

PRESS KIT

MADRID CAPITAL DE MODA



WHAT IS MADRID CAPITAL DE MODA?

Madrid Capital de Moda arises as an initiative of the Madrid City Council to bring together all those events and activities related to the world of fashion, beauty, decoration, art, or gastronomy that take place in the capital and make it one of the most active and dynamic cities on the current scene.

In addition to being fashionable, Madrid is an international benchmark.

In this way, Madrid Capital de Moda is much more than a guide about everything that happens in Madrid, related to lifestyle in general





Madrid Capital de Moda's main objective is to share the most significant events from both public and private entities to bring citizens closer to all the news and activities that take place in the city within the world of fashion, design or gastronomy as keys drivers of the economy, commerce and employment of our city.

Madrid Capital de Moda has the support of institutions and associations that combine their efforts through this initiative to make Madrid increasingly fashionable.

W E B S I T E

One of the fundamentals pillars of Madrid Capital de Moda is its website.

It is an active platform with current content and information on projects promoted by MCDM.

The website is also a guide about the news that Madrid offers, as well as a cultural agenda on events related to the area of fashion, gastronomy or art.

On the website, you can find an extensive menu consisting of audiovisual content, photo galleries, shopping guides or event calendars.

Disclosure of information on the MCDM website is done in a clear and understandable way.





The Madrid Capital de Moda website pursues accessibility as its main concept, since it is adapted to be visited by all users.

Furthermore, its format allows it to be accessed from any mobile device.

The home is the real protagonist and gives access to all the menus on the web such as the news or shopping areas. Regarding its aesthetic line, the Madrid Capital de Moda website focuses on the contrast between white and black, giving more importance to the image.

This initiative is a guide that combines the most significant suggestions, both from public and private entities, that make Madrid an international capital of fashion.

NEWS



URVANITY IS BACK! : MADRID LIVES URBAN ART

14 Feb 2020

One more year the exhibition of urban art returns to Madrid. Live Urvanity!



¡ EXTRA, MODA !: A JOURNEY THROUGH TIME

14 Feb 2020

This exhibition of the Museo del Traje reveals all the secrets of fashion publications.



VII SHOWCASE CONTEST OF MADRID ES MODA

10 Feb 2020

Once again the urban festival Madrid es Moda is responsible for closing Mercedes Benz Fashion Week.

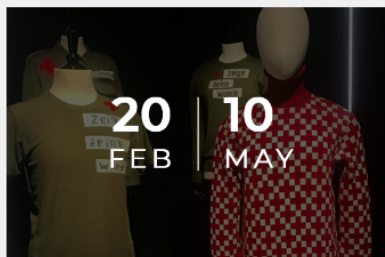
EVENTS

February 2020

DAVID DELFÍN

20 February - 10 May

Canal de Isabel II, Calle de Sta Engracia, 125
Madrid, Madrid 28003 España



20 FEB | 10 MAY

Enjoy an exhibition that can be visited from February 20 to May 10 in the Sala del Canal de Isabel II.

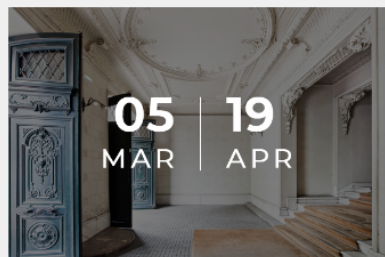
Find out more about DAVID DELFÍN»

March 2020

CASA DECOR

5 March - 19 April

Casa Decor, Nuñez de Balboa, 86
Madrid, Madrid 28006 España



05 MAR | 19 APR

The 55th edition of Casa Decor has different spaces and can be visited in Velázquez from March 5 to April 19.

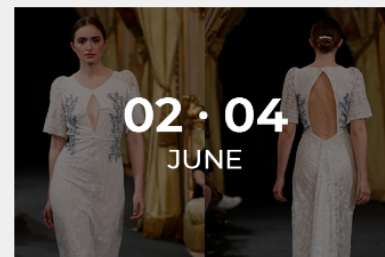
Find out more about CASA DECOR»

June 2020

Atelier Couture

2 June - 4 June

Palacio de Santoña, C/ Huertas, 13 (Centro)
Madrid, Madrid 28012 España

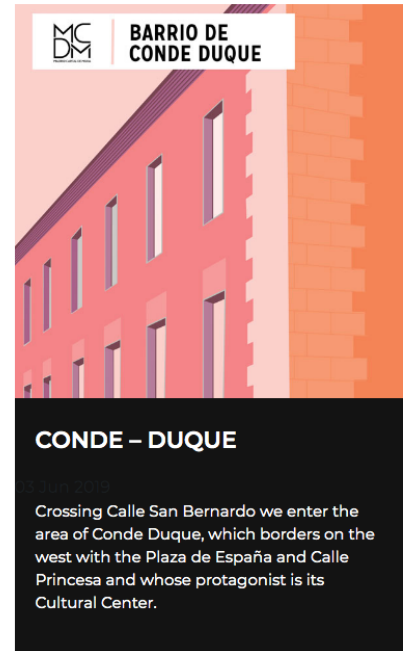
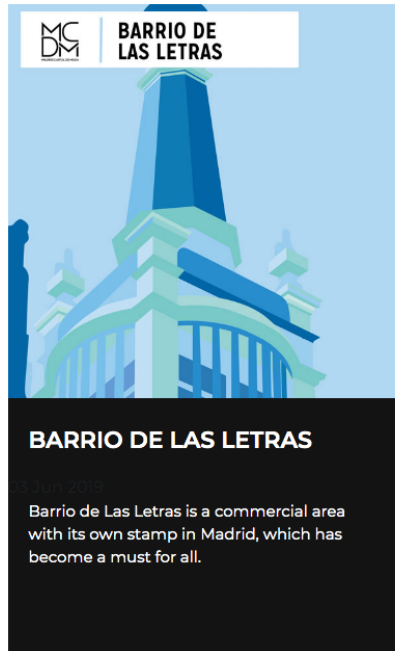


02 · 04 JUNE

Atelier Couture is a unique event that serves as a showcase for the artisans that work in the nuptial and bridal sector.

Find out more about Atelier Couture»

SHOPPING



GASTRONOMY



ART & GASTRONOMY: TRIBUTE TO LUIS FEITO FOR 15 RESTAURANTS IN DISTRICT 41

20 Feb 2020

The SAM art fair presents its most delicious edition with District 41.



GASTROFESTIVAL CELEBRATES ITS 11TH EDITION

04 Feb 2020

From February 7 to 23, Madrid becomes the gastronomic capital thanks to this special occasion.



TAPAPIÉS IS BACK!

17 Oct 2019

One more year, Tapapiés will take you on a trip around the world in delicious tapas.

GALLERIES



3RD DAY MBFW 01/2020

30 Jan 2020

Thursday 30: Recap of the third day of the MBFW Madrid: Collections FW2020-2021



2ND DAY MBFW 01/2020

29 Jan 2020

Wednesday 29: Recap of the first day of the MBFW Madrid: Collections FW20-21

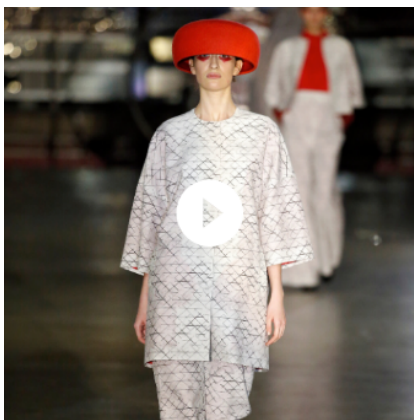


1ST DAY MBFW 01/2020

28 Jan 2020

Tuesday 28: Recap of the first day of the MBFW Madrid: Collections FW20-21

VIDEOS



MAISON MESA – MBFWMADRID COLLECTION FW 2020-21

[\(opens new window\)](#)



MOISÉS NIETO – MBFWMADRID COLLECTION FW 2020-21

[\(opens new window\)](#)



PILAR DALBAT – MBFWMADRID COLLECTION FW 2020-21

[\(opens new window\)](#)

TRAINING



ESNE – OFFICIAL UNIVERSITY DEGREE IN FASHION DESIGN

In our University School located in the center of Madrid you will find a place to study fashion and develop skills in order to enhance the professional abilities of our students in all the areas connected to fashion.



INNADI – EXPERT COURSE IN FASHION DESIGN AND PERSONAL SHOPPER

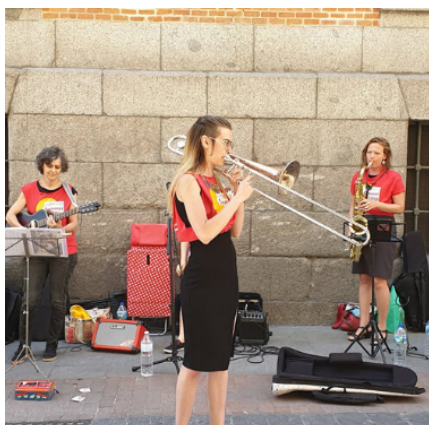
The Fashion and Personal Shopper Course is designed to be many things at once. We want to project your creativity, your efficiency and productivity, your most daring side, but also thorough.



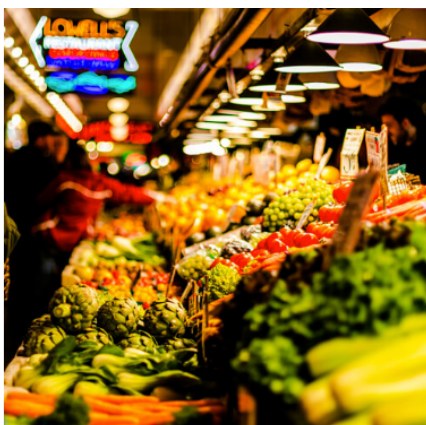
CAMPUS ELLE – DIGITAL FASHION MARKETING DIPLOMA

Diploma specialized in fashion marketing and social media. Essential tools for your career in the world of communication 2.0.

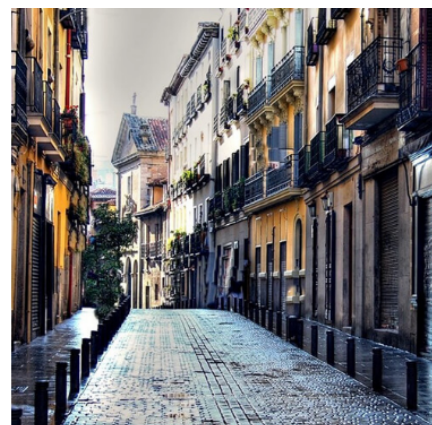
PUBLICATIONS



**THE CASE OF THE BARRIO DE
LAS LETRAS IN MADRID AS
AN EXAMPLE OF THE
BALANCE BETWEEN
TOURISM, COMMERCE AND
CULTURE**



**EXPERIENTIAL TOURISM THE
FOOD MARKET OF MADRID:
NEW TOURIST SPACES FOR
LEISURE AND TOURISM
EXPERIENCES**



**ASSOCIATIONISM,
NETWORKS AND MARKETING
IN THE TRANSFORMATION
TOWARDS EXPERIENTIAL
TOURISM. THE CASE OF
BARRIO DE LAS LETRAS**



Moreover, now all the news in the field of fashion can be reached by all users, thanks to its English version.

Entrepreneurship is one of the main ingredients of the Madrid Capital de Moda project, for this reason, this English version has been created in order to reach a larger number of users, without any language barrier.

All users who are not Spanish, will be able to enjoy all the contents in a clear and understandable way, since it is a true translation of the original website into the English language.

PROMOTERS

Among all the associations and institutions that support Madrid Capital de Moda, some of them are:

- ACME: (The Association of Fashion Creators of Spain)
- The Madrid City Council
- IFEMA
- ACOTEX: (The Textile, Accessories and Leather Trade Association)
- Museo del Traje
- DIMAD.

The initiative also has the collaboration of other projects linked to the Madrid City Council such as Markets of Madrid, and with the supports of companies, establishments and associations of merchants and hoteliers.





PROJECTS

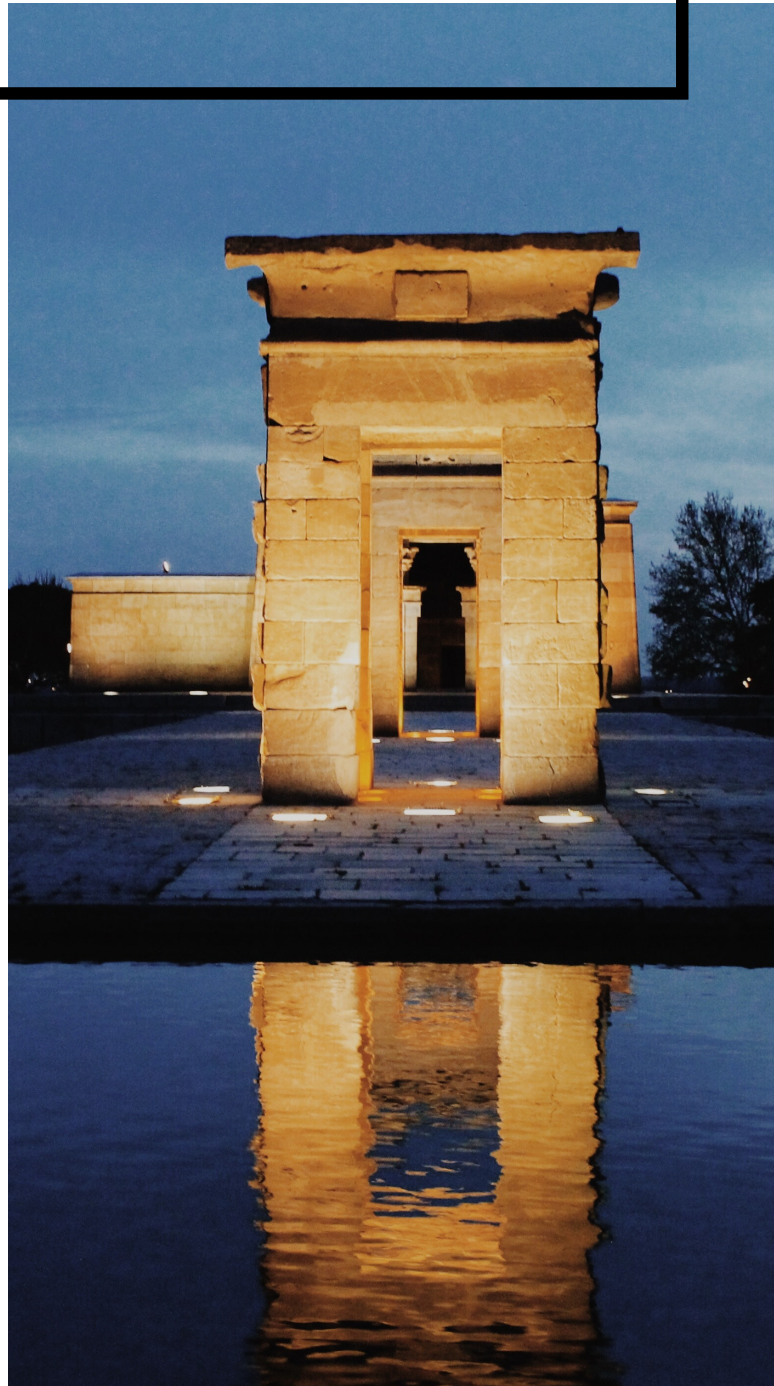
Madrid Capital de Moda promote actions to revitalize the fashion, beauty, design or decoration sectors in Madrid.

All the most relevant projects that take place in Madrid and promotes Spanish design, entrepreneurship or culture are collected on its website.

In addition, all these projects have their corresponding presence on Madrid Capital de Moda's social networks to give them the greatest possible support.

MCDM intends to give the entrepreneurs related to these topics the opportunity to link their brand to this project, if they are interested.

In this sense, Madrid Capital de Moda offers you a mailbox to which you can send the different proposals via the email address: info@madridcapitaldemoda.com







INITIATIVES



MENINAS MADRID GALLERY

Urban exhibition made up of more than 150 sculptures designed with the aim of making them the icon of Madrid.

Initiative of Acotex, has the support of MCDM and has been developed by the artist Antonio Azzato.



SALESAS VILLAGE

Fashion, art, gastronomy, culture and leisure come together in this street market.

The Salesas is an alive neighborhood that combines tradicional trade, and restaurants, with a new and creative offer of shopping and leisure.



MBFW MADRID

On the occasion of MBFW, Madrid Capital de Moda installs a giant outdoor screen next to Plaza de Colón.

In it, the catwalks are broadcasted on live, bringing fashion to the general public, as well as the work of Spanish creators.

Madrid Capital de Moda provides some designers with emblematic spaces of the city to carry out some of the Fashion Week shows.



VOGUE'S FLOWERS MARKET

Organized together with Vogue and District 4I, the best florists in Madrid participate in this open-air market

Located on Jorge Juan street, its purpose is to support the commerce of the Barrio de Salamanca.



VOGUE'S FASHION NIGHT OUT

MCDM also promotes this event: The great night of shopping in which hundreds of stores that remain open during special hours participate.

A night party organized by Vogue that is enlivened by music, raffles and other activities.



MERCADO DE DISEÑO

A showcase for veteran and emerging designers that shows their work, both to the public and to professionals in the retail sector.

Held on the first weekend of each month, it is located at DIMAD and at the Matadero de Madrid.



DECOR ACCIÓN

This interior design festival has the support of Madrid Capital De Moda, and is organized by the magazine Nuevo Estilo and the Asociación de Comerciantes del Barrio de las Letras.

Every year, Decor Acción has markets, contests, and other activities that revitalizes this Madrid commercial area.



URVANITY

Located within the framework of Madrid Capital de Moda, this urban festival aims to promote the work of emerging artists thanks to the support of COAM.

Placing his works in some of the busiest parts of the capital, Urvanity brings contemporary art closer to the general public.



MADRID ES MODA

Every year on the occasion of MBFW, Madrid es Moda arrives. It is an urban festival organized by ACME and supported by Madrid Capital de Moda.

It has an extensive program made up of exhibitions, gastronomic events and, of course, the parades of Spanish creators that take place during Fashion Week.

MARKETS OF MADRID

They are a fundamental piece of the city, in which fresh products coexist with unique gastronomic spaces and where you can taste snacks from different corners of all around the world.

The capital is experiencing an unprecedented moment at the gastronomic level, offering to the neighbors of Madrid and to all who visit us, the possibility of making a route through their markets enjoying them in a wide commercial schedule.



COMERCIOS CENTENARIOS

Madrid Capital de Moda supports initiatives that promote commerce within the city,

The centenary establishments in Madrid have the backing of this project to continue being a benchmark for everyone.

DE COMPRAS EN MADRID

Thanks to the collaboration of Canal De Casa, MCDM promotes the different commercial areas of Madrid.

This program that runs through the various neighborhoods of Madrid to show the activities that the city offers to shopping lovers.



EVENTS

M B F W M A D R I D

Mercedes-Benz Fashion Week Madrid is one of the most important events in the international calendar, being the key point of fashion and creation in Spain.

Madrid Capital de Moda shows its support for the catwalk organized by IFEMA collaborating through its different channels.

During the days of the event, MCDM broadcasts the parades in streaming on its website, in addition of doing it on the giant screen that is installed next to the Plaza de Colón.

The "off parades" that take place outside the IFEMA campus are broadcasted on social networks.

In addition, during the days that MBFW Madrid takes place, MCDM shares both on the web and on its social channels, all the information of the parades using audiovisual materials.



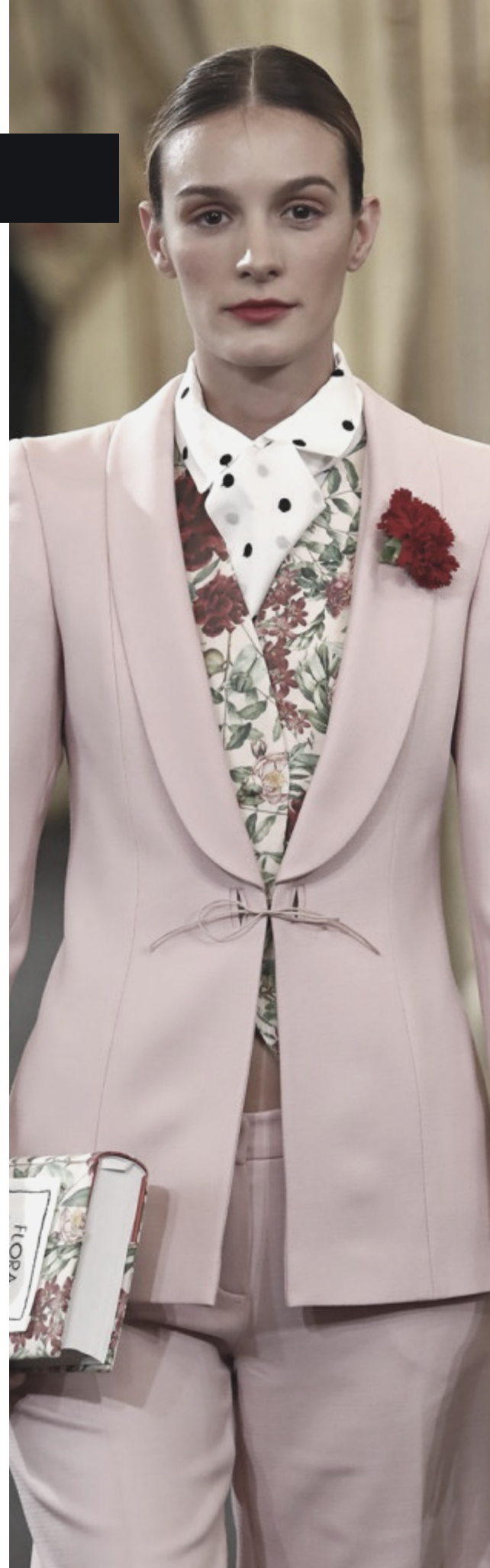
ATELIER COUTURE

Every year the most romantic event of the season takes place: Atelier Couture.

It is a unique sample of bridal fashion that celebrates its various editions at the Palacio de Fernán Núñez located on Calle Santa Isabel, in the heart of the city.

Madrid Capital de Moda covers this occasion both on their social networks and on their website. With the presence of important firms, Atelier Couture seeks to demonstrate to the general public the love of Spanish creators for crafts and work well done, presenting new trends in wedding dresses.

MCDM attends the event and is responsible for broadcasting it live on their Instagram profile so that the general public can enjoy the parades of this special occasion of bridal haute couture.



M O M A D

Moda en Madrid (MOMAD) is a fashion fair that takes place every year at IFEMA.

With each new edition, MOMAD aims to show the new trends in clothing, accessories and footwear.

In addition, visitors can enjoy a large program full of activities such as talks and showrooms.

Madrid Capital de Moda supports this type of initiatives that also promote entrepreneurship and innovation.

During the event, MCDM serves as a portal to publicize all the information of the brands that are present or about the different presentations, both on its website and on social networks.



FEMMES CREATOR

The March edition of Mercado de Diseño was dedicated to female talent.

Directed entirely by women, Femme Creator's main objective was to support and value the work of female designers and artists on the current scene.

Madrid Capital de Moda was present at Femme Creators to support this initiative that sought to vindicate the fundamental role of women in the field of art, creation and entrepreneurship.

The event was broadcasted on the Madrid Capital de Moda website, as well as being part of the March newsletter to inform all users. Social networks served as a window, bringing events live to the public.



PASARELA LATINOAMERICANA

The capital celebrated a very special occasion: the First Edition of the Official Latin American Fashion Week in Madrid.

One of the main objectives is to boost the link between Spain and Latin America, turning Madrid into a commercial space where Latin designers can publicize both their brand and their products.

With the honor of having the designer Ágatha Ruiz de la Prada as godmother, the event organized by Alejandro Medrano will fill Madrid with fashion since it is going to be the first Latin American Catwalk that is celebrated in the city. The Latin American Catwalk gives the opportunity to all its participants to publicize the talent that exists in Latin America, focusing on those creators who have just made the big leap in the world of fashion.



S O C I A L M E D I A

Social Media are one of the main communication channels for Madrid Capital De Moda.

Its informative use serves to publicize activities, events, or projects of interest to users. Madrid Capital de Moda uses social networks as a showcase constantly updating them with daily content including photos and videos.

The most important events are covered on social networks with live publications so that users can experience first-hand what is being shown to them.

The main purpose of social media is to position Madrid Capital de Moda as one of the most notorious and influential informational portals on cultural life in the city.

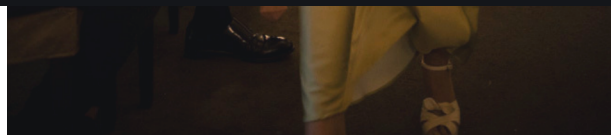




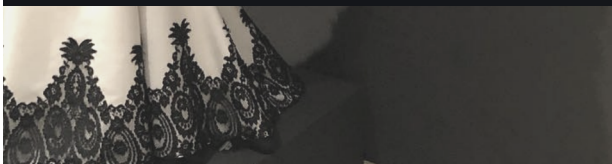
@MADRIDCAPITALDEMODA



@M_C_D_MODA



@M_C_D_MODA



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NEWSLETTER

Madrid Capital De Moda seeks to inform.

Fashion Shows, exhibitions, events and of course, all the latest news on lifestyle taking place in the capital are collected both on social profiles and on the web.

At the beginning of each month, Madrid Capital de Moda sends out a newsletter listing the events that will take place during that month. Therefore, users can know all this information.

In order to know all the news related to the world of fashion, art, gastronomy and much more, users can subscribe to our newsletter on the Madrid Capital de Moda website.





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MADRID CAPITAL DE MODA



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