

# The creation of consumer communities from the perspective of inclusive, sustainable fashion design discussed for the first time in Europe



**IED Barcelona's business division and Latin American sustainable fashion movement Universo MOLA are co-hosting a talk entitled "Elevando la conciencia colectiva" ["Raising collective awareness"] next Tuesday, 7 November at IED Barcelona's Gràcia neighbourhood campus.**

**Among other topics, various experts will examine what makes a person with specific interests and qualities join a consumer community and how this affects the design process of a product or service.**

**Barcelona, 16 October 2023.** - IED Barcelona's business division and **Universo MOLA** – a Latin American sustainable fashion movement – in collaboration with **Moritz**, are co-hosting "**Elevando la conciencia colectiva**" ["Raising collective awareness"], a discussion on the creation of consumer communities in the world of inclusive, sustainable fashion design, next **Tuesday, 7 November at 6.30 pm** at IED Barcelona's Gràcia neighbourhood campus.

Among other topics, various experts will address what makes a person with specific interests and qualities join a consumer community and therefore want to buy a product. And how this new consumer position – now becoming part of the creative process – affects the design process of a product or service.

The speakers include: **Valentina Suárez**, co-founder and managing director of Universo MOLA, a Latin American international sustainable fashion movement; **Gabriela Pedranti**, communicator and researcher in social, branding, fashion and sustainability issues, as well as active member of the Barcelona Sustainable Fashion Association, and **Pablo Erroz**, creative director of the eponymous brand and coordinator of the Master in Men's Fashion Design at IED Barcelona.

**Marina Vergés**, journalist and founder of the inclusive fashion brand Free From Style, will emcee the event.

## **What is collective awareness?**

We no longer communicate or prioritise a product. Our focus should now be on community building and

then later, of course, selling a product. Collective awareness is about generating a story or narrative that engages potential consumers to involve them in the process, the creative universe that we are designing, the aspirational. So what is the current aspirational? What is contemporary luxury? What makes a person with specific interests and qualities join my community and therefore want my product? Generating collective awareness occurs by creating common ground between all stakeholders, teaching and learning from each other.

**“Elevando la conciencia colectiva” [“Raising collective awareness”]**

**Date:** 7 November

**Time:** 6.30 CET

**Place:** IED Barcelona. C/ Biada 11. 08012 Barcelona

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## **About Universo MOLA**

A Latin American sustainable fashion movement and programme of the Fundación Entre Soles y Lunas, promoting sustainability throughout the textile and fashion production chain in Latin America and showcasing projects transitioning towards this.

## **About Moritz**

Moritz has been Barcelona's leading beer since 1856. Founded by Louis Moritz more than 165 years ago, Moritz set up his brewery in Ronda Sant Antoni, where it continues to be a meeting point in Barcelona until today and part of the company's history. The brand has become a Barcelona icon thanks to the ongoing efforts of the family's fifth and sixth generations. Food, culture, design, history and especially beer come together in spaces that combine tradition and modernity: Fábrica Moritz Barcelona, Casa Moritz and the legendary Velódromo bar.

## **About IED**

The Istituto Europeo di Design (IED) is the largest education network in the creative field — design, fashion, the visual arts and communication — with 11 schools in Milan, Barcelona, Cagliari, Florence, Madrid, Rio de Janeiro, Rome, São Paulo, Turin, Bilbao and Como.

More than 130,000 students have graduated since its opening, and every year it welcomes 10,000 students from all over the world. IED is committed to educational initiatives and practices related to a corporate reality, and has established over 1,000 business agreements during its 50-year history.

In its more than 20 years of experience, the IED Barcelona headquarters, located in the Gràcia neighbourhood, has consolidated its position as one of the reference training centres in design, and is officially recognised by the Government of Catalonia as a Higher Education Centre for Design.

Its educational offer, taught in English and/or Spanish, includes a Bachelor's Degree in Design, with specialisations in Product Design, Interiors, Transportation, Fashion, and Graphics, as well as a range of different pathways. The School also offers Bachelors of Arts (Honours) degrees awarded by the University of Westminster, IED Diplomas, and Master's, Postgraduate, Specialisation and Summer courses, as well as tailor-made training for companies and professionals.

IED Barcelona stands out for its innovative approach, addressing strategic design hand in hand with companies, as well as for its multicultural and interdisciplinary nature. It attracts 1,000 students of more than 100 different nationalities each year.

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