

# SPANISH FASHION

AN IN-DEPTH VISION OF THE ASOCIACIÓN  
CREADORES DE MODA DE ESPAÑA

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2020/2021

# DESIGN IN NUMBERS

PROMOTED BY

**acme**  
ASOCIACIÓN CREADORES DE MODA DE ESPAÑA



SUPPORTED BY

HOLISTEX

COLLABORATED BY



SPANISH  
FASHION  
DESIGN  
IN  
NUMBERS

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**AN IN-DEPTH VISION OF THE ASOCIACION  
DE CREADORES DE MODA DE ESPAÑA**

2020/2021

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PROMOTED BY

**acme**  
ASOCIACIÓN CREADORES DE MODA DE ESPAÑA

  
FUNDACIÓN  
ACADEMIA DE LA MODA ESPAÑOLA

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**Modaes**



**Comunidad  
de Madrid**

With the vocation of serving as an analysis tool regarding author fashion in Spain, *Spanish fashion design, in numbers* is a report that reflects the magnitudes and evolution of said sector during 2021. A year marked by great social and economic uncertainties due to the still remaining effects of the coronavirus pandemic in Spain as well as throughout the world.

This document intends to be a tool that not only provides knowledge, but also serves as a basis for making business decisions consistent with current circumstances. It also aims to contribute to the recognition of Spanish author design fashion as a generator of wealth.

This study gives access to information that, until its first edition in 2015, did not exist: the aggregated magnitudes of author design companies integrated in the Asociación de Creadores de Moda de España (ACME), the most representative organization of independent fashion companies in Spain.

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This instalment of the report *Spanish fashion design*, in numbers reflects the beginning of the sector's recovery, which after the pandemic's outbreak has faced a new reality where electronic commerce, differentiation and sales internationalization are increasingly fundamental factors for a favourable evolution. In the reports' last pages, the qualitative assessments of ACME's associated companies regarding the sector's future, the challenges, opportunities and trends that will be key in the forthcoming years, are included. Among them are the growth of sustainable fashion, which has skyrocketed in popularity since the pandemic's outbreak, collaborations between the fashion operators; companies as well as academic and scientific institutions, and digitization, which drives author fashion design while demanding a comprehensive transformation of the fashion sector. This edition of ACME's report enjoys the support of the Community of Madrid, Madrid City Council and the Fundación de la Academia de la Moda Española, the sponsorship of Holistex and the collaboration of Modaes.

# Slowly, but surely



**MODESTO LOMBA**  
PRESIDENT OF ACME

**S**panish author fashion turns the page to begin to write a new chapter, slowly, but surely. After two years marked by the Covid crisis the sector begins a new phase putting into practice everything learned.

Economical crisis are a great challenge for companies' survival, they are also a chance to innovate and search for new opportunities, a lesson that our designers have learnt well. Spanish author fashion companies have faced this huge challenge making good decisions, though difficult at times, that have helped them avoid the blow of the sales plunge in 2020 and close the 2021 exercise with hope.

Responsibility, location of the production, qualified workers and quality are the key elements of a recovery process that little by little is being felt. Our clients have been and are a fundamental part of this. These clients are increasingly aware of responsible consumption and also increasingly demanding regarding the product purchased.

Returning to the origins, to more artisanal work, to small productions, to the crafts, and committing to Made in Spain has been the best antidote in a period in which the businesses digitalization has been crucial. Knowing how to find the balance between tradition and innovation is vital for the sector's recovery.

The digital environment has experienced an unprecedented growth throughout the last exercise and, though the physical channel is still preferred by our clients, Spanish author fashion is demonstrating that it knows how to

adapt to this new reality with online business numbers that nearly double those of 2020.

In this changing and unpredictable world there appears to be a space for Spanish author fashion, which little by little is proving that its message is also reaching international consumers. Spain breaks through global markets again despite the hardships, offering very positive growth data, since exports represent almost half of the total turnover of ACME's associated companies, but one must not lower one's guard.

Despite the fact that the recovery of the sector's international business is significant, and that the online growth data is very positive, the turnover figures abroad are still far from pre-pandemic levels. Additionally, ACME's associated companies still have a lot to learn in the online environment, a channel that requires constant renewal.

Internationalization and digitization are therefore two of the great challenges that our brands face, to which sustainability and circularity are becoming essential concepts in the strategic plan of any fashion company. To all of this we must add external factors such as the scarcity of materials or the rise in energy prices, important challenges to face.

Collaboration is key. Let us show that we have learned the lesson. Cooperation and the sharing of knowledge are an important and inspiring growth tool that must become a fundamental part of this new chapter towards recovery. Let's start writing it all together, slowly but surely.

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# ¿The end of certainties?

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PEPA BUENO  
EXECUTIVE DIRECTOR OF ACME

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*“Internationalization is both a challenge and an opportunity for the sector: there is a growing demand for Spanish designer fashion from abroad”*

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**T**his is clearly a rhetorical question because what we are certain of at the moment, is that indeed certainties have ended in the world in general, and in fashion in particular, and not only during the period of 2021, the year for which the data we present. Our lives have been turned upside down by the pandemic and we have not come out of unscathed. Fashion has been, without a doubt, one of the sectors that has suffered the most from the paradigm shifts that the health crisis has unleashed.

Nevertheless, this report brings to the table questions that are going to be undeniable from now on. Beyond digitalization, which is the obvious, the sector’s main future trend resides in alliances and collaborations between companies, a phenomenon that has been enhanced after two years of pandemic, when the sector has had to join forces to face recovery. Another trend is the growth of sustainable fashion, which should not be a trend but a reality that cannot be postponed, something that signature fashion firms understood a long time ago since their companies have as the basis of their equation social sustainability and responsible consumption.

But the trend I aim to emphasize in this report is internationalization, a challenge as well as an opportunity for the sector. As we can verify in this report, in the year 2021 ACME’s associated companies turnover abroad was three times higher than the numbers of 2016, the first year for which data is available. This clearly demonstrates a growing demand for Spanish author fashion from abroad, and this fact is reaffirmed by the growing presence of young, and not so young, Spanish firms in the official calendars of fashion weeks as relevant as London or Paris. In the case of the latter, Spanish designer fashion has been present at both women’s and men’s prêt-à-porter fashion weeks as well as in Haute Couture, and this unequivocally means that we are in the spotlight of international markets. I cannot help but claim that the Asociación de Creadores de Moda de España has developed a discourse that encompasses and legitimizes the work of these brands, converting tradition and crafts into an innovative and future-oriented language, and the recent creation of the Fundación Academia de la Moda Española is another decisive step in this sense.

764

MILLIONS OF EUROS

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**In the year of the pandemic, sales by Spanish author design companies fell back by 36%, but in 2021 they rose by 8%. However, their joint turnover continues to be 21% below pre-Covid levels.**

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**G**rowing slowly, but surely. In 2021, the member companies of the Asociación de Creadores de Moda de España (ACME) registered an annual increase in their sales of 8%, up to 764 million euros. This is the largest annual jump in this figure since 2016, when the joint turnover of Spanish author design companies increased by 9.2%.

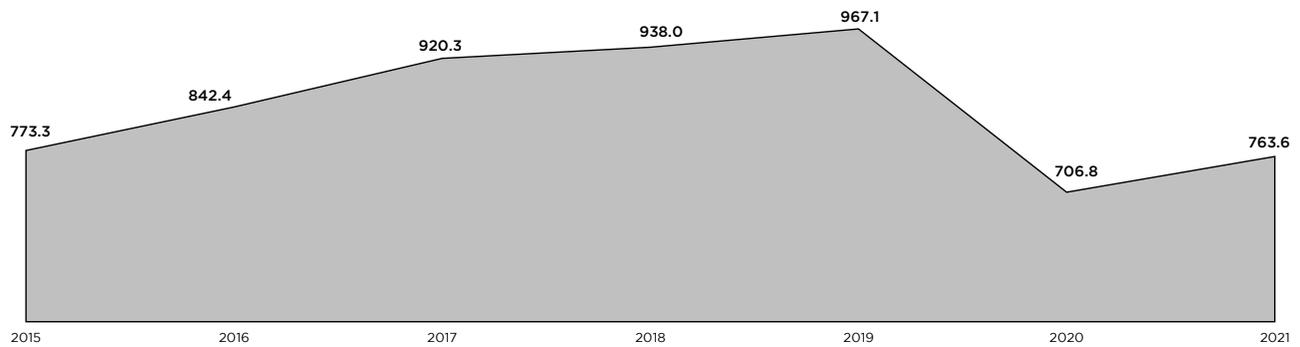
Despite showing significant progress, the sector has not yet recovered from the impact of Covid-19: the turnover is 21% below the data for 2019, the last year before the pandemic outbreak. The coronavirus contracted 36% the

turnover of ACME's associated companies to 618 million euros in 2020. The year of the pandemic broke with five years of uninterrupted growth and marked the first time that all of ACME's companies reduced their sales since the first instalment of this report was prepared in 2015. In 2016, the income of Spanish author design companies increased by 8.9% and, the following year, the jump was 9.2%. In 2018, the figure continued to rise but its evolution slowed down notably, growing by only 1.9%. In 2019, the sector accelerated slightly and increased its sales by 3.1%, to then drop to 36% in 2020. According to data from the

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## TOTAL TURNOVER

In millions of euros



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Asociación Empresarial del Comercio Textil, Complementos y Piel (Acotex), fashion retailers in Spain reduced their intakes by 16.2% in 2021 to 8,902 million euros. This indicates that Spanish author fashion has faced recovery before the rest of the sector, which continues to decline. In 2021, with the gradual return of events such as weddings and other ceremonies, and the return of citizens to offices, ACME member companies are on track to recover the sales and consumers lost in 2020.

On the other hand, the latest results for 2020 of the Structural Statistics of Companies in the Services Sector indicate

that companies dedicated to specialized design (graphic design, fashion and other disciplines) reached a turnover of 1,383 million euros. This reveals that ACME's associated companies took in the equivalent of 55% of the turnover in the specialized design sector in Spain. This sector, as a whole, suffered an annual drop of 11.8% during the year of the pandemic according to the National Institute of Statistics (INE).

If the Spanish author fashion companies were to form a single company, this would be the fifth largest by turnover in the fashion sector in Spain.

309

MILLIONS OF EUROS

**Internationalization is increasingly the most fundamental aspect for Spanish fashion author design that generated 40.6% of its sales outside Spain in 2021. It is an advance of more than two integers compared to the data for 2020, which was 38%.**

**R**estarting international conquest. In 2021, foreign sales of ACME'S associated companies soared 30.9% compared to the year of the pandemic outbreak, when closures of stores and restrictions on international trade prevented normal performance. TURNOVER generated abroad by Spanish author design amounted to 309 million euros in 2021.

The recovery of international business in the sector is significant, but it is still far from pre-pandemic levels. Specifically, ACME companies' sales outside Spain are 17.6% below the

data for 2019, when they amounted to 375 million euros.

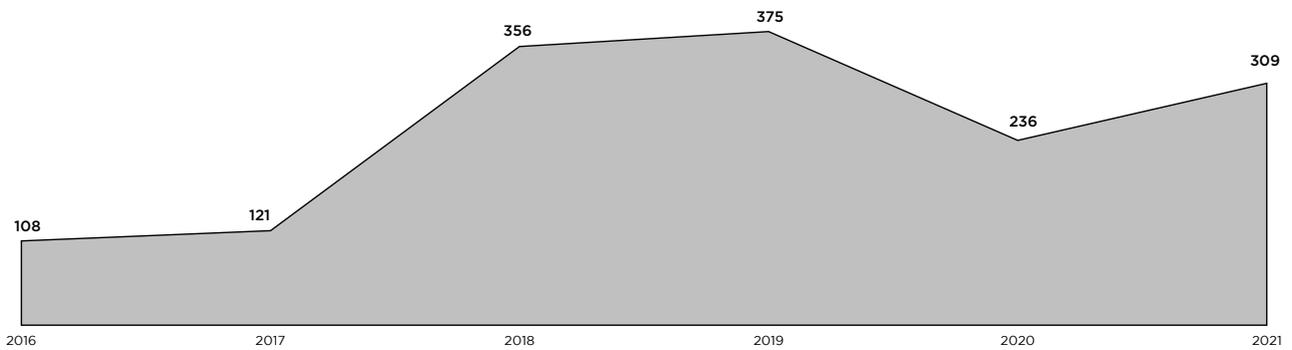
Despite the important step backwards that the pandemic has caused in the sector's internationalization, the turnover abroad by ACME'S associated companies soared in 2021 being three times higher than the figure for 2016, the first year for which data is available. This proves a growing demand for Spanish designer fashion from abroad.

The sector continues to maintain a strong link with global consumers, a factor reflected in the percentage of sales that are generated abroad. In 2021 40.6% of the income regis-

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## INTERNATIONAL SALES

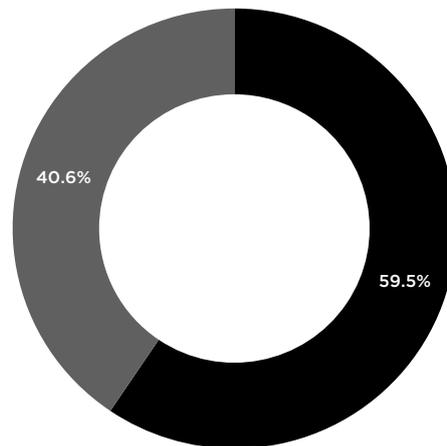
In millions of euros



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## INTERNATIONALIZATION

In percentage over total

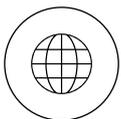


● International sales 2021

● Spain sales 2021

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*Foreign markets represent almost half of the total turnover of ACME'S associated companies. The United States, Italy, Portugal, France and the United Kingdom repeat among the main international destinations for Spanish author fashion, followed by Mexico, Japan, the United Arab Emirates, Germany and Saudi Arabia.*



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tered by ACME'S associated companies came from outside Spain, more than two percentage points above the figure for 2020. This figure is above the weight that foreign markets had in author fashion companies' sales in the years before the pandemic outbreak.

The list of top countries to which ACME companies export their products has been reduced in 2021 compared to 2020, to a total of thirteen markets. The year of the pandemic outbreak this figure amounted to twenty countries. What has not changed compared to 2020 is the leading foreign market

for Spanish author fashion: this continues to be the United States, cited by the majority of companies as the leading country for sales outside Spain. In the ranking it is followed, in order, by Italy, Portugal, France and the United Kingdom. By continents, Europe is the preferred region for Spanish author fashion regarding internationalisation. America is in second place: Latin America, in first position, followed by Canada and the United States. On the Asian continent, Japan has lost positions compared to 2020 among the main international markets for Spanish author fashion companies.

# INTERNATIONALIZATION



## INTERNATIONAL MARKETS MOST IMPORTANT

●  
MOST IMPORTANT  
MARKETS

United States  
Italy  
Portugal  
France  
United Kingdom

●  
MOST RELEVANT  
MARKETS

Mexico  
Japan  
United Arab Emirates  
Germany  
Saudi Arabia



6,986

DIRECT JOBS

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**The creation of employment in author fashion design is once again taking off. In 2021, the number of direct jobs in the sector was 7.2% higher than the data for 2020, and managed to exceed pre-pandemic figures by 3.5%.**

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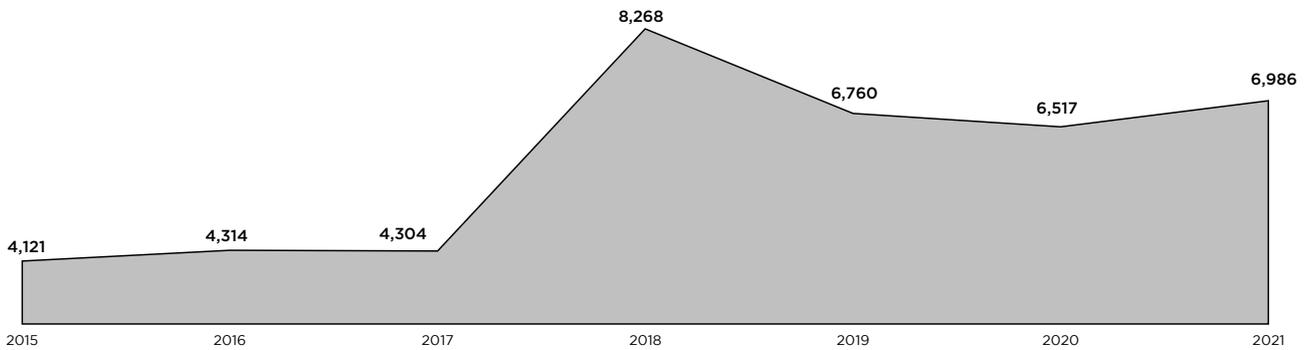
**L** Spanish author fashion continues to generate jobs. In 2021, the number of jobs linked directly to ACME's associated companies amounted to 6,986 people. Therefore, 470 jobs were created in 2021 compared to those registered in the year of the pandemic outbreak, 7.2% more. In 2020, direct jobs from Spanish author designer fashion were 6,517. Additionally, the number of direct workers linked to the author fashion sector in Spain also exceeded pre-pandem-

ic numbers, growing by 3.6% compared to 2019 data. Despite the growth, numbers do not exceed the peak of 2018, when the group of companies associated with ACME declared having 8,267 direct workers, almost doubling the data of the previous year. In 2019, this figure fell by 18.2% and the data continued to drop with a slight decrease of 3.6% in 2020. Indirect jobs generated by Spanish author design fashion in 2021 amounted to 13,796 people, 9.8% above the figure recorded in the year of the pandemic, when

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## JOBS. DIRECT JOBS

Numbers of workers



In 2021, 840,600 jobs were created in Spain, the highest number since 2005, and the unemployment rate fell to 13.3%. ACME companies were responsible for the creation of 470 direct jobs and 1,230 indirect jobs.



this figure stood at 12,566 indirect jobs.

Recovery of employment by ACME's associated companies is more noteworthy than that of sales, demonstrating greater resilience. Data from the National Institute of Statistics also testifies to the recovery in 2021 of fashion employment in Spain. Employment in the textile, apparel, leather and footwear industries in Spain registered an increase of 9, 3% the first full year after the pandemic outbreak, according to data from the Active Population Survey prepared by the National

Institute of Statistics, which does not give details on the nature of employment in terms of direct or indirect. The Institute's figure also reflects that the fashion sector has not yet reached recovery.

Specifically, the estimated employment in the textile industry stood at 51,800 people at the end of 2021, below the 56,100 employed at the end of 2019. Neither apparel nor leather and footwear recovered their pre-Covid work force, the latter being the most affected by the pandemic.

13.1

MILLIONS OF GARMENTS  
AND ACCESSORIES

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**In 2021, all ACME's associated companies produced about 13.1 million garments and accessories, 8.3% above the data for the year of the pandemic and 25% below 2019, with an all-time high.**

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**L** Production continues recovering, but it is nowhere near pre-Covid levels. In 2021, the absolute number of garments and accessories produced by ACME's associated companies stood at around 13.1 million.

It is 8.3% above the figure for 2020, a recovery similar to that experienced by author design fashion in Spain in other areas such as sales. However, this figure is even further from reaching the figure prior to the pandemic outbreak and falls by 25.2% compared to 2019.

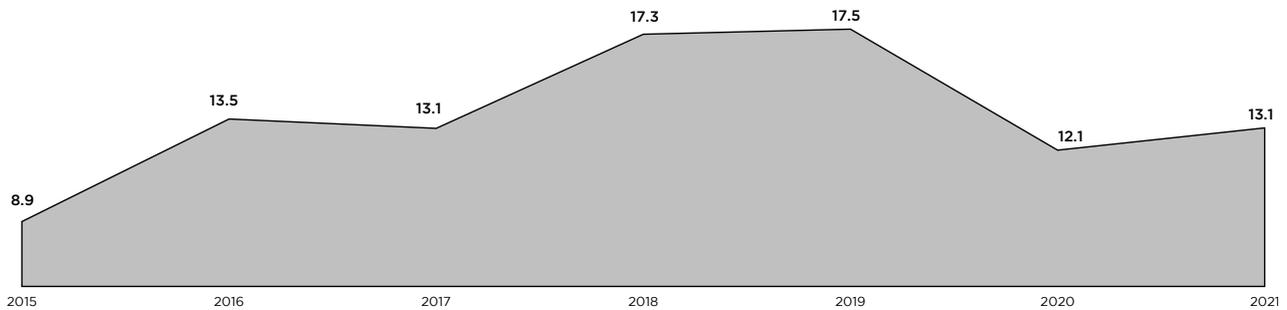
The comparison between 2021 and 2019 is actually not entirely fair, since the year before the outbreak of the pandemic was a record year for ACME's associated companies. In 2019, the production of Spanish author fashion design stood at 17.5 million garments and accessories, 1.3% more than the previous year and the highest figure since data is available.

Since the first year of the delivery of this report in 2015, the production data of the author fashion design sector in Spain has increased almost uninterruptedly, discounting the year

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## PRODUCTION. GARMENTS AND ACCESSORIES PRODUCED

In millions of goods



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of the pandemic, when the figure plummeted about 31%. The rest of the years, evolution has been stable: in 2015, 8.9 million garments and accessories were produced; in 2016, it was 13.5 million, and in 2017 production was slightly reduced, falling by 3% to 13 million items. In 2018, production skyrocketed and climbed 32%, to 17.3 million products. Although ACME's data failed to break its record level in 2021, INE data did. According to the Industrial Production Index (IPI), textile production ended 2021 with an annual increase of 8.8%, its biggest annual rebound since 1992.

Apparel manufacture also skyrocketed its production in 2021 and registered an average annual increase of 27.3%, the largest rise since the beginning of the historical series. Footwear, on the other hand, increased its industrial production by 10.7%, its steepest rise since 1992.

The growth of the fashion industry was similar to that of Spain's general IPI, which also set a historical record in 2021 registering a rebound of 7%, its highest rise since 1994. Durable consumption goods recorded the most important advance in their production.

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23,323

POINTS OF SALE

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**Just as the drop in the number of multi-brand points of sale of ACME's associated companies in 2020 was not pronounced, neither was its recovery in 2021: the figure has increased only 1.1%.**

**A** valley. This is the figure that represents the graphic evolution of the number of Spanish author design fashion multi-brand points of sale of in recent years. In 2021, the figure increased slightly by 1.1%, to 23,323 points of sale on an international scale. The data reaches, and slightly surpasses the data for 2019: since then, Spanish author fashion has added 93 more multi-brand establishments to its distribution network, 0.4% more. In the year of the pandemic, the multi-brand withstood the blow and reduced its structure by only 0.7%, to 23,065 establishments.

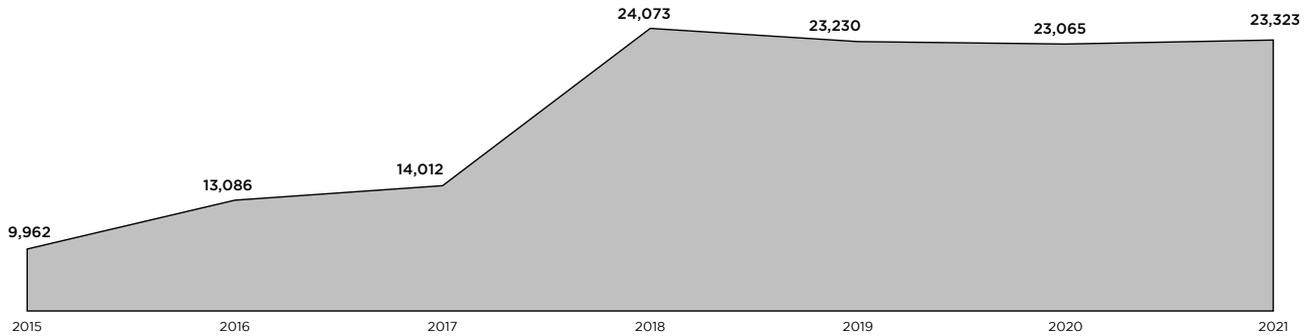
Since 2018, the number of multi-brand points of sale in which Spanish author fashion is present has remained at similar figures, a trend that not even the pandemic could break. The biggest drop since then occurred, in fact, in 2019, with a reduction of 3.5%.

Before 2018, the data shows a much less uniform evolution. In 2016, there were 13,086 multi-brand points of sale where Spanish author fashion was sold, 31.4% more than the previous year. In 2017, the data took a less pronounced leap of 7% and, in 2018 it shot up again by 71.8%.

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## DISTRIBUTION. TOTAL POINTS OF SALES

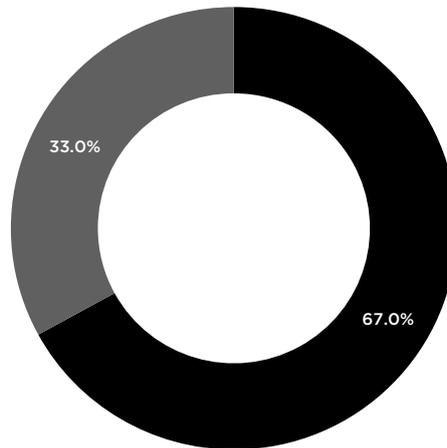
Numbers of points of sales



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## DISTRIBUTION. POINTS OF SALES

In percentage over network total



- Points of sales abroad 2021
- Points of sales Spain 2021



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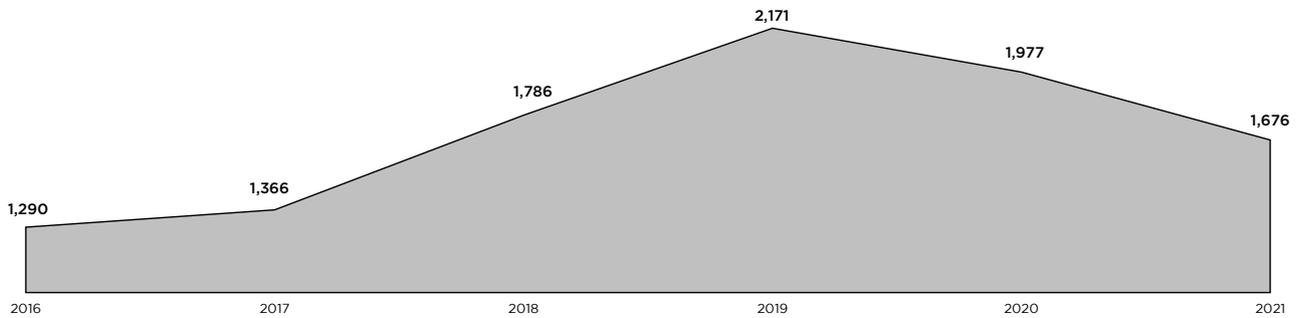
Of the 23,323 multi-brand establishments that offer Spanish author fashion, 33% are located abroad, while the remaining 67% correspond to Spanish territory. These figures are very similar to those collected in the report's previous edition, which reflected that 67.7% of Spanish author fashion points of sale were in Spain and the remaining 32.3% were abroad. This showcases that the sector's growing commitment to international markets is not reflected in its commercial structure outside Spain, although it is present in its sales and the passage of foreign markets in them.

According to the Multi-brand Monitor, prepared by Kantar, fashion sales through this channel grew by 18.9% in 2021, but remained 21.5% below pre-pandemic levels. The multi-brand channel started 2021 in decline, with a fall of 27.4%, which was followed by another setback in February. The recovery began with a triple-digit rise in March, April and May due to the low comparable base of the same months of 2020, when businesses remained closed. In the summer, the recovery in multi-brand fashion sales stalled and was flat until the end of the year.

## DISTRIBUTION

### DISTRIBUTION. MONO-BRAND POINTS OF SALE

Numbers of points of sales



# 1,676

MONO-BRAND POINTS OF SALE

**The number of mono-brand points of sale of ACME's associated companies was 1,676 establishments in 2021, an annual drop of 15.2%. The sector has reduced in recent years its own structure.**

**A**uthor fashion reformulates its distribution structure. The sector closed 2021 with a 15.2% drop in its commercial network of mono-brand points of sale, to 1,676 establishments on a national and international scale. It is the only reduction that Spanish author fashion design has experienced in 2021, according to ACME data. This reflects a change in the strategy of the companies registered with the Association, which rethink their roadmaps and prefer to lose weight in terms of their own stores and rely on distribution through other channels

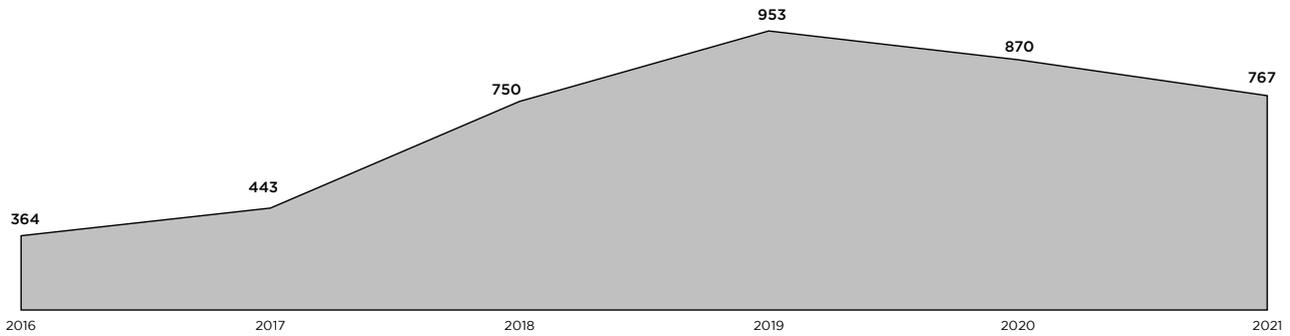
such as online or multi-brand. The 2021 numbers reflects a drop of 22.8% compared to 2019, the last year before the pandemic outbreak, and it is the largest decrease in the series since data is available.

In 2016, the number of mono-brand Spanish author design fashion establishments was 1,366 points of sale. At the end of 2017, this number increased by 5.9%, to 1,366 points of sale. The following year, the mono-brand channel soared 30.7%, to 1,786 stores, and skyrocketed again by 21.6% in 2019, surpassing the barrier of two thousand amounting to

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## DISTRIBUTION. POINTS OF SALES ABROAD

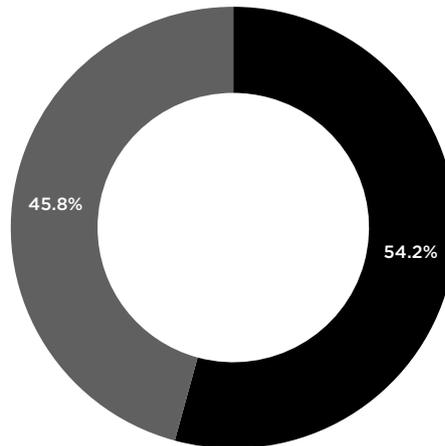
Numbers of points of sales



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## MONO-BRAND DISTRIBUTION

Percentage over total



- Mono-brand points of sale abroad
- Mono-brand points of sales Spain



2,171 establishments.

In the year of the pandemic, the mono-brand distribution of Spanish author fashion lost said barrier and returned to 1,977 points of sale. The coronavirus outbreak led fashion to rethink its distribution strategy, hampered by the restrictions on trade, the drop in tourism and the battered consumer confidence. In 2021, which was to be the year of recovery, Spain still suffered restrictions and disruptions due to the pandemic, in particular due to the omicron variant of the disease.

Faced with this situation, Spanish designer fashion chose to

reduce its investment in retail and in its own stores. Their own establishments abroad have also been reduced to 767 points of sale, compared to 870 in 2020.

In 2021, the Wholesale Trade Index (ICM) in Spain increased by 6.7% compared to 2020, its highest rise since 2001, according to data published by the National Institute of Statistics (INE). The category of personal apparel goods, where fashion is included, ended the year with an increase of 21.1%, the highest of the entire historical series. The sector closed 2020 with a decline of 5.7%.

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# 120

MILLIONS OF EUROS

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**Ecommerce continues to climb. In 2021, TURNOVER of all ACME's associated companies through the digital channel amounted to 120 million euros, 137.2% more than before the pandemic outbreak.**

**D**otcom is present all around. The pandemic consolidated the online position as another channel for fashion consumption with the confinement of the population and the shops closed.

In 2021, sales of ACME's associated companies through the digital channel soared by 55.8% to 120 million euros. This is the highest recorded growth that this data has experienced since 2015. Compared to 2019 the increase has been 137.2%.

Since 2015, the beginning of this series of reports, online sales of Spanish author fashion design generated

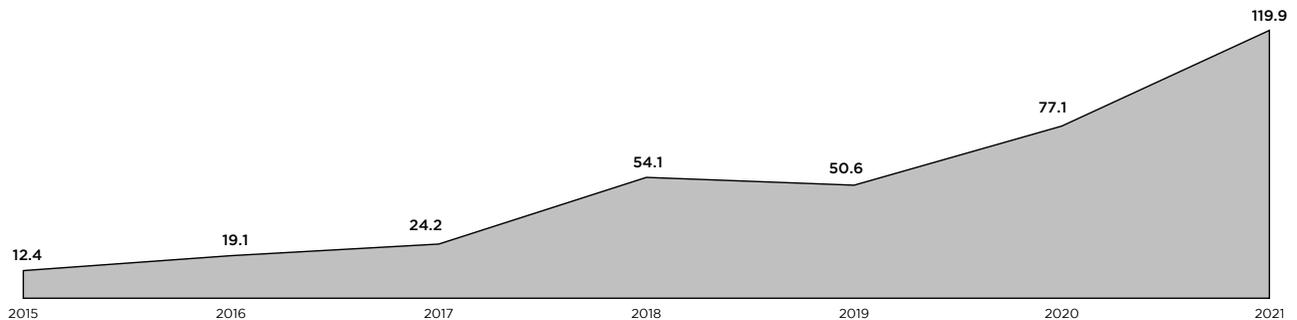
only 12.4 million euros, ten times less than the amount registered in 2021.

Since 2015, the growth of ecommerce has been virtually uninterrupted. In 2016, the turnover through ACME's associated companies dotcoms shot up 54%, to 19.1 million euros.

The following year, growth slowed but continued in double digits, with an annual rise of 26.7%. In 2018 e-commerce experienced a boom and sales through this channel of Spanish author fashion design soared to 123.5%. 2019 was the only annual drop in the series with a de-

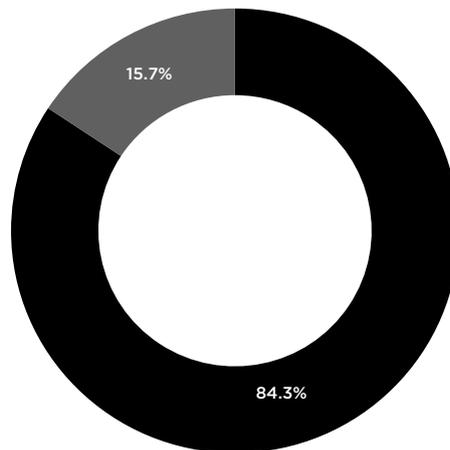
## ECOMMERCE. ONLINE TURNOVER

In millions of euros



## ECOMMERCE. SALES

In percentage over total



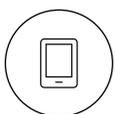
● Online sales 2021

● Offline sales 2021

# 15.7%

WEIGHT OF ONLINE SALES IN 2021

*Online fashion continues its conquest and adds five percentage points to its weight in the total sales of ACME's associated companies in 2021. All in all, the offline experience continues to be author fashion client's favourite, generating 84.3% of their income through physical stores.*



cline of 6.5%, to 50.6 million euros. With the outbreak of the pandemic, online sales soared again by 52.2%, to 77 million euros.

In 2021, 15.7% of the total revenue collected by ACME's associated companies was generated through the online channel, a leap of five percentage points compared to 2020 data.

It is a notable growth and everything indicates that this number will continue to rise in the coming years, but it is undeniable that the Spanish author design fashion client prefers the physical shopping experience, a

channel through which the vast majority of sales are generated.

ACME member companies, of which several belong to the bridal or made-to-measure fashion sector, hold an offer with a very important experiential component, so the jump from the physical channel to the online one is difficult to carry out without losing that added value along the way.

Offline sales in the sector generated 643.5 million euros in 2021, representing 84.3% of the total turnover of ACME's companies.

# Future

**¿What does author fashion want? ¿What challenges is the industry facing? Designer fashion takes stock and establishes the opportunities and obstacles to face in the coming years, including sustainability and collaboration.**

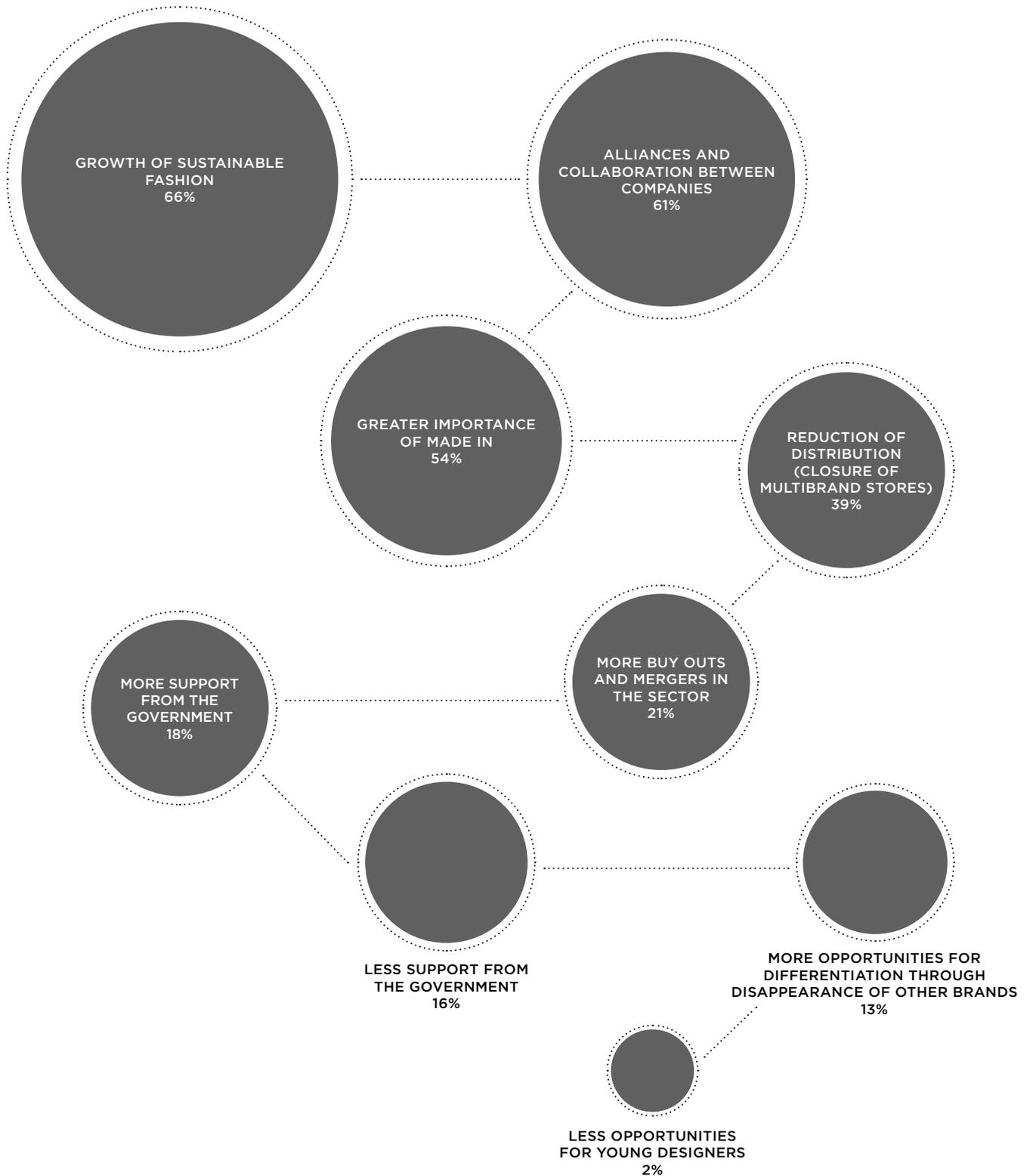
**A**lthough the future cannot yet be forecast, much less in the context of economic and social uncertainty in which Spanish fashion has been immersed in the last two years, author design takes the test. ¿What challenges will the sector face in the coming years? ¿What opportunities and obstacles will Spanish author design face in the future? 61% of the ACME's associated companies consider that alliances and collaborations between companies are the sector's main future trend, a phenomenon that has been enhanced af-

ter two years of pandemic, when the sector has had to join forces to face recovery.

Another of the author design trends for the future, as voted by ACME's companies, is internationalization, which also appeared at the top of the 2020 list. Internationalization is also a challenge as well as an opportunity for the sector.

Another great buzzword for author fashion in Spain is the growth of sustainable fashion, which 66% of the companies surveyed by ACME consider being one of the sector's

SECTOR'S TRENDS  
ACCORDING TO ACME'S PARTNERS



main trends in the coming years. This has also been enhanced by the pandemic, that has reset consumer priorities and transformed consumption models. Also at the top of the ranking of the greatest challenges or opportunities for designer fashion in Spain are included; access to financing, digitization, distribution and the greater importance of made in Spain, which could be an important drive for of Spanish author fashion in the coming years. The closure of multi-brand stores concerns 39% of the sector, while 18% demand more support from

governmental administrations for the recovery of fashion. Other factors such as opportunities for young designers or greater opportunities for differentiation due to the disappearance of other brands are not among the sector's priorities for the future, nor are they listed among the challenges that have been identified. In the report's previous edition, the coronavirus was present in many of the future obstacles identified by ACME's companies. Additionally, the proliferation of made in Spain was also considered in 2020 one of the main areas of growth in the author fashion sector.

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# Method

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**T**he present report takes as a reference the information provided personally by the associates of the Asociación de Cr- eadores de Moda de España (ACME) to the entity, specifically requested for the preparation of said report. The survey, conducted during the first

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# dology

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half of 2022, refers to the companies' data at the end of 2021. The sample coincides in this case with the statistical universe, made up of the 84 com-

panies that were associated with ACME in 2021. The data presented in this document refers to a part, albeit a very substantial one, of it.

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# About

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## ACME ASSOCIATES

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<i>Acromatyx</i>	<i>Beatriz Peñalver</i>	<i>Duyos</i>	<i>Isabel Sanchís</i>
<i>Adolfo Domínguez</i>	<i>Bimani</i>	<i>Eduardo Navarrete</i>	<i>Ion Fiz</i>
<i>Agatha Ruiz de La Prada</i>	<i>Blasón</i>	<i>Elena Morales</i>	<i>Jorge Acuña</i>
<i>Ailanto</i>	<i>Carlota Barrera</i>	<i>Ernesto Naranjo</i>	<i>Jorge Vázquez</i>
<i>Alma Aguilar</i>	<i>Chela Clo</i>	<i>Fely Campo</i>	<i>Juan Vidal</i>
<i>Ana Locking</i>	<i>Claro Fernando</i>	<i>Francis Montesinos</i>	<i>Juana Martín</i>
<i>Andrés Sardá</i>	<i>Custo Barcelona</i>	<i>García Madrid</i>	<i>Juanjo Oliva</i>
<i>Angel Schlessler</i>	<i>Devota &amp; Lomba</i>	<i>Gonzales</i>	<i>Leandro Cano</i>
<i>Anton Heunis</i>	<i>Dolores Cortés</i>	<i>Hannibal Laguna</i>	<i>Lemoniez</i>
<i>Arcadio Domínguez</i>	<i>Dominico</i>	<i>Helena Rohmer</i>	<i>Lexdeux</i>
<i>Aurelia Gil</i>	<i>Duarte</i>	<i>Inuñez</i>	<i>Leyre Valiente</i>

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**T**he Asociación de Creadores de Moda de España (ACME) is a non-profit professional association founded in 1998 by designers Modesto Lomba, Jesus del Pozo, Elio Berhanyer, Antonio Pernas, Angel Schlessler and Roberto Verino. Currently it is made up of 84 fashion and accessory creators from all over Spain who participate in

the main catwalks and fashion platforms locally as well as globally. The author fashion firms that make up ACME are characterized by their commitment to creativity and quality. Companies of diverse size and nature that share common values such as commitment to a responsible industry, production in proximity, recovery of trades and tradition.

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# ACME

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*Lucas Balboa*  
*Lydia Delgado*  
*Magrit*  
*Maite by Lola Casademunt*  
*Malne*  
*Manemane*  
*Mans Concept*  
*Manuel De Gotor*  
*Marcos Luengo*  
*María Barros*  
*María Escoté*

*Maria Ke Fisherman*  
*María Lafuente*  
*Maya Hansen*  
*Menchén Tomàs*  
*Miguel Marinero*  
*Miriam Ocariz*  
*Moisés Nieto*  
*Oteyza*  
*Otrura*  
*Paloma Suárez*  
*Palomo Spain*

*Pedro Del Hierro*  
*Pedro Palmas*  
*Pilar Dalbat*  
*Purificación García*  
*Rabaneda*  
*Reliquiae*  
*Roberto Diz*  
*Roberto Torretta*  
*Roberto Verino*  
*Susana Requena*  
*Teresa Helbig*

*Teté by Odette*  
*The Extreme Collection*  
*Tot-Hom*  
*Tous*  
*Ulises Mérida*  
*Varela*  
*Victorio & Lucchino*

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Since its inception, the Association has worked fundamentally to defend the interests of fashion creators in Spain, offering tools to increase their competitiveness and acting as the Spanish author fashion sector's representative before institutions, and public and private entities.

ACME aims to promote Spanish fashion in its economic and

cultural aspects, encouraging activities that benefit the fashion design sector in its creative and commercial aspects, both in Spain as well as abroad. To this end, the Association develops numerous activities that aim to promote Spanish fashion nationally and internationally through commercial, cultural, training, communication and social projects.

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# Board of



**MODESTO LOMBA**  
PRESIDENT

*He founded the firm Devota & Lomba in 1986 together with Luis Devota, and has since 1988 participated in Madrid Fashion*

*Week every season. Talking about Devota & Lomba is talking about innovation in pattern making and creations that spread a message of commitment to the environment and fashion's most traditional crafts. His brand currently has an interior design department and also develops bridal, communion, home, perfume and jewellery collections, among others. He has chaired ACME since 2000.*



**ROBERTO TORRETTA**  
VICE PRESIDENT

*The Argentinian designer begins his trajectory in the fashion world in the 1970s. After working in different companies in*

*the sector, he founded his own firm and debuted at FashionWeek Madrid in 1996. Throughout his career he has carried out many collaborations that have taken the Torretta label to areas such as decoration, jewellery or optics, highlighting his unions with Suárez, Goodyear and Federópticos. In 2016, Roberto Torretta receives the National Fashion Industry Award.*



**JUAN DUYOS**  
SECRETARY

*Designer Juan Duyos begins his career the fashion world collaborating with designers*

*such as Manuel Piña and Antonio Pernas, a task he combined with the creation of his first collections together with Cecilia Paniagua. In 1999 he began his solo career under the firm Duyos and held his first fashion show at Madrid Fashion Week. Since then he has established himself as one of the great names in Spanish fashion.*



**NÚRIA SARDÁ**  
TREASURER

*Núria Sardá, daughter of the emblematic creator Andrés Sardá, joined the family*

*business company in 1989 dedicating herself to international promotion after a brief stage dedicated to importing Leavers Lace. Due to the experience she gained in her years away from Spain, and her great knowledge of the commercial field, Núria Sardá joined the design team of the family firm of which she has been creative director since 1998.*

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# 10 directors



**PALOMA ÁLVAREZ**  
VOCAL

*Backed by a long career as a designer and creative director of high-end Spanish fashion houses as well as the luxury sector, Paloma*

*Álvarez founded her own firm, Malne, in 2016 together with Juanjo Mánez. Malne's work is characterized by personalized luxury and the exhaustive study of the internal structures of each one of the spectacular pieces that leave her atelier. A commitment to limited collections, artisan work and local production conquering premium customers both in Spain as well as abroad.*



**HÉCTOR JAREÑO**  
VOCAL

*Héctor Jareño is the founder and creative director of Reliquiae. A trained interior designer, with a long professional career*

*in the world of design of ephemeral spaces and exhibitions, he founded his brand in 2012, collecting his father's know-how in the leather world. Jareño transforms the prestigious family upholstery workshop into a luxury leather goods house from which leather handbags and accessories blend expert knowledge together with contemporary design.*



**MANUEL GARCÍA MADRID**  
VOCAL

*Manuel García is CEO and creative director of García Madrid. After a long career in the world of fashion and retail, he created his own*

*brand in 2006 with the steadfast purpose of making the lives of the men and women who approach his brand more elegant, without ever losing sight of quality and customization. García Madrid's work has become one of the references of contemporary tailoring in Spain winning the National Award for Entrepreneurship in the Fashion Industry in 2016.*



**PAUL GARCÍA DE OTEYZA**  
VOCAL

*Trained in Economic Sciences, Paul García de Oteyza joined the world of tailoring and founded, together with Caterina Pañeda, the*

*Oteyza firm in 2012. From his brand he offers a powerful message of renewal regarding traditional tailoring, a powerful discourse that breaks the paradigms of men's fashion being acknowledged with the National Award for Innovation in the Fashion Industry in 2018. Since January 2020, Oteyza has presented his collections at Paris Fashion Week after being selected by the French Federation of Haute Couture.*



**ANA LOCKING**  
VOCAL

*Ana Locking founded her eponymous firm in 2008. Trained in Fine Arts, her work is*

*defined by the fusion of craftsmanship and experimentation linked to conceptual ideas and attention to detail, achieving the National Award for Fashion Design in 2020. Additionally to her close relationship with the art world, her intense work as a teacher stands out, being a member of the faculty of the Centro Superior de Diseño de Moda de Madrid – CSDMM, since 2011.*



**PEPA BUENO**  
EXECUTIVE DIRECTOR

*An art historian, she has developed her career in the field of women and fashion*

*press. After passing through media such as Vogue Novias, Elle, Woman, she was a part of the Yo Dona launch team where she held the position of deputy director. Since her arrival at ACME in 2013, she has fostered the entry of new partners and led numerous actions to promote and publicize the cultural and economic value of fashion design in Spain.*



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