

Spain's Top Luxury PR Agency Turns 20 — And Bets Big on AI

Three Sisters Bet Their Careers on Spanish PR — 20 Years Later, Their Agency Is the Go-To for Luxury Brands Entering Spain

MADRID, MADRID, SPAIN, August 25, 2026 /EINPresswire.com/ -- When María, Irene and Cristina Aguilar launched [Bacana](#) in 2006, Spain's luxury communications market was largely an afterthought for global agencies. Two decades later, the sister-founded firm has become the country's go-to partner for premium and luxury brands, with a client roster that has included El Corte Inglés, Rosewood Hotels & Resorts, Kölln, Sotogrande, Small Luxury Hotels, Pixi Beauty and The Clark Art Institute.

The idea took shape from two very different vantage points inside the industry. Two of the sisters were running communications departments at major multinationals, where they hired and managed outside agencies themselves. The third, María, worked as a journalist, receiving pitches from those same agencies every day. Between them, they saw exactly what the market was missing: agencies nimble and creative enough to pitch original ideas, with deep knowledge of each client and a strong network of contacts — and a policy of never representing two direct competitors at once.



Bacana Communications founders: Maria, Irene and Cristina Aguilar



Part of the Bacana Communications team gathers on the balconies of their historic Madrid office, reflecting the agency's roots in the heart of Spain.

"We built the agency we wished we could have hired," said Cristina Aguilar, co-founder of Bacana.

Built to Make the News, Not Just Report It

For María Aguilar, journalist and co-founder, the mission was rooted in a very specific frustration with how agencies typically operate. "Journalists need speed, accuracy, and — above all — a story that's actually news," she said. That focus on generating stories that are genuinely newsworthy, rather than simply packaging information and hoping it lands, became one of the agency's founding principles.

Bacana started as a traditional press office but quickly expanded into social media, digital marketing, influencer relations and event production, evolving into the [full-service](#), 360-degree agency it is today. For Irene Aguilar, the agency's third co-founder, that growth has always come back to one idea: consistency. "We work to make sure a brand's message is coherent across every channel, and we believe strongly in collaboration between brands — that ability to create synergies is one of our defining traits," she said.

That integrated approach — [public relations](#), content, social media, digital marketing, influencer management and events, all under one roof — is now central to how Bacana pitches itself to brands looking for a single, coherent communications strategy rather than juggling multiple vendors across markets.

Two Decades in the Luxury Segment

Bacana's early decision to never sign direct competitors has shaped two decades of steady, specialized growth across luxury hospitality, gastronomy, wellness, design, fashion and, more recently, luxury real estate. Along the way, the agency has built relationships that extend well beyond the press: it now counts opinion leaders and executives at major companies among its network, connections that regularly translate into cross-brand collaborations and partnerships. Behind that growth is a team of specialists across every sector and channel the agency serves — the engine that has powered Bacana's expansion.

As the latest milestone in that trajectory, Bacana has built out a new specialty in AI brand positioning, helping clients improve their visibility in AI-powered search engines and generative assistants — a space the agency sees as the next major battleground for brand reputation.

To mark its 20th anniversary, Bacana points to that transformation — from a small press office into a full 360-degree agency that now includes AI positioning alongside PR, content, social media, digital marketing, influencer relations and events — as its clearest measure of how far it has come. The firm expects to keep growing in 2026, with a particular focus on expanding its footprint with international brands entering the Spanish market.

About Bacana Communications

Founded in 2006 by sisters María, Irene and Cristina Aguilar, Bacana is a Madrid-based communications and public relations agency specializing in premium brands across luxury hospitality, gastronomy, wellness, fashion, luxury real estate and lifestyle. The agency offers public relations, content strategy, digital marketing, influencer management and event production through a team of specialized professionals serving clients in Spain and internationally. Learn more at [bacanacom.com](<https://bacanacom.com>).

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