This morning in Sant Francesc, CiF secretary of land, tourism and trade Alejandra Ferrer was joined by a group of designers including Elena Hurtado of Obi, Mathilde Rouanet of B7& Acho, Enric Majoral, and José Marcos Garzón of Ishvara, for a presentation of Formentera's eleventh Passarel·la de Moda.

Organisers' pick of Sant Francesc to stage the morning presentation was no accident: the catchphrase chosen for this year's show is 'Orígens' and the Passarel·la (Catalán for “runway” or “catwalk”) débuted in Sant Francesc. The event is set to take place next Friday June 29 at 10.00pm.

Amalia Mora, director of the Formentera Council's commerce department, is coordinating the Passarel·la, with presenting duties headed by Lilian Heinrichs, a familiar face for any frequent visitor to the island's libraries. The following is a list of participating creators, each with a close connection to the island:
Kavra Formentera, Molly Mallone, Janne Bikinis, B7 & Acho, Elena Hurtado (Obi) & Lorenzo Pepe, Ishvara, Michelle Crocitto, Isvhara, Macramé & Tito Solari, Eva Cardona, Majoral. Models at the event will be sourced by Eivissa firm Deva Models.