



Five years have passed since the first fashion runway show was held on the island, and with this year's Formentera Catwalk – its sixth year – audiences will be able to take in the event against a completely new backdrop. As part of a move to promote itinerant cultural events in all of the towns of the island, for the first time the fashion show will be celebrated in Sant Ferran de ses Roques.

In a time in which the entire country is marked by economic recession, the Island Council continues to bank on proposals that promote the work of textile tradesmen and local designers.

The evening's presentation – this year conceived as something more local, aimed at residents of the island – will be overseen by well-known faces, personalities that live here on the island, people familiar to islanders themselves. The very choice of the models – once again individuals born or residing on the island – displays a local uniqueness, reflecting the same touch of spontaneity that characterised last year's show.

This year fashion and culture descend the runway hand in hand. As part of the centenary of poet Marià Villangómez, the evening's designers baptised their own collections with names

selected from prose and poetry works of the famous Pitiüsa-born writer, rendering homage and actively participating in the programme of events for the Year of Villangómez 2013.

The event will showcase jewellery, handbags, wedding dresses, cocktail dresses and high-fashion avant-garde creations inspired in nature, the sea and the colours of Formentera. All of the collections will doubtless surprise tourists and – faithful public at the event's past editions – residents alike.

An entire project organized to promote those tradesmen and women designing their own items of couture, and lend a hand to the island fashion that is represented in their work.

The Formentera Catwalk event has a budget of 5,500€, which meant that a great effort was made by all those participating to put out a high quality event with a minimum of funding. The support of both collaborators and sponsors was essential to making the fashion event a reality once again. Eivissa plug&play and Restaurant Es Cap provided lighting, Christian make-up and hair, and additional collaboration was provided by Carbòniques Tur and Kentia florists.

A memorable encounter for Formentera locals and tourists that has already found its place on the island's cultural map.

This year's Catwalk will include participation by ten designers:

Macramé

Mundo Insolito

Elena Obi

Majoral

Janne-Eivissa

Eva Cardona

Ishvara

Andrés Rodríguez

Steve Hesse

Jesús Costa

And special guest artisan Sol Courregues will treat us to designs produced on vinyl records.