

HANNIBAL LAGUNA

Half Valencian, half Andalusian and born in Caracas. The founder of the Hannibal Laguna brand grew up surrounded by the work of his parents in one of the most outstanding children's fashion brands of the 70s, showing clear artistic skills since he was a child. With 15 years he moved to Europe, and three years later he studied tailoring in Milan, where he specialized in volumetric construction and the technique of modeling over mannequin.

In 1987 he began his solo career and opened his own fashion studio. At the age of 19, his first "Concorde" collection was awarded with the Air France prize and selected by Paco Rabanne to represent Spain at the international "Europe in USA" exhibition.

Hannibal Laguna presented his first fashion show in 1988, at the legendary Colony Theater in Miami and exhibited his collection at the historic Miami Convention Center in the Art Deco district of the city. The success of the collection, the international distribution of the designs and the opening of a new Couture Atelier were the three facts that propitiated the birth of the Hannibal Laguna brand. A reference in fashion, associated with luxury and the most exquisite femininity.

At the end of the 80s, the firm had already successfully presented five collections of Pret-à-Porter, which allowed the fashion company to start working on exclusive designs for customers and friends of the maison. Immediately, custom designs become the perfect tool to channel emotions, and the dialogue between customer and author was incorporated as part of the creative process. A discipline, which over the years, has become the great passion of the house.

At the Atelier, customers from Spain and all over the world arrived daily, nurturing the passion and eclipsing the hours of the founder of Hannibal Laguna. At that moment, many independent Fashion Boutiques started to request pieces from the brand's private collections. Overwhelmed by the requests, it was decided to merge the Pret-à-Porter collections with exclusive designs, creating the Couture collections. Without knowing it, the house of Laguna was part of the birth of what, 20 years later, would be known as Pret-à-Couture.

The Hannibal Laguna brand stands out for the mastery of its patron, the unique quality of its fabrics and the impeccable confection of each one of its pieces. The innate search for excellence of the firm was one of the pillars that created one of the best Fashion Ateliers in Spain, where each one of the pieces is handmade by a team of professionals, experts in the execution of haute couture techniques. A team that controls step by step each design, from the personalization of the initial sketch and the cut to measure of the fabrics, until they are finished and embroidery, achieving an amazing refinement and fidelity to details, with a perfect result.

In the decade of the 90s, the brand discovers the magic of dressing a bride. This experience is repeated constantly and the famous and iconic bodices of the house, which brought fame and international recognition to the house of Laguna, made the brand, one of the first to present a monographic collection exclusively dedicated to brides, promoting the "Author's Design" at the Gaudi Bridal Runway. A visionary project created by Paco Flaqué, which turned Barcelona into an international capital of bridal fashion and a world reference in bridal design.

Since the company opened its Flagship Atelier in Madrid's 'Golden Mile' in 1998, its Couture collections have been present in many of the main capitals of the world. Tokyo, Paris, Milan, Athens, Lisbon, Kuwait, Brussels, Miami, Las Vegas, or St. Petersburg, among others. In 2014 Hannibal Laguna celebrated its 100th collection 'ONE HUNDRED'. A tribute to more than two decades of success, crossing borders and dressing women from all over the world with the uniqueness of its creations. Unique pieces, admired and recognized as authentic jewels, that last over trends and fashions.

Cinema, theater, ballet and opera: under the personal vision of the house of Laguna, the firm has dressed countless characters of the performing arts. PROMETEO, LA CENICIENTA by Antonio Canales, EL CRIMEN PERFECTO by Álex de la Iglesia, DI QUE SÍ, LA MÁS FEA DEL MUNDO by Miguel Bardem, LA DIVINA COMEDIA by La Fura Dels Baus, and exclusive opera recitals at the Royal Theatre of Madrid, the Palau de les Arts Queen Sofia of Valencia and the Gran Teatre Liceu of Barcelona, among others.

During its history, the brand has collaborated in multiple solidarity and cooperation projects through various foundations and NGOs, such as the THEODORA Foundation, the ALADINA Foundation, the Sandra Ibarra Foundation, the AECC, the Spanish Association Against Cancer, the Isabel Gemio Foundation and Unicef. The company also collaborated with Walt Disney Europe designing a dress inspired by the The Little Mermaid character, which was exhibited and auctioned at the Christie's Hall in Paris. Also noteworthy, is the creation of the iconic 'I'M A REAL SPANISH FASHION FAN' t-shirt, in collaboration with ELLE magazine and MANGO for the benefit of the PLAN NGO in its project for HAITI.

The recognition of the work of the brand has also led it to travel around the world in numerous exhibits displayed at THE REINA SOFIA MUSEUM, THE ETHNOGRAPHIC MUSEUM OF SAN PETERSBURG, THE COSTUME MUSEUM in Madrid, SAN PÍO V, THE PIA WORK HOUSE in Havana, the Zaragoza Museum, the Cerralbo Museum, the Spanish Embassies in Paris and Lisbon or the exhibit "Twenty Costumes for Europe" organized by the Cervantes Institute, exhibited in Brussels, Madrid, Moscow and Budapest.

In recognition of the talent and career of the brand Hannibal Laguna and its founder, the company and its creator have received different prizes and awards, like the national Air France fashion award, the 'IMPORTANTES' recognition of the spanish 'La Información' newspaper, the Intercoiffure Star, or The Golden Thimble (2014) recognizing all the designer's career. In 2009 one of his creations was chosen among the ten best in the world by the prestigious RED CARPET FASHION AWARDS. In 2010 the founder and creative director of the Laguna House was awarded with the T DE TELVA award for the best National

Creator in Fashion. In 2016, he received the FIBES award SEVILLA in recognition of his professional career. In 2017 the brand received the prize of the European Institute of Design, the IED DESIGN AWARDS 2017. In 2018 he received the award of CREADOR DE MODA in the 10 LIFESTYLE LA RAZÓN awards.

Defender of beauty and timeless elegance. The magic style of the brand is shown through its unmistakable feminine silhouettes and delicate designs. These are the captivating signs of identity that define the Laguna brand and its founder as one of the Spanish creators with the greatest international projection.