

am
Andalucía de Moda



Organised by:
ADEMA

ANDALUSIAN ASSOCIATION OF FASHION DESIGNERS

IDEA –Andalusian Agency of Innovation and Development-
DEPARTMENT OF ECONOMICS AND FINANCE

Sponsored by:
SEVILLE COUNTY COUNCIL

With the collaboration of:
BODEGAS TORRES



Wednesday, 5th of May

Espacio I

17:00 Solitas

19:00 Daniel Carrasco

21:00 Antonio García



Agencia de Innovación y Desarrollo de Andalucía IDEA
CONSEJERÍA DE ECONOMÍA, INNOVACIÓN Y CIENCIA

Con el patrocinio de:

**Turismo
de la Provincia**
DIPUTACION DE SEVILLA



Con la colaboración de:



More information, interviews and documentation: José Carlos Reina Sierra
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Solitas

Cadiz

Solitas is a combination of experimental expressions, a rich visual display created for a public which is eager to discover new sensations. Solitas offers the possibility of establishing a dialogue between Art and Fashion in creations which veer away from the purely commercial. Their aim is to create a distinctive image, not a stereotype. Their intention is to produce individual designs which have a character and personality of their own. Working since their inception on their own designer label, Solitas also organise the *South 36.32N* fashion event and have become involved in various other artistic projects including *Fronterasur*, *Premio Diseño Cádiz 2012*, and the exhibition *Evolutive T-shirts, Creactiva, Iniciararte*, an art installation featured in the *Semana de la Danza de Cádiz: En torno al Movimiento*. Their collections have also been shown at *Pasarela Ego de Cibeles, Andalucía de Moda* and *Loverbooking* in Malaga.

The designers who set up the **Solitas Creative and Fashion Design Studio**, **Susana Galindo Pinto** and **Ana Sánchez Sánchez** have been working together for four years after initially meeting in Barcelona. Ana had moved there to take a course on *Industrial Pattern Drawing* after having trained in Fashion Design in Cadiz. Susana trained in *Advertising and Graphic Design* in Granada, later moving to Barcelona to take a postgraduate course in *Illustration*. On returning to their native city, they decided to set up their own fashion label, **Solitas** which, apart from its well-studied pattern designs, is characterised by the use of highly original printed textiles, combining graphic design, illustration and fashion.

Autumn/Winter Collection 2010-2011

VII Andalucía de Moda Collection

For **Solitas**, a garment is both an object and an image, a mixture of illusion and reality, a vehicle for the body and the soul. Based on this concept, the Cadiz born designers have created a collection without preconceived images or shapes, avoiding established types of research, and opting instead to working with the materials themselves to create an original idea. In this way, the printed motifs become reflections of the young designers' own life experiences and are adapted to the garments to express their philosophy and their vision of design as a highly personal activity. The collection features four different ranges of colours: greens, pinks, browns and blues. In terms of fabrics, **Solitas** use crepe, lycras, chiffon, and knitted silk to create a collection using simple lines with marked flounces. Their designs are complemented with exclusive original accessories from **LaPitusa Shop**.

Collaborators/acknowledgements: LAPITUSA SHOP (accessories and footwear), JAIME CHAGAL (music).



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Daniel Carrasco

Córdoba

A self-taught designer, Seville born **Daniel Carrasco** presented his first collection in 1989 in the Pasarela San Telmo (San Sebastian). Since then his creations have been shown in many of the most prestigious fashion shows and events in Spain. He has exhibited in Gaudí (1993, 1994), Cibeles (1995, 1996, 1999) and also collaborated in promotions of international companies such as Marlboro in 1997. Since 2000, Daniel Carrasco has been president of the Seville Association of Fashion Designers (ADEMOS). His creations have also been used for Barbie dolls on various occasions and he has carried out his role as an ambassador for fashion from Seville and Andalusia in places such as Brussels and Yokohama. In 2005 he presented his creations in Andalucía de Moda. He was Head of Design Projects for the *Fashion Design and Management* courses offered by the *Leonardo Da Vinci Design and Communication School*, which is part of Seville's Andalusian Centre for Business Studies (CEADE). **Carrasco** is a regular at the *Moda de Sevilla* and *Andalucía de Moda* fashion shows, where, year after year, he presents his unmistakable and brilliant work. He also participated in *Hombres con Falda*, a unique exhibition in which he once again displayed his unique talents.

VII Andalucía de Moda Collection

This year the Seville born designer stuns us once again with an extraordinary and highly personalised collection. For the coming season, **Daniel** uses a range of wintery tones including ochre, tobacco, grey, faded green, off white, black and ice. Variety is also the main characteristic of the fabrics chosen by the designer to create a rich universe of textures with knitted and padded materials, such as crepes, lurex, nuno felt and hand-dyed velvets as well as black duchess satin. Furthermore, in some textiles he uses a Japanese technique known as self-fixing, which the designer employs in his own atelier. The end result is a collection of outfits which invade the catwalk with their rich variety of lines and patterns, ranging from knitted batwing sleeves to layered flounces of various kinds, and *evasée* type lines which are reminiscent of the 60s. Asymmetric tunics, sleeveless and sideless jackets fastened with buckles, and dresses with stylised shapes and vertical flounces are combined with ample gauze anoraks and velvet coats. The collection is completed with a range of party outfits in which the designer employs the self-fixing technique once again.

Collaborators/acknowledgements: CHITTITA, AÏTA, DAVID GUERRIER, VANESA LÓPEZ, CHONIN RUESGA NAVARRO.



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Antonio García

Seville

Following his considerable experience working with **Liwe España**, **Antonio García** set up his own label, and in 2002 he opened his first shop, concentrating on his Prêt à Porter collections and bridal outfits. The same year his evening dresses were worn by contestants in the Miss Sevilla competition and he designed the outfit worn by eventual winner **Eva González**, when she took part in **Miss España 2003**, and later in **Miss Universe**. Since 2003 he has been Vice-President of the **Seville Association of Fashion Entrepreneurs and Designers** (ADEMOS) and President of the **Andalusian Association of Fashion Designers** (ADEMA), taking an active role in the fashion shows organised by these associations: *Moda de Sevilla* and *Andalucía de Moda*, respectively. Official designer of the uniform for staff working at the Seville European Film Festival, he has also collaborated with his creations in numerous television productions and films such as *Crimen Ferpecto*, directed by **Álex de la Iglesia**. He has held shows in Japan, the Czech Republic, Russia, and New York.

Obsessive Introspection

VII Andalucía de Moda Collection

New tradition, introspection, retrospection, revision..., *Obsessive introspection* is a mixture of all these concepts, a search for safe, ultimate values, a return to our most authentic iconography in a bourgeois ambience, a new approach to retro concepts.

For the autumn-winter season, **Antonio García** presents simple outfits with well-structured patterns, as well as jackets which display accomplished tailoring techniques. Cocktail dresses with voluminous, plain or striped skirts are combined with a range of dresses in which the distinctive **Antonio García** hallmark is reinterpreted in leather. The jackets feature looser and more comfortable lines in boiled or pique wool. Blouse dresses in satin and silk georgette fabric are displayed on the catwalk together with short pleated skirts and column dresses. The collection is completed with blouses and shirt-dresses inspired by the 1940s in printed micro satin fabrics. In terms of colour, the new collection of the Seville born designer focuses on black, ivory, pink, and tiffany green tones with touches of gold. The range of accessories, featuring the logo used by the designer in all his previous collections, includes methacrylate necklaces and belts in leather and metal. Conceived for the modern woman, the new collection by **Antonio García** offers well-structured and coherent designs, concentrating on know-how, quality, and stylistic rigour.

Collaborators/acknowledgements: **MARÍA MARE** (footwear), **ESTHER AMO** (accessories), **THE MAE** (music).



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Thursday, 6th of May

Espacio Plataforma

17:00

Tolentino

Espacio Firmas

19:00

Cristo Báñez
Tonalá

Espacio Costura

21:00

Francisco Tamaral
Missey
Manuel Odriozola



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Tolentino

Seville

Felipe Vivas was born in Cáceres, moving to Seville when he was very young to start his art studies. He has worked and travelled extensively, thereby broadening his range of experience, and his designs have been exhibited in numerous cities including London, Amsterdam, New York, Lisbon, and Abu Dhabi. A multidisciplinary artist, his experience in the fields of ephemeral arts, interior design, graphic design and oil painting on aged gold bases, has provided the basis for developing the unique and imaginative style of **TOLENTINO HAUTE HATS**, a label specialising in individual hats and headpieces which are handcrafted featuring a highly personal technique and exceptional finish. A **Tolentino** piece is a true work of art, conceived for people who know how to appreciate art and fashion. His fascination with glamour and his connections with the fashion world are reflected in the originality and style of his creations, converting them into true objects of desire. His broad range of influences include figures from the 20s and 50s as well as hints of 60s futurism and the 80s underground, combined with an obvious baroque style: **Poiret, Doucet, Chanel, Balenciaga, Yves Saint Laurent, Dior, Moschino, Gaultier, Cecil Beaton, Elsa Schiaparelli, Tony Duquette, Dalí, Isabella Blow, Anna Piaggi, Mary Antoinette, Marlene Dietrich, Greta Garbo, Ava Gardner, Jackie Kennedy, Arturo Elena, Philip Tracy, Stephen Jones**. Tenacity and dedication are the basic tenets of his philosophy.

Black & Black

VII Andalucía de Moda Collection

Futuristic with an air of decadence, **Felipe Vivas's** new collection uses black both as a symbol of elegance and distinction and as a way of presenting a more responsible and mature future, adding a touch of colour to suggest the brightness of life. Contrasting these senses of seriousness and decadence, he uses hints of colour to represent the beginning of a new era. The inspiration for the *Black & Black* series comes from **Fritz Lang's** film *Metropolis* and the character played by **Marlene Dietrich** in **Joseph Sternberg's** *The devil is a woman*. Black, the central colour of the collection, is combined with old metallic and fluorescent tones. The incredibly wide variety of fabrics and materials used include stuccoed and velvet-lined felt, wooden shapes lined with velvet, tulle, ostrich, marabou and duck's neck feathers, satin, wild silk, organic Sarga cotton, and methacrylate. Strongly reminiscent of 20s and 30s styles, the futuristic lines are developed from moulds created exclusively by **Tolentino**. The collection is completed with accessories by **Manuel Albarrán, Antonio García** and **Dublos**.

Collaborators/acknowledgements: **MANUEL ALBARRAN, ANTONIO GARCÍA** (wardrobe), **FER GARCÍA** (hair styling), **LUIS YANGUAS ÁLVAREZ DE TOLEDO** (music), **MERCEDES MEJÍAS BANDERA, GRÁFICAS MAESTRE, CRISTINA PACHECO, ESPERANZA CARRIÓN** (jewellery).



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Cristo Báñez

Huelva

Considered one of the most promising talents of Andalusian fashion, **Cristo Báñez** started making clothes when he was still a child. As well as taking her surname, he inherited his mother's intuition and taste for sophistication. Despite his youth, Báñez has already demonstrated his great skills in the areas of Prêt à Porter wear, haute couture, and tailoring of flamenco dresses. In his workshop in Huelva, the designer is fortunate enough to work with qualified staff with over 35 years of experience. The designer has a shop in Seville which he co-owns with **Maite Cadaval** and the presentation of his collections at **SIMOF** have become one of the must-see events for lovers of design, elegance and creativity in flamenco fashion. The designer comes to *Andalucía de Moda* for the first time to present his new collection of menswear.

Autumn/Winter Collection 2010-2011

VII Andalucía de Moda Collection

Perhaps the most remarkable aspect of **Cristo Báñez'** collection for the autumn/winter season is its innovative approach to combining textures, colours and lines to create a range of clothing which is as elegant as it is unique. The collection can be divided into two parts, which are both inspired by the typical English aristocratic style: the more formal range which includes suits and a line of casual wear with knitted, cotton and woollen garments.

The casual range of breeches embellished with specially stitched trimmings are manufactured in different types of textiles: cheviot, partridge eye, pinstripes, hounds tooth and English check, and these are combined with polo neck jumpers, long cardigans and waistcoats.

However, his suits are perhaps the garments which best capture the essence of **Cristo Báñez'** innovative style. This range includes straight-cut trousers with velvet trimmings combined with short bolero jackets and trousers above the knee which give men a more casual, elegant and masculine look.



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Con la colaboración de:



Tonalá

Seville

Ágata

VII Andalucía de Moda Collection

The new Pret á Porter collection by the **Tonalá** label was inspired by the opaque, translucent volcanic mineral, *agate*. With a wintery feel, the concept is based on a *British* influenced or *de luxe* style, using silk fabrics in grey or brown with embroidered floral details combined with superimposed garments to create a youthful look. The result is an urban, chic style with a mixture of wintery textures and fabrics, such as viscose, sarga and cottons, which are pleasant to the touch, and flattering when printed.

Inspired by Marrakech, the collection includes clothes with an austere, commercial and very feminine style, featuring front-opening skirts with Saharan pockets, and three quarter length coats with pegged sleeves and ornaments alluding to the sun. The chromatic palette features two main colours, black and camel, although khaki and grey feature predominantly in the movement and textures of the gauzes.

Timeless and always fashionable, the label continues to use denim in pinafores, skirts or shirtdresses.

Sharing a taste for cool glamour, the label's designers, **Isabelle Lenglare** and **Inmaculada Ramos**, also blend a more casual style with the austere look of a hyper-feminine, executive woman to produce a range of elegant cocktail outfits with a satin finish featuring almost lingerie-style semi-transparent gauzes with a romantic feel, and timeless wardrobe basics with *paillettes* which add a shiny effect.

The wide range of colours used include blacks, blues, camel, khakis, greys, etc., the tones of volcanic rocks like *agate* which, being part of the quartz family, absorbs negative energies.

Diversity is also a distinctive feature of the fabrics selected for the new collection: wool, satin cottons, duck-canvas, viscose, denims, moss crepe, gauzes and satin. As such, their range combines fitted designs with vertical lines, as well as looser broader garments with greater volume.

As a final touch **Tonalá** displays a range of select accessories. Cummerbund and elastic faux leather belts are combined with denim and canvas bags featuring youthful embellishments using unusual prints or designs taken from the collection itself. The range of accessories is colour coordinated in mustard, argent, burgundy, brown and black.



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Francisco Tamaral

Cordoba

Francisco Tamaral studied fashion and design in Madrid, as well as tailoring and other specialised skills such as haute couture at the Cátedra Balenciaga. After returning to his native town of Hinojosa del Duque, he started working in the studios of **Valentina Tamaral**, producing a made-to-measure range, as well as various items for theatre and Prêt à Porter. In 2007 he decided to set up on his own and he opened a showroom in Cordoba, specialising in wedding dresses and party outfits, as well as costumes for the theatre and flamenco dresses. Many of his materials are dyed by hand.

During 2008, Francisco took part in numerous shows and trade fairs at both a national and international level. Apart from *Andalucía de Moda*, he is also presenting his collection in Madrid in the fashion show organised by the *Association of Young Spanish Designers*. Thanks to EXTENDA, in 2009 he also took part in one of the most important international trade fairs *Pêt-à-porter Paris*, and his pieces are now available in boutiques in Kuwait, the Lebanon and Dubai. His current projects see him continuing to work in the world of Couture, since this is his most successful and creative field.

Paraísos Perdidos II (Lost Paradises II)

VII Andalucía de Moda Collection

*A smile lost in the abandoned shadows of trees
Like a flame, a vestige, a sigh
Games which recreated epic journeys and silent films
Like a heartbeat, the wailing of the wind, the murmur of the sea
A song of the night in the hands that pray and dream
Like a surprise, an ear of corn drying in the sun, a journey not started
Dolls petrified in the realms of imagination
Like fear, a howl, everything still unborn
Days going by, moments passing
Everything passes, nothing unsettles you; memory can be an impenetrable forest
But no-one plays, no-one smashes wooden swords, no-one draws a hopscotch or flies a kite...
The only thing we have are lost paradises*

Paul Leonard

Taking this poem as a starting point, **Francisco Tamaral** surprises us once again with a collection designed in four colour combinations: carmine/ocean green, carmine/beige-brown-cream, lilac/purple/lavender, and red/brown/black/cream. There are also garments finished with dyes and natural paints. The range of high-waisted straight, trapeze-shaped, broad, or balloon-like skirts offer a display of contrasting volumes which flow perfectly on the catwalk. The fabrics used by the young designer from Cordoba for the next season offer a mixture of textures including pleated or rustic organza, alpaca, painted gauze, velvet, pvc, gazar, and memory taffeta. As in his previous collections, the ranges are completed with original and exclusive headpieces.

10



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Missey Seville

Missey was established in Seville in 1976 as a multi-label shop. Two years later, they inaugurated their own range of high quality Prêt à Porter women's wear which nowadays has become a byword for quality and style in the city. **Missey** is the main sales line in a network of shops which offer personalised designs in a range of luxury Prêt à Porter, cocktail, and party outfits suitable for all types of celebrations and occasions. Exclusive hand-finished garments are the basis of this label's exceptional and distinctive image and personality.

Autumn/Winter Collection 2010-2011

VII Andalucía de Moda Collection

The fantasy and glamour of the 40s and 50s in Hollywood has been the source of inspiration for the new collection by **Missey**, an exclusive range which bears the characteristic quality hallmark of the Seville-based label. Tightly cut garments with a sense of volume evoke the glory of Hollywood's golden age on the catwalks, echoing the charm of great film stars such as **Lauren Bacall** or **Grace Kelly**. The collection features coats with lavishly elaborate couture details, tight-fitting dresses in organza, and longer dresses which remind us of the elegance and subtlety of the era. The glamour of the stars of the day is reflected in specially draped elements and jackets embellished with strass crystal. In the palette of colours, the mixture of black and pink tones is combined with garments in beige, red, purple, fuchsia and pure black. Crepe with organza and brocade fabric are the textures chosen by **Missey** to create this exceptionally unique collection which is complemented with the must-have accessories for the next season: long gloves, and hand-bags. As a whole, the inspiration lies in the combination of modern fashion and distinctive elements of haute couture.

Collaborators/acknowledgements: NURIA COBO (footwear).



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Manuel Odriozola

Cadiz

Despite his relative youth, **Manuel Odriozola** is one of the most widely recognised Andalusian designers, and having trained in the *Cadiz School of Design*, in 1992 he opened a shop in the same city to sell his creations. Several later years he was selected for the *Salón Andalucía de la moda* in Estepona and received first prize in the competition. In 1997 he set up his own atelier from where he produces the wardrobe for a number of artists and TV personalities including **M^a José Suarez** (“*Noche de fiesta*”), **Cristina Tárrega** (Canal Sur and Telecinco “*Crónicas Marcianas*”), and **Verónica Sánchez** (*Eva* in the TV series “*Los Serrano*”), as well as **Esther Arroyo** and **Lolita Flores** (for Canal 9). Odriozola produced the wardrobe for the international presentation of hair styling products of the firm **L’Oreal** and works on designs for fashion editorials published in **¡HOLA!** magazine.

He has also produced some of the most spectacular dresses worn by contestants in various editions of the *Miss España*, *Miss World* and *Miss International* competitions. The misses who have worn his designs include **Raquel Revuelta**, **Eva Gonzalez**, **M^a Jesús Ruiz**, **Elizabeth Reyes**, **Natalia Zabala**, **Patricia Rodríguez**, **Rocio Jiménez** and **Cristina Torres**. Manuel Odriozola has been chosen to work as a designer for the creative department of a prominent international label in Milan. He also still has a shop in Cadiz called *Manuel Odriozola Colecciones* as well as an atelier.

Galaxy

VII Andalucía de Moda Collection

Inspired by the moon, the stars and the galaxy, **Manuel Odriozola** surprises us once again with his new collection for next season. The overall style is simple, either tightly-patterned or de-structured, flowing and fluid, with asymmetrical shapes in draped elements. A wide combination of forms and styles, all of which bear the distinctive hallmark of the designer from Cadiz. The palette of colours ranges from white and sandy shades, to blues and strong blacks. The range of fabrics fills the catwalk with the magic of the heavenly world which inspired **Manuel Odriozola** for his collection and he uses a range of materials including knitted silk, organza, faux leather, silk gauzes, washed silk, and lames, amongst others. For his accessories, Odriozola opts for the glittering glamour of Swarovski crystal.

Collaborators/acknowledgements: MARYPAZ (footwear).



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