



Barcelona, 2017

Lagranja Design launches a collaboration in the next spring / summer collection of the shoe brand Arrels Barcelona. This Barcelona-based brand develops just one collection a year since it's only available for the warmer months, codisigned with several designers and illustrators that create different pieces for each collection.

A fun and modern twist in the traditional espadrilles, made in jute and high quality cotton, all collections are inspired by the Mediterranean culture and Barcelona diversity, while reclaiming the authenticity of the countryside way of life.

Javier Laudet, Arrels Barcelona co-founder, has worked with the designs of Gabriele Schiavon and Gerard Sanmartí, Lagranja Design co-founders, to co-create these shoes since "we admire their work, while having a great connection with their in a more personal level". It's part of the Arrels Barcelona philosophy to work with friends or be able to know "the more humane side" of the creative types they work with.

Along with Lagranja Design, Batabasta, Zesan, Malika Favre, Zosen Bandido and Ricardo Cavolo add their design to the collection. The goal of this brand is creating a completely different vision to their footwear every season while giving absolute freedom to create to the designers and artists that work with them, so they can enjoy the process.

And that's exactly what Lagranja co-founders, Gabriele Schiavon and Gerard Sanmartí did. In their case, the medium determined the design. The Llaudet cousins are the youngest generation





of a centennial family dedicated to textiles, which makes easy for them to work with the finest materials and a print technique that ensures top quality graphics.

Having this in mind, they start working freely on patterns, using all kind of art techniques. The key of their four patterns is letting the user “see that is a hand made, where the strokes and imperfections are patent and make it more authentic and beautiful”.

Schiavon and Sanmartí love the playful side of this collaboration. “Being fashion, it’s quite far from what we usually do. So we tried to have a lot fun and enjoy the whole process”.

Lagranja Design has created four patterns for the new Arrels Barcelona collection: Nets, Dots, Flowers and Narrow Stripes, available at Arrels Barcelona next June, 26th, as well as in their points-of-sale in Spain, Germany, France, Japan, China and Australia.



Photography: Roc Canals, Lagranja Design.