



080 Barcelona Fashion

SEAT supports fashion created in Barcelona

- / SEAT sponsors the 23rd edition of 080 Barcelona Fashion
- / In recognition of the most outstanding young designer, the brand presents the “SEAT 080 Award to emerging design”
- / A fleet of SEAT vehicles transfers **guests to Barcelona’s leading fashion event**
- / Street art and music **complement SEAT’s presence at** 080 Barcelona Fashion

Martorell, 08/02/2019. - SEAT makes its debut as sponsor of the 23rd edition of 080 Barcelona Fashion, which is holding its final day in the modernist setting of the Hospital de Sant Pau. **SEAT’s collaboration at the city’s most prominent fashion event further strengthens the company’s commitment to** Barcelona and the world of design.

In this regard, SEAT Color&Trim Manager Francesca Sangalli presented the “**SEAT 080 Award to emerging design**”, a recognition of new designers that **once again confirms SEAT’s** commitment to young talent created in Barcelona. The award comes with a cash prize of 15,000 euros and aims to promote the creation of businesses in the fashion sector, implement good practices and encourage the growth and success of emerging brands. The winner of the award, Mans Concept Menswear, will be able to present his new collection at the next edition of 080, and a sample of the winning collection will be exhibited at the Catalan Textile and Clothing Museum.

“SEAT is the only company in the automotive sector that creates its products in Barcelona, so we feel a special connection with all of the city’s design endeavours. Being able to participate in this edition of 080 Barcelona Fashion is an example of our commitment to creativity and the design industry, in addition to an opportunity to interact with the most disruptive public” said SEAT Marketing Director Susanne Franz.

Francesca Sangalli added that **“colours and textures play a very important role in the creation of the product identity and in the brands perspective. That’s why, trends in the fashion are key in this creative process and we feel strongly committed to promote new talents.”**

Mobility, design and music

SEAT also collaborated at the event by providing mobility services with a fleet of SEAT Arona and Alhambra to transfer guests and members of the national and international press while the edition was held.

Moreover, a prominent street art activation took place in the open area, where visitors had the chance to become designers for a day and customise their own tote bag with spray paints and stencils.



The company also added music to the closing ceremony of 080 Barcelona Fashion with DJ Airis Sirenis, a stand-out name in the Primavera Sound line up.

Committed to Barcelona

SEAT remains strongly committed to the city of Barcelona and jointly works with administrations and organisations for its continued growth and promotion as a development centre of mobility solutions. In this context, the company has initiatives such as the Metropolis:Lab Barcelona, a centre which develops software and apps for the challenges it faces in terms of future mobility; the CARNET research platform created in collaboration with the UPC and Volkswagen Group Research to develop technologies that will have an impact on **Barcelona's future mobility services, or its active involvement** to promote Barcelona as the European capital of mobility through the Knowledge and Innovation Community project (KIC) on Urban Mobility.

By the end of 2019, SEAT also expects to form **an active part of the city's cultural agenda with the inauguration of Casa SEAT, which will add to the company's support and participation in the city's most relevant events, such as the Mobile World Congress, the Smart City Expo World Congress or Primavera Sound.**

SEAT is the only company that designs, develops, manufactures and markets cars in Spain. A member of the Volkswagen Group, the multinational has its headquarters in Martorell (Barcelona), exporting 80% of its vehicles, and is present in over 80 countries on all five continents. In 2018, SEAT sold 517,600 cars, the highest amount in the brand's 68 years of history.

The SEAT Group employs more than 15,000 professionals and has three production centres – Barcelona, El Prat de Llobregat and Martorell, where it manufactures the highly successful Ibiza, Arona and Leon. Additionally, the company produces the Ateca and the Toledo in the Czech Republic, the Tarraco in Germany, the Alhambra in Portugal and the Mii in Slovakia.

The multinational has a Technical Centre, which operates as a knowledge hub that brings together 1,000 engineers who are focussed on developing innovation for Spain's largest industrial investor in R&D. SEAT already features the latest connectivity technology in its vehicle range and is currently engaged in the company's global digitalisation process to promote the mobility of the future.

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