Devota & Lomba, Dolores Cortés, Duyos, Francis Montesinos, Hannibal Laguna, Ion Fiz, Juana Martín, Juanjo Oliva, Kina Fernández, Lemoniez, María Barros, Mata Hansen, Miguel Palacio, Rabaneda, Roberto Torretta, Roberto Verino, Teresa Hellbig and Victorio & Lucchino.

MBFWM counted for the first time with the attendance of Candy Pratts, creative director of Vogue USA.com and the Indonesian buyers from the group PT Metropolitan Retailmart.



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International Fashion Weeks

NEW YORK FASHION WEEK/ LONDON FASHION
WEEK/ SEMAINE DES CRÉATEURS/
IMAGE TRADE SHOWS PARIS/

SPANISH CREATORS IN THE INTERNATIONAL FASHION **WEEKS FALL-WINTER 2012/2013**

Custo Barcelona presents his collection at the Lincoln Center, New York. The Catalan creator participates in New York Fashion Week since over 15 years ago. Emilio de la Morena presents his collection in London Fashion week, where Elisa Palomino also participates after being selected for the runway Vauxhall Fashion Scout Independent Showcase, one of the main platforms for emerging designers in London. Amaya Arzuaga presents her collection in the Spanish Embassy in Paris, in her forth runway show in the Semaine des Créateurs .

NEW YORK FASHION WEEK

12th February 2012

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LONDON FASHION WEEK

18th-19th February 2012

Elisa Palomino



Emilio de la Morena

International Fashion Weeks

SEMAINE DES CRÉATEURS PARIS

2nd March 2012

AMAYA ARZUAGA



IMAGE TRADE SHOWS PARIS

(2nd-5th March 2012)

After the fashion shows during fashion week the designers market their collection in the image trade shows. ACME collaborates with ICEX to coordinate a grouped presence in the image trade shows that take place during the Semaine des Créateurs, be they or not members of the Association. In this edition 36 Spanish fashion and accessories designers market their collections at the different trade shows and showrooms in Paris.

> ATMOSPHERE

Ailanto
Coldelrosso
Juliju

> PARIS SUR MODE

Lebor Gabala
Monoplaza
UKE

> TRANOÏ CARROUSEL DU LOUVRE

Miriam Ocariz
Cristina Zazo
D-De Lab,
Oh!... Oh!,
Marlota,
Pilar Dalbat
Martínez Lierah

> TRANOÏ MONTAIGNE

Kina Fernández
Lydia Delgado
The 2nd skind Co

> TRANOÏ PALAIS DE LA BOURSE

Malababa
Laura B
Jorge Morales

> VENDÔME LUXURY

Elisa Palomino
Alvarno

> ZIPZONE

Ángel Schlessler
Juan Vidal
Maya Hansen
Lechiennerrant
Rabaneda

> PREMIERE CLASSE

Helena Rohner
Anton Heunis
Tissa Fontaneda
Elena Canter
Megumi Ochi
Castañer
Chie Mihara

> SHOWROOM MC2

Amaya Arzuaga



SPANISH CREATORS IN THE INTERNATIONAL FASHION WEEKS SPRING-SUMMER 2013

Custo Barcelona presented in New York Fashion Week his collection X-Ray. Emilio de la Morena participates in London Fashion Week, runways where he has been presenting his collections since 2005. Meanwhile, Amaya Arzuaga celebrates in the Spanish Embassy of Paris her fifth fashion show in the Semaine des Créateurs.

NEW YORK FASHION WEEK

9th September 2012

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LONDON FASHION WEEK

18th September 2012

Emilio de la Morena



International Fashion Weeks

SEMAINE DES CRÉATEURS PARIS

1st October 2012

AMAYA ARZUAGA



IMAGE TRADE SHOWS PARIS

(28th September – 1st October 2012)

ACME collaborates with ICEX to coordinate the grouped presence of the 34 Spanish designers that participate in the image trade shows that take place during the Semaine des Créateurs.

> PREMIÈRE CLASSE

Castañer
Chie Mihara
Elena Canter
Helena Rohner
Lotocoho
Megumi Ochi
Tissa Fontaneda

> ZIPZONE

Juan Vidal
Ion Fiz
Ángel Schlessner

> WOMAN

Steve Mono
Suturno

> PARIS SUR MODE

Coldelrosso
Ailanto
Juliju
Lebor Gabala
Monoplaza
UKE

> THE BOX

Sandrine de Montard

> THE BOX SHOES

Magrit
Mascaró

> GALERIE 13

Pedro García

> SHOWROOM LOS PATOS

La casita de Wendy

> TRANOÍ PALAIS DE LA BOURSE

Jorge Morales
Laura B
Malababa
Rabaneda

> TRANOÍ MONTAIGNE

Lydia Delgado
The 2nd Skin

> TRANOÍ CARROUSEL DU LOUVRE

Cristina Zazo
D-due Lab
Marlota
Martinez Lierah
Miriam Ocariz

