

TONI MIRÓ

CLOTHES CAN BE SCULPTURE IN MOVEMENT, AND THE DESIGNER
THE SCULPTOR OF THE PERSON.

ROSER MELENDRES DIRECTOR OF THE ESCOLA
D'ARTS I TÈCNIQUES DE LA MODA



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Sober, mysterious and sophisticated, with the look of a shy, solitary man, intimately in tune with the pulse of life flowing around him, born in 1947 in Barcelona, a city he loves intensely though he reproaches it its excessive solemnity.

He considers that he is self-taught, totally immersed in the culture of his time, and a person who has known how to connect with his generation.

He is interested in Europe and Africa as a way to understand established culture in the first and to search for real culture in the freshness of primitive peoples.

He started his professional life, in the sixties, in a Barcelona which, in his own words, was different from the rest of Spain: it was modern. He is inspired by its architecture and its people.

For him, fashion, like any art, goes beyond business. It is ephemeral because the pleasurable is ephemeral, and dressing implies a certain pleasure.

Clothes can be sculpture in movement, and the designer the sculptor of the person. One's clothes should always be in harmony with one's surroundings. He is convinced one has to search in one's own roots and that the gift for good taste we have will be our weapon for the future.

He is a man who likes to live intensely and slowly, for whom success is a form of subsistence and, at times, a cause of depression.

Toni Miró, with a passion for music, occasional composer, feels that he and fashion are the same thing and that dressing is a kind of language. Working in the fashion world is a way of communicating and of thinking of others.

Both his creative capacity and the cultural environment he moves in have led him, also, to produce the costumes for several films. There is an important bond between fashion and film, he says, and the two are a way to express a kind of aesthetics, a way of interpreting things. Amongst his work in this field, we could mention: *La Muerte del Escorpión*, by Gonzalo Herralde; *Tatuatge*, by Bigas Luna; *Ultimas Tardes con Teresa*, by Gonzalo Herralde, as well as plays, television programmes etc.

He is one of our country's most interesting creators.



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In 1976, he opened his shop, *Groc*, originally for men, which was a landmark in the history of Barcelona fashion and is considered the first conceptually and aesthetically modern shop in Spain. He achieved a distinct, personal style, being the advance guard of the revolution now taking place in menswear; though Toni Miró still maintains that anything that makes menswear more informal leads to its continuation, that what would be really revolutionary would be to break with the trouser-jacket idea, that comes across as more frivolous the more we try to create the image of what we traditionally call "seriousness".

A few years later, he started with women's clothes, a field in which he feels more creative. His clothes are for a young, dynamic woman, though at the same time serene. His concepts of man and woman are clearly defined and differentiated when it comes to creating his collections. His clothes show a perfect understanding of avant-garde fashion, very often anticipating it, but always with balance and sobriety. He feels like an artisan and he likes to see people wearing his creations, likes them to feel comfortable and secure with them.

In 1968 he opened his shop *Aramis*, and his label *Groc* became known throughout Spain.

In 1976 he founded the trade-mark *ANTONIO MIRÓ*, which is distributed around the world.

From 1983-86 he also developed a line in men's and women's accessories.

In 1986 he created the organization *ANTONIO MIRÓ, S.A.*, a men's tailoring company.

He has held fashion shows in SAN DIEGO MAGIC (California), NAM'S (New York), SHEM (Paris), HOTEL ORIENTE (Barcelona), IBERMODA (Madrid), HOTEL IMPERIAL (Tokyo), MODA MEDITERRÁNEO (Barcelona), CHAMBER OF COMMERCE (Cologne), MOSTRA ADINTE (Barcelona), GAUDÍ DONA (Barcelona), FIRA DEL COTÓ (Barcelona), PIEL ESPAÑA (Barcelona).

Toni Miró, defined as the master of simplicity, believes that only truth prevails. People don't need novelty, he says, but truth. ●