

Today saw the release of the events programme for the tenth annual Formentera Fashion, set to descend upon Es Pujols' plaça d'Europa on July 1 at 10.00pm. Tourism and trade councillor Alejandra Ferrer, together with the event's coordinator Amalia Mora and a staffer, met on the town's seaside promenade with some of the fashion show's 14 contributing designers.

Councillor Ferrer called attention to the importance of this year's *passarel·la*, or runway show: the event turns ten this year, just like the Council. The special occasion will be marked by particular emphasis on the Save Posidonia Project, which, according to organisers, reflects an attempt to broaden the green initiative's reach to include the attendees of Formentera Fashion.

In addition to playing host to designs from 14 local creators (12 of whom produce clothing; the remaining two are jewellers), a section for children's fashion returns after meeting with success last year. Es Pujols' plaça d'Europa was once again chosen as the backdrop while distinguished local TV presenter Nuria Arias will be back to host.

Amalia Mora said the tagline—“Essències d'una Dècada” (Essences of a Decade)—reflects the look back this year's designers will take at the event's ten years of history. The fashion gala was first hatched to as a vehicle to promote the work of local garment vendors and designers. Participants will include Te Doy la Luna (children), Eva Cardona Niños, Macramé, Ishvara, Eva Cardona, B-7& Acho, Kavra Formentera, Alena Vedere, Elena Hurtado (OBI)& Lorenzo Pepe, Jane Ibiza&Pilar Mena, Ur-Joies (jewellery), Majoral (jewellery) and—the 2017 show's special guest designer—Michele Crocitto.

Fourteen professional models from Deva Models d'Eivissa will walk the catwalk, including two top models, Veronica Blume and Almudena Fernandez. They will sport jewellery, wedding dresses, cocktail dresses, high-level avant-guard creations inspired in nature, the sea and the colours of Formentera. According to Mora, the through-line will be “collections that take both tourists' and islanders' breath away”.

As always, the Formentera Council wishes to thank the administration's staff for its dedication

throughout the hosting of Formentera Fashion. It also would like to thank Carbonicas Tur, Proauto rent-a-car, Hotel Blanco, Por ti Formentera by Laura hair salon and Àfrica.