



Alejandra Ferrer, the trade and tourism councillor of the Formentera Council, reported earlier today on the details of 2016 Formentera Catwalk, a fashion runway show that will take over plaça d'Europa in Es Pujols this Friday at 10.00pm. Also present at the morning press conference were the local designers whose work will be on display at the event.

In the words of Councillor Ferrer, the show will be the chance for participating designers “to transport audiences straight to the countryside, sea and sky of the islands.” She added, “here's hoping that all the locals and tourists who attend enjoy the ride”. To Ferrer, fashion is always an expression of culture. The fact that the designs at Formentera Catwalk will carry the special stamp of the place they were created, Ferrer says, means the island is sure to be firmly in the spotlight at Friday night's runway show.

This is the event's ninth year, and the decision to host it in Es Pujols was based both on ample space available at plaça d'Europa and the possibility it provided for a minimal environmental footprint. With a long history under her belt as presenter for local television station TEF, Nuria Arias is a shoe-in in her role as emcee.

Said Ferrer, “the Council is thrilled to put on Formentera Catwalk because it's an opportunity to showcase the fabulous work done by our local textile workers and designers.” This year's show will include Te Doy la Luna (children's ware), Ibimoda (guest designer), Macramé, Eva Cardona, Vanitaly, B-7&Acho, Kavra Formentera, Alena Tur Torres (a young Formentera native who will use the evening to exhibit her end of term project), Elena Hurtado (OBI), Ur-Joies (jeweller) and Lorenzo Pepe (jeweller).

Sixteen professional models from Eivissa agency Deva Models will take on the task of presenting the designs. Featured products will include jewellery, wedding dresses and avant-garde creations inspired by the nature, sea and colours of the island. As always, everything is sure to dazzle first-time tourists and long-time local followers alike.

Councillor Ferrer was sure to thank CiF staff and sponsors like Carbonicas Tur, Proauto

Rent-a-car, Autos Isla Blanca, Hotel Blanco, Hotel Levante, Hotel Rosales and Hernan Raffo for their support.