

Pedro del Hierro

Pedro del Hierro returns to the Madrid Fashion Week.

#PedrolsBack

Isabel Preysler, Eugenia Silva, Juana Acosta and Asier Etxeandía accompanied the brand in their most awaited evening

Madrid, 24 January, The Spanish fashion firm, **Pedro del Hierro**, enjoyed one of the most special and important events of the last years, their return after 16 years to the Mercedes Benz Fashion Week, Madrid, with a dazzling fashion show in which the new Spring - Summer 2018 collection was introduced.

On the catwalk, their new designers **Nacho Aguayo and Alex Miralles**, design directors of Pedro del Hierro woman and man respectively, introduced the firm's new bets for the next Spring-Summer season. Elegance, exclusivity, quality and fashion are represented in an incomparable collection and environment.

The **Madrid Railway Museum**, turned into a jungle thanks to the floral decoration in perfect alignment with the collection, hosted a show in which the past, present and future of the firm were fused. **Nacho Aguayo and Alex Miralles** reinterpret the work of Pedro del Hierro, the *maestro*, in a collection marked by contrasts, with marked silhouettes for her and light ones for him. Winter colors, meticulous details, quality materials and sublime finishes that recall the love for beauty that was inherent in all of Pedro's designs.

Isabel Preysler, Eugenia Silva, Juana Acosta, Asier Etxeandía accompanied the firm in their return to the national catwalks.

On the other hand, the digital influencers like Eugenia Osborne, Silvia Cuesta – 'Lady Addict', Ester Bellón - 'Armario en ruinas', Miguel Carrizo, Alberto Ortiz and Ana Gayoso – 'La Champanera', did not want to miss the big night of one of the most important Spanish fashion firms.

With a selection of "See now, Book now", in which some of the pieces, both for men and women, can be made to measure, a new limited edition collection "Red Carpet", and designs of their commercial collection, Pedro del Hierro bet again for one of their main values, to offer their customers accessible luxury at their fingertips.

The general director of the firm, **Marie Castellvi-Dépée** stated, "it is very exciting to return to the national catwalk and be present at the great event of Spanish fashion. A firm like Pedro del Hierro, which gives value to the 'Brand Spain', can not miss this appointment. This show is especially important, as we return after 16 years with a collection in which the legacy of Pedro is still present. It is a firm with a lot of experience and a great personality based on tradition, culture, architecture and Spanish art"

A very moved **Nacho Aguayo**, acknowledged that for him "it is very special to be part of the return of Pedro del Hierro to the catwalk. We have presented a very carefully designed line of timeless and contemporary designs, in which we have recovered the soft evening concept that represents that sophisticated, feminine and elegant woman who so identified our maestro"

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For **Alex Miralles** "it has been a challenge to create this collection for a firm that already has a great history and that has become a symbol of the Spanish artisan heritage. With this collection we wanted to represent the DNA of the brand, the color and the functionality that identify the Pedro del Hierro man; urban, cosmopolitan and above all, elegant".

Last night **Pedro del Hierro** moved its guests and was touched by this special moment. Architecture, crafts, art and Spanish culture returned to the catwalk in the form of unique and exclusive designs.

Special thank you to [Junco Jewels](#).

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