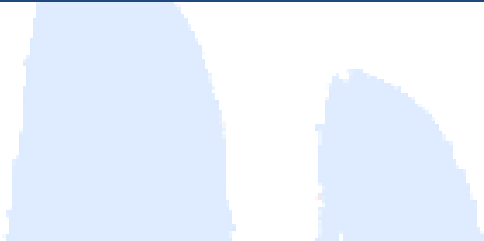


ORGANIZACIÓN EMPRESARIAL ESPAÑOLA DE PELETERÍA  
MERCEDES BENZ FASHION WEEK MADRID 2013



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Mercedes-Benz

**FASHIONWEEK  
MADRID**

From 18th to 22nd February, Hall 14.1 at FERIA de Madrid hosted the staging of the most comprehensive showcase for Spanish creation and design with the fifty-seventh edition of MERCEDES-BENZ FASHION WEEK MADRID (MBFWM), an event organised by IFEMA.

Over a period of five days, the main purpose of this showcase is to promote the world of Spanish fashion in all its creative diversity, by presenting the latest ideas for Autumn/Winter 2013-14 in Hall 14.1 from 42 established designers and various up-and-coming designers of the moment.

### **Fashion Show Schedule**

The first few days of this fifty-seventh edition of MBFWM, which took place from Monday 18th to Wednesday 20th February, was devoted to the designers belonging to the Fashion Designers Association of Spain (ACME).

Thursday 21st was set aside for both the designers that do not form part of this Association, as well as those taking part in the double Fur Fashion Show.

### **A Strong Focus on the Social Media and New Technologies**

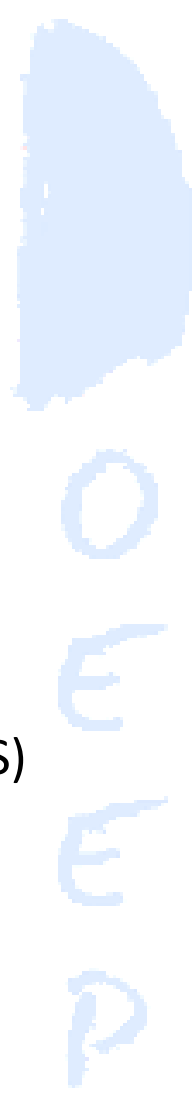
This staging of MERCEDES-BENZ FASHION WEEK MADRID confirms the strong emphasis it has placed on social media sites and new technologies at previous editions.

In the same way as at the last edition, Fashion Week maintained the online coverage it enjoys through Facebook ([facebook.com/mbfwmadrid](https://facebook.com/mbfwmadrid) and [facebook.com/soycibelino](https://facebook.com/soycibelino)) and Twitter ([twitter.com/mbfwmadrid](https://twitter.com/mbfwmadrid)), relating everything that happened over the five days minute by minute, both on the catwalk and off.

As in past editions, OEEP collaborates actively promoting fur at the Catwalk.

**DESIGNERS:**

- MIGUEL PALACIO
- ROBERTO TORRETTA
- ANGEL SCHLESSER
- DUYOS
- DEVOTA & LOMBA
- MIGUEL MARINERO ( FFS)
- JESÚS LORENZO (FFS)



# MIGUEL PALACIO

hoss  
INTROPIA

## Lines of the collection

### SILHOUETTE

The collection opts for several types of silhouettes. Draped effects for waists and sleeves, straight lines with structured fabrics, or airy pleats are the three most outstanding silhouettes in the collection.

The indisputable stars of this season are the dresses, hanging loose from the body and tight at the waist. Volume becomes important in the shoulders, accompanied by patchwork, or simply adorned with draped effects that envelop the silhouette.

The tailoring features a more classic style, with clean lines, although there is always room for some draping round the hip.

### FABRICS

A collection made primarily of silk, combined with woollen cloth, lame and guipure. The plain silk fabrics combine with multicoloured paillettes or wool guipure. Cashmere has been incorporated into the collection, thus creating a series of warm clothing items that are fine to the touch.

DETAILS: Multicoloured paillettes made of guipure and many-coloured paillettes endow the entire collection with a generally relaxed appeal.

### COLOURS:

The dresses and blouses are packed with colour, ranging from bottle green, geranium red, deep red and inky blue to ivory and black for outerwear.

PRINTS: We might highlight the use of geometric prints in metallic fabrics such as lame or disordered motifs featuring splashes of colour, creating classic but attractive colour combinations.

### FOOTWEAR AND ACCESSORIES

Footwear and accessories contrast with the clothing items in a mild and elegant manner, featuring different but contained colours.

Belts appear with extra-large buckles based on animal designs or geometric shapes, adding colour to the collection. The bags, impeccably designed and made of leather, are adorned with the same animal motifs, creating original contrasts in terms of colour and material.

The shoes feature simple lines, leaving the foot virtually bare, with only thin straps covering the skin.

In short, we come across a clearly innovative handling of fabrics and a highly feminine and urban silhouette, one that is far removed from stereotypes and in which both colour and volume combine in a contained manner in order to create a style that is sexy and understated at the same time.



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### Lines of the collection

A focus on proportions, a sense of fluidity that is skilfully juxtaposed with masculine elegance in the form of tailcoats and kimonos, and false three-dimensional cuts are the ideas that Roberto Torretta proposes for the Autumn/Winter 2013-14 Season.

The collection takes shape.

Elegant shoulders (apparently fallen), straight sleeves, round necklines ..., scarf collars, light volumes and simple geometric cuts for overcoats. A kimono effect for "MARI" jackets and a tailcoat inspiration for short jackets, which combine perfectly with painted trousers featuring high waists and elegant wide leg.

Sculptural forms for daywear dresses: A hugging silhouette, superimposed fabrics, false three-dimensional cuts and, once again, a tailcoat style for some items. Volume, asymmetrical shapes, undulating cuts on the cross and draped effects for evening dresses.

The materials are of an extremely high quality: wool of velvety appearance, boiled wool, chevron, flannel and extremely modern jacquard in steel grey shades (mineral grey), vermilion, bordeaux, brown, blue, taupe and black. Gauze and silk crepe in red, black and champagne. Cotton fabrics with structure in navy blue jacquard, shade over shade ....

Prints of organic shape in green silk, fresh pink, calico, bordeaux, black and champagne.

And, of course, leather (a material that Roberto Torretta knows very well) in black and brown, this time painted by hand, based on a form of experimentation that has produced some impressive results.

This is the 3600 vision that Roberto Torretta offers us for Autumn/Winter 2013-14, one that navigates between tradition and modern appeal, urban clarity and a “casual chic” style, this being the approach that characterises his collections.









# ANGEL SCHLESSER



# duyos



## L'Oreal Award for Best Designer 2013

### Lines of the collection

Wine, oranges and roses.

Earth, tobacco and leather.

Blue skies, grey skies and night-time.

Gentle silhouettes and dancing silhouettes: Spain. Joy and sensuality.

Fluid, bright, racial ... beauty.

Heavy crepe, aged satin, lace on mohair, light muslin, silky glâce lamb, horn and silver.



PREP

# DEVOTA & LOMBA



DEVOTA & LOMBA

## Lines of the collection

### INTROSPECTION

Within a disordered and contradictory context, form becomes organic, combinations become daring and concepts become utopian. In order to counteract noise, we search for something that links us with our childhood, a toy, a pleasant object.

The idea of ordering a series of geometrical shapes in order to create recognisable forms, together with two-colour combinations, aged colours, rusted objects, items such as a windmill in a window, the way it turns and the simple movement of its sails interrupting the hustle and bustle of the street ... all have a meaning that can be applied to clothing, creating the appropriate framework in which to stop the clock and create a new sense of time.





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**MIGUEL MARINERO**  
ATELIER DE PELETERIA  
1975



**Lines of the collection**

Past and present merge in this collection, which recovers the pure approach of the master artisans. It is inspired by the impetuous and overwhelming world of nature, as in the paintings of Turner, who transports us to a series of equestrian ambiances in which a sense of passion for the art of horsemanship combines the charms of elegance with a touch of urban distinction.

The music is original and has been created specially to accompany each of the clothing items designed by Miguel Marinero.

The colours of autumn under the blue haze of dusk accompany each clothing item: lynx, fox, mouton, lapin featuring camouflage effects.

These creations reveal an audacious combination of natural furs with traditional Harris Tweed.

- Bomber jackets and trench-coats made of waxed lambskin.
- Aged leather skirts and trousers.
- Reversible sable creations combined with tweed.
- Trench-coats featuring Cavallino and Prince of Wales checks.

Sophisticated clothing items that mark the waist in a series of tailored jackets, with other warm and hardwearing creations flowing free from the body in the form of oversized silhouettes.



By exploring the synergy between different fine materials, Miguel Marinero uses his handcrafting techniques and skills to make every model a unique clothing item (Made in Spain).





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# JESÚS LORENZO PARA GROENLANDIA.



## Lines of the collection

The Autumn/Winter 2013-14 Collection that Jesus Lorenzo has created for Groenlandia is inspired by two trends that are likely to keep tongues wagging for some time: Steampunk and Glam. From a combination of the two we have “Steam Glam”, a unique idea made in Groenlandia, which serves as the guiding thread for the designer’s new creations.

This year the firm has gone a step further in terms of its commitment to renewing leather and fur fashion styles, leaving behind the obsolete canons of exclusive fur fashion. These new creations arise from the fusion of two trends that are likely to be extremely popular over the next few months: Steampunk and Glam. These two points of reference have emerged strongly within artistic disciplines as diverse as literature, painting, graphic design and music.

Jesus Lorenzo, the youngest fur designer in Europe and the third generation of a family of fur designers, combines these two styles with masterful originality, creating a new style that the firm calls “Steam Glam”. This is a retro-futurist concept featuring a super-feminine deluxe appeal. The typical quality of the



Groenlandia brand can be observed in the creation of a series of items of impeccable structure and the use of unique materials. Once again on this occasion, the designer manages to combine the best of fur fashion tradition with a contemporary style of urban appeal.

Within this collection, we can highlight items that feature an “A” silhouette, replete with architectural volumes and asymmetrical cuts. The most exquisite furs are combined with textiles, as part of a series of surprising patchwork designs. Beaver, racoon, mink and petitgris all feature new colour treatments. Glace lamb will play an especially prominent role, boasting animal-effect prints and striking finishes.

The colour range for the collection is inspired by a Steam appeal, featuring shades that range from black to burgundy, including an entire spectrum of brown hues and metallic finishes. A bright touch of colour is provided by lively shades that come from the Glam style: green, blue and red.





PREPARED