

ANA LOCKING WILL CREATE THE NEW LABEL OF MAR DE FRADES EDICION LIMITADA



Madrid, April 23rd 2018.- Mar de Frades has reached a collaboration agreement with Ana Locking for the design of an exclusive limited edition of its iconic Albariño, which will hit the market at the end of this year 2018.

The Galician winery thus confirms its "marriage" with the world of fashion through its collection of limited editions signed by prestigious Spanish designers. A project born in 2011 that in the recent past has counted with the participation of designers such as Duyos, Alvarno, Jorge Vázquez, Miguel Palacio and Luby Lab (whose creative director is Laura Ponte). For this 2018, Mar de Frades has commissioned the design of this special edition to Ana Locking, designer of great international trajectory with her unmistakable avant-garde style with classic roots, a great defender of storytelling in the world of fashion.

"The choice of Ana Locking has been very natural," says Remi Sanz, Global Brand Manager of Mar de Frades. "Ana demonstrates year after year, through her collections, that she fully shares the Mar de Frades values: courage, demand, contrast and avant-garde. We are looking forward to this collaboration, it is a very exciting project, and one that fits perfectly with what Mar de Frades represents in the world of wine ",

MAR DE FRADES

ALBARIÑO ATLÁNTICO

continues.

Ana Locking will seek her own inspiration to create the label of the Mar de Frades iconic blue bottle. Inside could be found a 2017 vintage wine born in the Valle del Salnés, in the heart of the Rías Baixas. Fresh, complex and with a saline character, it represents the authentic expression of the Albariño grape.

It is not the first time that the designer faces different projects belonging to other disciplines outside of fashion design: last year she made a decoration project in Malaga "Halcyon Days". It consisted in decorating 10 luxury holiday apartments with international projection for the coming years in different parts of Europe.

"I love this new project with Bodega Mar de Frades, it's a big challenge for me" comments Ana Locking. "The world of wine fascinates me forever. It is a product with soul, because it carries its nature, linked to the earth, to the palates of people. It is exactly what I try with my work, to give its own soul to the clothes, tell different stories through my collections, stories that convey values and emotions. The albariño Mar de Frades also has a strong personality, passionate and risky, like me. I am very motivated with this challenge and I want to get involved 100% in the same way that I do with everything that I believe in and I am passionate about " concludes Ana Locking.

"Mar de Frades Albariño Edición Limitada by Ana Locking" will reach the market by October 2018 with a limited edition of 30.000 bottles, that will be marketed in Spain and some other markets like China, México, Switzerland or the United Kingdom.



About Ana Locking...

Ana Locking has fashion in her blood: daughter of a dressmaker, she was born among patterns, cloths and sewing machines. Since 2008 she founded her own company, with which she has obtained different awards and prizes as recognition of both national and international critic. The concept of each collection is a manifestation of the inspiration that Ana draws from her vision of contemporary art, youth culture and the personal experiences of her own life.

The materials and cloths for each collection are carefully selected and made to create garments with an emphasis on quality tailoring. The juxtaposition of handmade details, quality fabrics and cutting edge design are the key to their identity.

Ana Locking has played an important role in the revitalization of Spanish fashion in recent years.