



PRESS RELEASE

Andalusian designers will show their new lines for the coming season in the 7th edition of *Andalucía de Moda*

Espacios I, Plataforma, Firmas and *Costura* are the new categories around which the most important fashion event in southern Spain is now being structured.

30th of April 2010. The **7th edition of *Andalucía de Moda***, organised by the **Andalusian Association of Fashion Designers (ADEMA)**, will take place on the **5th and 6th of May 2010** in the **inner courtyard of the Seville County Council building**, and will include a total of 6 catwalk shows, around which the most important fashion event in southern Spain is now being structured.

On Wednesday **the 5th of May *Andalucía de Moda*** begins with *Espacio "I"*, featuring individual shows displaying the collections by **Solitas, Daniel Carrasco** and **Antonio García**, which will take place at **17:00, 19:00** and **21:00** respectively. On Thursday the **6th of May** the first show, the *Espacio "Plataforma"*, will take place at **17:00**, featuring emerging national and international designers and/or labels, including headpiece designer **Tolentino**. This will be followed at 19:00 by the *Espacio "Firmas"* which is dedicated to labels specialising in urban and casual wear, featuring designs by **Tonalá** and **Cristo Báñez**. The final event, at **21:00**, will be the *Espacio "Costura"* with a collective catwalk



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show featuring designs by **José Puertas, Francisco Tamaral, Missey** and **Manuel Odriozola**.

Of the total number of designers participating in the show, **5 are from Seville, 2 from Cadiz, 1 from Cordoba, and 1 from Huelva**. As such, during these two days, ten of the leading fashion designers in Andalusia will have the opportunity to show their Prêt à Porter, Couture and Complement ranges for the 2010/2011 autumn and winter season.

Organised by ADEMA and the **Andalusian Regional Government**, through the **Department of Innovation, Science and Enterprise**, and the **Andalusian Agency for Innovation and Development (IDEA)**, the 7th edition of **Andalucía de Moda** is also sponsored by **Seville County Council** and **Bodegas Torres**.

The **Andalucía de Moda** project emerged in 2005 thanks to the efforts of the **Andalusian Association of Fashion Designers (ADEMA)**, a body which has worked since its inception to establish contacts between professionals working in the sector, whilst creating synergies between Andalusian producers, promoting the culture of fashion, and actively supporting the sector. The evolution and growth of the show at every edition has made it a key date on the calendar for **Fashion in Southern Spain**, a fact which is echoed in the media both at a national and international level. It has now become a leading shop window for designers, investors, the specialised press, and the public as a whole.

