

Earlier today the Formentera Department of Commerce unveiled the 2021 programme for Formentera's Passarel·la de Moda. Eighteen local creators will supply the designs as the hometown runway show turns thirteen at 9.00pm, Friday 2 July in es Pujols' plaça d'Europa. To talk about it, commerce councillor Ana Juan was joined in press conference by coordinator Amalia Mora and a group of participating designers.

The "returns" invoked by this year's tagline, 'Retorno', are many: a return to normalcy after a year of complications; return to the iconic plaça d'Europa setting and return to the Passarel·la's trajectory. Ana Juan insisted the word also underscored local government's faithful support for the island's designers. For the deputy premiere and commerce chief, the stars of this year's Passarel·la are the creative minds driving it: "Their work is proof that, 2020's challenges aside, fashion and design constitute a thriving, if relatively undersized, local industry". Juan additionally drew attention to the success of last year's online edition.

Participating creators include Janne Bikinis, Hippie Shop Formentera, Kavra de Formentera, Equilibre, Simona Colzi&le voyeur vintage, Vintage Ibiza-Formentera, Macramé&Acho joyas, Molly Mallone, Michele Crocitto, Elena Hurtado & Lorenzo Pepe "OBI", Laura López, Eva Cardona, Ur Joies, Flavio Cocho and Majoral.

Amalia Mora insisted plaça d'Europa would prove a "spacious and high visibility" backdrop, besides offering "an added layer of security". Features will include jewellery, handbags, wedding dresses and party dresses, she said, not to mention top-shelf avant-garde creations inspired by the natural spaces, sea and colours of Formentera. And she told the Passarel·la's faithful crowd of tourists and islanders to prepare for surprises in this year's collections, along with some new faces. Among them is Laura Lopez, who completed design studies earlier this year.

The Passarel·la's professional models are from Eivissa firm Deva Modelos, and the gala will be presented by journalist Montse Montsalve and the young Formentera musician Miquel Tur.

Finally, the Consell applauded the Passarel·la's sponsors. This year's event had a budget of

€35,000.

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**Communications Department**
**Consell de Formentera**