

Style

Hungry for Bread & Butter

PARENTS GO GA-GA FOR KIDS' WEAR BY THE LIKES OF DIESEL AND OILILY AT A DISNEY-LIKE SHOW THAT IS STEADILY GAINING IMPORTANCE IN THE WORLD OF FASHION

MARTA WENDLINGER

● Did you feel it? Last week, the "fashion buzz" was in the air with the latest edition of the German Trade Fair Bread & Butter. Regardless of the suffocating July heat, thousands of professionals turned out for the hottest fashion fair in Europe; *fashionistas* from all over the continent were mingled, chatted, did business and partied! In addition to the live reggae and jazz music that drew you in, outdoor skateboard ramps were set up where professionals, especially brought from the United States, were trying not to kill themselves or suffer from heat stroke in the afternoon sun. There was also a basketball set-up with Harlem Globetrotters types showing off their cool moves and even a pool to take a dip in.

Once inside the various halls, it was sensory overload. But what was new about this year's edition was the inclusion of "veryKIDS", a new section featuring clothes and accessories for children and infants from over 55 renowned brands such as Amore, Barbie, Bugaboo, Diesel Kids, Fiocco, Oilily, Pickwick Junior, and Vogue Niños. It was fresh and young and there were even little fans flying around like Peter Pans keeping it cool for visitors. Strolling

around the stands, on fun streets named Comic Drive, Mickey's Path, Bugs Bunny Lane and Tweety Alley, you could find darling clothes for every type of kid in all the colours of the rainbow: reds, yellows, greens, blues, and purples, and all the colours in between. Stripes, patterns, flowers, ruffles, patchwork, embroidery, beads on pants, shirts, jackets, shoes, sandals, and hats ... it was all there. Styles went

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The veryKIDS section featured children's clothing from over 55 renowned brands
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from conservative to ultra modern; any parent with any particular style – since we all know that parents dress their kids like themselves – could have created a whole wardrobe for their kids "to die for." The only thing they needed was the budget. I was even tempted to have a busload of kids just to dress them up in the cool clothes. The final figures revealed that a total of 53,774 people visited this year's show, an increase of 48,000 on 2005.

www.one2onefashion.com



Items from the Diesel Kids and Barbie brands (middle) between scenes from the Bread and Butter show (above and below) GABRIEL MASSANA

Just show me your towel and I'll tell you who you are

A new Japanese shop has recently opened on Rambla Catalunya

JAGODA GREGULSKA

● It's already been two months since Muji launched a shop in Barcelona, and they've been doing quite well since then. The Catalan capital was chosen to host the first branch of this famous Japanese brand since both the brand and the city enjoy a reputation for high quality design.

Muji was created for customers who understand the relationship between quality and price, which means that they are prepared to pay the right price and nothing more. Or at least not much more.

Oriol Cabane, the store manager explained Muji's philosophy (how is it that these days

everything has a philosophy? One can't drink a cup of coffee or simply buy a pair of shoes without getting to know the philosophy they stand for). It's quite simple: offer a well-designed product at a reasonable price, without boasting about it. Muji is meant to be a brand-less brand (that's exactly what's the name means in Japanese), which encourages customers to buy a product for the sake of the product, not its label.

And I must admit that I can see some sense in that. Only that Muji already has already become a relatively world known brand and nowadays people buy its products precisely because they are *muji*.

But I guess one can't avoid that; they make a good product..

They also have a magic recipe: no labels are attached to products, as quality should speak for itself. Basic, easy-to-match colours, useful, simple and practical goods. No excess of decoration, either. (I guess one could probably say: no imagination either). But to be honest, the shop favours good materials and an environmentally friendly approach.

The shop on Rambla Catalunya has a little of everything, from stationery to furniture and household equipment to cosmetics and clothes. In all, it's just a sample of what Muji has to offer.



The show sells from stationery and furniture to cosmetics / ANDREU PUIG

Until later on this year, when new branches are to be opened and more products become

available, costumers are encouraged to make use of catalogues to order more varied items.