

# Custo Barcelona



Established in Barcelona in the 1980's Custo Barcelona developed over the inspiration of art, culture, philosophy and the diversity of those factors globally. Looking at surfer's screen-printed t-shirts, Custo Dalmau learned to perfect the bright and bold tee. Through that he became enamored with color and pattern through all divisions of fashion. Custo Barcelona is currently in fifty plus countries with close to sixty stores.

Editor-in-Chief, Lynn Furge popped into the fittings for Custo's show in New York this February, to see why he is on top of our list for Jet Set chic.

**Lynn Furge:** How many people work on your design team?

**Custo Dalmau:** Two Core and three more full time designers. So five in total!

**LF:** You are known for patterns and mixing textures. How do you create a wearable pattern?

**CD:** Our DNA is colour, graphics, materials and the fusion of all three. It is like a DJ that has to select the right mix to make a beautiful song. We have more than twenty five years experience to get the right doses of what

mixes perfectly together.

**LF:** Your ideal muse is getting on a plane/train/car to go on mini-break for the weekend. Where is she going? What is she riding in and which pieces of your current collection does she bring with her?

**CD:** She is a woman that loves her individuality, has a sense of humor and a young spirit. She will go anywhere she wants. Riding in whatever gets her there the fastest to enjoy her time and will bring one of the dresses, comfortable pants and one of my cocoon over-sized coats.

**LF:** What three things do you feel are synonymous between your women's and men's lines?

**CD:** Color, graphics and a sense of humor. Sense of humor is crucial in life... really in anything you do!

**LF:** How do you decide what to sell from the runway to the store? How do the store versions of the runway looks evolve?

**CD:** I decide in a rational way, there are parts of the line that are more commercial and they go to the stores. Sixty percent of what you see on the runway will be sold commercially. Those that are done by hand will be custom couture and not mass-produced but there are no changes made in the way that a couture garment is "dumbed down" to sell in the store.

**LF:** What is the most inspirational location you have ever traveled in?

**CD:** In terms of color, Guatemala and Western Africa.

**LF:** What about Custo Barcelona makes it quintessentially Spanish?

**CD:** I do not think the project is just Spanish. There are always people behind the project that have influence so I feel it is a collaborative global effort.

**LF:** Which makes my next question now, more appropriate... what about Custo Barcelona makes it quintessentially global?

**CD:** My lifestyle. I have traveled since I was ten.

**LF:** If you travel so often, what are the five essentials you bring on every flight?

**CD:** I only need three. 1) A good book 2) my backpack 3) sneakers.

**LF:** What is your favorite type of music to listen to while you design?

**CD:** Any kind, from rock and roll to electronic. It depends on the moment, but something always alive.

**LF:** What one thing do you want your peers to understand and recognize/remember about Custo Barcelona?

**CD:** I do not know if they think about it, but if they do I would like to be known for the enthusiasm I have for my job.