

## Desigual Launches Premium ‘Studio’ Line in Barcelona

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Desigual has introduced its new premium line, ‘Studio’, with a runway show in Barcelona on September 10, 2025. Held at the ‘Nau de Turbines’ in the ‘Les Tres Xemeneies’ urban space, the event attracted over 500 attendees, including fashion industry leaders and celebrities.

### A Bold Step in Brand Evolution

The ‘Studio’ line represents a significant shift for Desigual, aiming to elevate the brand’s image and appeal to a more fashion-forward audience. Product director Fernanda Blasco described the collection as “a creative laboratory” that explores new designs, materials, and techniques to take the brand to a new dimension.

### High-Quality Materials and Limited Editions

The ‘Studio’ collection features high-quality materials such as mohair knits, leather bags, and sterling silver accessories. The designs are presented in a limited edition format, emphasizing exclusivity and craftsmanship.

### Global Influence and Celebrity Presence

The runway show was attended by notable figures from various industries, including fashion, music, and film. Celebrities such as Becky G, Nicki Nicole, Lila Moss, and Ester Expósito graced the event, showcasing the global appeal and influence of the ‘Studio’ line.

### Availability

The ‘Studio’ collection is available for purchase through Desigual’s global online platforms. Physical stores will begin stocking the collection in select locations worldwide in the coming weeks.