

The first vice-president and trade councillor Ana Juan was joined by department staffer Amalia Mora in unveiling details today about the island's twelfth fashion runway show—or *passarel·la de moda*—scheduled to take place at 10.00pm in Sant Francesc's Constitució square on Friday 5 July.

Councillor Juan described the message behind this year's event—“Simply Formentera” (*Senzillament Formentera*)—as being about “the importance of conserving our heritage and culture if we want to preserve our lifestyle”. Which explains why organisers chose Sant Francesc's church-front plaza, or plaça, as the backdrop. “It's a heritage site”, said the councillor, “set against designs from another part of our culture: fashion...which has been many local women's livelihood”.

Amalia Mora pointed out that the presenter of this year's Passarel·la not only has deep ties to the Pityusic Islands, but is a bonafide Formentera fan, as well. Maria Moya is the former Eivissa reporter for the Balearic Islands' radio and television service, IB3, and is currently among the faces on La Sexta's morning programme “Arusitys”.

Promoting local fashion

The idea behind the Passarel·la, according to Vice-president Juan, is to “promote the efforts of our textile tradespeople and designers”. Participating names in 2019 include Te doy la Luna, Macrame&Andrés Rodriguez, Molly Mallone, Janne bikinis, Tito Solari&FK, Ur Joies, Ishvara, Elena Hurtado&Lorenzo Pepe (Obi), Equilibre, Kavra de Formentera, Hippie Shop Formentera, Flavio Cocho, Vesti l'Arte, Eva Cardona and Majoral.

Eivissa firm Deva Models will supply the modelling talent, said Mora, and they will be sporting everything from jewellery and bags to wedding gowns, cocktail dresses and high-level vanguard creations inspired by nature, the sea and the Formentera colour-scape. The one common thread in all the pieces? “There are always titillating surprises”, intimated Mora. “Whether you are a visiting tourist or one of the dyed-in-the-wool Passarel·la fan and Formentera resident”.

Reaching out

Also on hand at the presentation was Cintia Llaquet of Fundación Conciencia, who spoke about the runway event's connection to charitable initiatives. The Formentera Council paid €1,300 for 100 copies of the foundation's self-published book, “Moshi”; it will handed out among the children participating in the fashion show. Money raised will go to the children's oncology unit of Can Misses hospital.

The children's book is based on the true story of the bond established between Eivissa and Africa when a charitable initiative was hatched to gather donated bicycles for children of Tanzania's Moshi orphanage. Just a stone's throw from reaching its destination, the lorry bearing the gifted bikes was stopped in its tracks by an enormous troupe of migrating elephants. Copies of “Moshi” can be purchased at bookshops of the island.

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