



Earlier today islanders were treated, courtesy of the Formentera Department of Commerce, to the first details about an event which health and safety concerns surrounding Covid-19 have forced into a new online format: the Passarel·la de la Moda. First vice-president and commerce chief Ana Juan and department staffer Amalia Mora shared the scoop on the runway show's thirteenth year—a presentation including a promo video which found filmmakers visiting a host of Formentera settings with a crew of local companies and six professional models in tow.

“We didn’t want to deprive our hometown designers of this chance to share their designs”, said Consellera Juan, who described the aim of the virtual catwalk as “an ever-expanding promotion of local businesses and designers”.

According to Ms Mora, filming of the clip was “adapted to the island’s natural characteristics and set in backdrops of stunning natural beauty”. She also promised leading-edge jewellery, apparel, footwear and accessories in a format which Mora assured was designed to “support the creators themselves and promote locally crafted wares worn by locals”.

This year’s Passarel·la will see the participation of Equilibre & Tito Solaris, Ur Joies, Janne Bikinis, Michele Crocitto (Vesti l’Arte), Elena Hurtado&Lorenzo Pepe, Majoral, Macramé & Acho, Ishvara, Kavra de Formentera and Molly Malone. Consellera Juan applauded the work of the hair and style professionals at Aquario, the models who participated in the video, and the video’s director, Alfredo Montero. “Alfredo has managed to capture not just the essence of Formentera fashion, but the island’s natural beauty and treasures as well”, she quipped.

Crews produced both 2- and 12-minute versions of the clip, which will be shown at expos for fashion, tourism and television. The 2020 Passarel·la de la Mola will be broadcast in an array of international expos starting this September.

The organisers of this year’s Passarel·la had €20,713 to pay and find housing for models, produce the video, and cover hair and make-up costs.

Last year's Passarel·la saw crowds of approximately 1,500 descend upon Sant Francesc to see jewellery, shoes and, above all, Formentera's characteristic style. The assemblage of top-tier avant-guard creations was inspired in the natural spaces, sea, colours and life of Formentera—a Mediterranean lifestyle which has today become its own style of dress.

“We hope that next year's Passarel·la returns to its customary format”, confided Consellera Juan. “What better proof that post-pandemic life on the island is back to normal?”

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