



Branding a City: Barcelona and Fashion



A lively conversation regarding the impact that fashion has in the branding of cities.

Fashion brands can project the character and values of a city, so much so that, in a sense, fashion can become a city's ambassador to the world.

Media expert Gema Requena and a representative from Desigual, will explain how fashion can "brand" a locale, with particular attention paid to how fashion has bolstered the image of Barcelona, Spain, as a fashion-oriented metropolis.

Fashion among with other retail and consumer brands became significant elements that impact us in our trends as well as in brand the image of a city. Discover with Gema Requena, author of *A coolhunter in New York*, the power of Fashion in branding cities.

URBAN CULTURE
NEW YORK

Tue, February 11, 2014

Venue

Katie Murphy Amphitheatre, Fred P. Pomerantz Art and Design Center, Fashion Institute of Technology, 227 West 27th Street, New York, NY 10001

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Admission

[Reservations are required](#) for all events.

Credits

Organized by the Museum at the Fashion Institute of Technology in collaboration with the the Consulate General of Spain in New York. Image courtesy of Desigual.