

INTERNATIONAL TALENT SUPPORT 2018: THE WINNERS.

THE FINAL EVENING

A night dedicated to creativity: **ITS 2018** has celebrated international talent in an event with more than 700 guests. The sixteenth edition has collected over 900 creative projects from 80 countries and during the evening has presented its **30 incredibly bold finalists**.

In the new location of **Magazzino 42 in Trieste**, all the key figures of the international fashion system have followed the fashion finalists' show and have immersed themselves in the creative projects of accessories, jewelry and **ITS ARTWORK**, concept competition of pure artistic expression, designed by **Swatch**.

"Congratulations to all the finalists, to me you are all winners: you are the reason why we are here" said **Barbara Franchin** at the opening of the awards, one of the most awaited moments of the evening. On the stage with her, **Victoria Cabello**, an old friend of ITS, who brought an additional wave of energy.

They will also be all winners because their projects will become part of the **ITS Creative Archive**. Together with all the other thousands of seeds of pure creativity collected in these sixteen years, the projects of the ITS 2018 finalists will feed this protected reserve for talents, visited every year by numerous schools of fashion and design and style offices from all around the world.

A great success also for the **ITSCONTEST APP**, developed by the Internet Partner Develon, which allowed international guests and all ITS enthusiasts to follow step by step what happened during the event.

For the first time the ITS final evening was broadcasted live on the Repubblica.it Facebook channel, media partner of the edition, which is making a documentary on the entire creative Platform.

ITS: THE AWARDS AND THE CONTINUOUS SUPPORT

The awards of ITS 2018 aim at supporting the winners along their professional path helping them build their career in the near future, step by step.

ITS AWARD OFFERED BY ALLIANZ: ELEANOR MCDONALD

The winner of **ITS AWARD offered by Allianz**, selected among the finalists submitting fashion, accessories and jewellery projects, receives 15,000 Euros. **Pitti Immagine** through its **Tutorship Division**, a platform that guides and supports talented designers along their professional path, will offer the winner a **12-month mentorship** and the chance to showcase a capsule collection at **Pitti Uomo** in January 2019.

OTB AWARD: EMMA CHOPOVA AND LAURA LOWENA + TINGTING ZHANG

The winners of the **OTB Award** receives 10,000 Euros and may be invited to run an internship with one of the group's brands, that includes a monthly reimbursement and will cover travel and accommodation expenses.

DIESEL AWARD: TOLU COKER

The **DIESEL Award** offers the winner a 6-month internship with DIESEL that includes a monthly reimbursement and will cover travel and accommodation expenses.

SWATCH AWARD: SINI-PILVI KIILUNEN

The **SWATCH Award** consists of 10,000 Euros and a 6-month paid work experience at the **SWATCH LAB** in Zurich.

ITS TIME FOR COFFEE AWARD: TOLU COKER

(Swatch Art Peace Hotel in Shanghai special project embracing both brands) offered by Swatch & illycaffè.

TOMORROW AWARD: ELEANOR MCDONALD

The winner of the **Tomorrow Award**, selected among the finalists in the fashion, accessories and jewellery areas, will have the opportunity to showcase their collection for one season at the **Paris Tomorrow Showroom**.

+ SPECIAL AWARD: ELIANA ZURLO (presentation at Tomorrow Sneaker Atelier).

VOGUE TALENT SPECIAL MENTION: TOLU COKER

The **Vogue Talent Special Mention**: the winning collection will be featured online on Vogue Talents and in the supplement to Vogue Italia magazine.

CAMERA NAZIONALE DELLA MODA AWARD: ELEANOR MCDONALD

The **Camera Nazionale della Moda Award** assigns the winner a sum of **5,000 Euros**.

THE JURIES

The designs from the 30 finalists, selected among **900+ projects** from **80 countries**, will be examined by a panel of **acclaimed international experts** representing all the figures operating in the complex mosaic that is the fashion system.

Barbara Franchin - Founder & Director ITS

Francesco Riso - Marni Creative Director

Carlo Giordanetti - Creative Director Swatch International

Sara Sozzani Maino - Deputy Editor in Chief Vogue Italia, Head of Vogue Talents

Leaf Greener - Fashion Reporter

Bryan Boy - Fashion Influencer

Simone Marchetti - Fashion editor La Repubblica

Carlo Bach - Art Director illycaffè

Karchun Leung - Editor in Chief Numero China, Modern Weekly, Style Section

Dan Thawley - Fashion journalist

Angelo Flaccavento - Independent Fashion Critic and Curator

Riccardo Vannetti - Tutorship Director Pitti Immagine

Carlo Capasa - Presidente Camera Nazionale della Moda Italiana

Silvia Venturini Fendi - Presidente AltaRoma e Direttore Creativo di Fendi

Julie Gilhart - Fashion Retail Consultant

Andrew Keith - Presidente Lane Crawford/Joyce

Stefano Martinetto - CEO of Tomorrow London Holdings Ltd

Floriane De St Pierre - Director of Design Practice at Floriane de St Pierre et Associes

Deanna Ferretti - Modateca Deanna

ITS TIME FOR COFFEE

Inspired by the finalists' creativity and energy, **Swatch** creative director **Carlo Giordanetti** and **illycaffé** artistic director **Carlo Bach** have spontaneously imagined a new and original award: ITS TIME FOR COFFEE. The winner will be hosted at the Swatch Art Peace hotel in Shanghai and invited to develop a project embracing both brands - an unprecedented way to strengthen the companies' shared passion for contemporary art and artists. The project will be unveiled during its 2019.

ABOUT ITS

ITS encompasses various dimensions that contribute to making it a **one-of-a-kind reality**.

ITS is a **global network** of students, teachers and schools, journalists, and designers, trendsetters, artists that nurture it day after day with new ideas, creativity and endless connections.

ITS is a Seismographer that since 2002 has been tracing creative waves to search how worldwide creatives interpret their dreams and reality.

ITS is a contest that in 16 years has allowed hundreds of young talents to express themselves in a free space without restrictions, helping them occupy key positions in the world's leading fashion houses.

ITS is an **event** that brings every year to Trieste the world of international creativity.

ITS is a **Creative Archive**, a protected reserve for ever-evolving talents that preserves the creative projects from thousands of designers.

WHAT ITS MEANS TO OUR PARTNERS

BRANDS

The future, the very sustainability of our industry relies on the new generations of talents which we must foster and support. They are bold, as ITS defines them, brave as I love to call them. They have visions and dreams and a whole world of creativity inside them – the only true magic inspiring fashion. Never stop daring, never stop imagining. Only the brave can make it.

Renzo Rosso, President, OTB

Light, transparency, color and movement are the key to the Swatch personality. They inspire our way of being, our product philosophy and our communication. They translate into a language infused with a sense of humor, subtle and positive provocation, powerful story-telling and a truly democratic openness to people and cultures. Swatch's personality and language find expression in our passion for artists and our belief in their ability to transform the world. With ITS ARTWORK 2018 we invite these young talents to blow us away: to tell us a bold story, make the incredible visible, explore multiple dimensions and translate their emotions into an artwork that makes us fall in love

Carlo Giordanetti, Creative Director SWATCH

ITS a dream. Dreams are extremely powerful and contagious. From dreams stem passion, which makes the most incredible things happen. When all this started, very few of us really believed that the dream of a passionate girl from Trieste to support young creative talents to bloom and emerge could become true, in a small city with a very different vocation. But today, here we are, against all odds: the dream is well & alive, and it became the dream of all the talents participating in the contest. The dream of winning and seeing their own creativity effort become alive in the collections of international brands and maisons. Most probably, to make ITS become what it is today in a big city like London, New York, Milan or Paris, would have required much broader resources. Maybe not even that would have helped to succeed, as competition is so tough that some similar activity could have frustrated the effort. Today ITS is an established and recognized global reality, a very unique project in the world of creativity and for the young

talents who overlook the international scene. I wish continued and growing success to ITS, to the dream from which it was born and to all its so bold, almost incredible talents.

Andrea Illy, Chairman of illycaffé

INSTITUTIONS

ITS is a platform that has been positioning our region Friuli Venezia Giulia at the center of a prestigious network of creativity and design for years.

Also for the 2018 edition, focused on the intriguing theme of boldness, I wish the best outcome to this tried and tested event supported by the Region. The international reach will hopefully expand its beneficial - and most importantly long lasting - effects to the advantage of that production chain which carries a huge added value connected to Made in Italy. The stage granted by ITS is qualified to stand as a powerful engine to generate media attention towards the mosaic of cultural peculiarities of our territory. At the same time it drives innovation processes which are naturally produced by the inventiveness of fashion and design, spreading the effects over a wide array of companies.

Massimiliano Fedriga - President of the Friuli Venezia Giulia Region

Innovation and creativity providing a space for new fashion talents in the unique setting of Trieste, this is ITS. The renowned international contest saw its birth in Trieste in 2002 during my former electoral mandate. I have personally always supported this event which I believe to be a heritage of our city, as well as proof that actual platforms for the growth and support of young talents come to life when public and private entities work together. Fashion is at the center of attention here, an incredibly competitive sector with a distinctive added value and standing as an ambassador of Made in Italy. The fact that the home of International Talent Support is in Trieste is further proof of the city's central position both on a European and international level. As a Town Hall, we work to strengthen this position and ITS is an important step towards this growth.

Roberto Dipiazza, Mayor of Trieste

It is a real pleasure to welcome the return of ITS and collaborate, together with others working to promote Italian fashion, for full enhancement of a competition that over the years has brought recognition to a large number of young fashion designers from all over the world. We have always admired the passion and competence of the ITS team, their ability to come into contact with schools and their farsightedness in selecting the best talents. Pitti Immagine organises fairs, sets up close relationships with thousands of companies, attracts the most qualified international buyers and produces communications. These are the tools that we, in turn, use to support these young designers and that we put at the disposal of ITS.

Raffaello Napoleone, CEO of Pitti Immagine

For Italian fashion, investing in young talents is quite simply a must. We are talking about the present here, not just the future, which at times becomes a pretext for procrastinating and putting off choices that should, on the other hand, be made quickly as well as boldly. Yes, because young talent must be nourished, promises must become reality. This does not always happen. We need to assimilate the principle of failure. Are we ready for this in Italy? Are the youngsters who will have to work hard and elaborate frustration aware of this? Are there businessmen out there who allow for this eventuality in their budgets, without missing out on the great opportunities offered? A serious project like ITS serves precisely for this purpose, to spread a new, more aware culture.

Riccardo Vannetti, Tutorship Director Pitti Immagine

Supporting young talents and new brands represents one of the pillars of our strategy at Camera Nazionale della Moda Italiana, together with sustainability and digitalization. This is why we join the mission of ITS and actively participate in this new edition with an award. All of the fashion players must get together to help projects that, while encouraging talent and creativity, build the future. My wish for all of the young designers is for them to be able to tell their personal and unique vision exactly as they have dreamed it.

Carlo Capasa, Chairman of Camera Nazionale della Moda Italiana

The increasing consideration collected by creativity and the creative industry in the development strategies in Europe is derived from the knowledge that European competitiveness should be based on new factors, be more capable of breaking the rules and learn how to talk in a different language. It is crucial, in this context the opening to international talent, a source of creative ideas that can add innovation to our productive system projecting our manufacturing peculiarities and our stories of excellence.

Silvia Venturini Fendi, President AltaRoma

ITS CREATIVE ARCHIVE

ITS 2018 will also offer a chance to explore and explain the **ITS CREATIVE ARCHIVE**, its **Protected Reserve for Talent**. The collection is the most tangible example of the platform's continuous research. **17,000 portfolios, 220+ garments, 200 accessories and jewellery pieces and over 700 digital photographs**. A unique archive and a cultural asset that testifies to the evolution of contemporary fashion, starting a conversation between past, present and future creations.

A place that chose Trieste as its home to become an open lab, accessible to all. From children to higher education, the ITS Creative Archive aims at maintaining a strong bond between the material and the digital, becoming a space where the scientific wealth of the Trieste territory may meet with young international creativity.

"The ITS Creative Archive holds a history of the recent past with fashion treasures for the future."

Harold Koda, Curator in Charge of The Costume Institute at The Metropolitan Museum of Art, December 2015

"The ITS CREATIVE ARCHIVE is incredible, Truly incredible. What a stunning and inspiring place."

Brian Boy, Influencer, April 2018

"Works from a designer's earliest collections is incredibly rare, and of great interest both historically and in terms of providing inspiration to today's fashion students. The Archive deserves financial support from the fashion industry, in order to preserve and showcase a valuable resource."

Valerie Steele, Director and Chief Curator of the Museum at the Fashion Institute of Technology, September 2016

"The ITS archive is a unique and intriguing collection which holds much value for current and future researchers interested in the disciplines of design education and the world of fashion."

Oriole Cullen, Acting Senior Curator of Contemporary Fashion, Victoria & Albert Museum, November 2015

"The ITS archives are absolutely unique in the world and my only regret is they don't have an exhibition hall to show them to a larger audience as they deserve!"

Laurent Cotta, Head of Graphic Arts Department, Musée Galliera, November 2015

ITS AND THE TERRITORY: THE FRIULI VENEZIA GIULIA REGION

Local institutions have teamed up to sustain International Talent Support, emphasizing the strong bond with the territory, creating a relationship of mutual support and a shared vision. The **Regione FVG** with **Promoturismo FVG**, **The City of Trieste** and **Fondazione CRTrieste** stand next to ITS alongside **Trieste Airport - Friuli Venezia Giulia** and **Trieste Trasporti**.

ITS 2018 welcomes new sponsor **InFin SpA**, a financial holding company established in Trieste in 2011. Through its two controlled companies Enerlife and Enerproject, it aims at renovating the important and complex energy sector.

ITS earned the **patronage of the Università di Trieste**, that shares and supports the strong urge towards innovation pursued by the platform.

The cohesion of different players around ITS strongly reaffirms and reinforces **the international vocation of the Regione FVG**, that expresses and illustrates the many extraordinary local assets.

ITS AND ITALY'S FASHION SYSTEM

The support and synergy are enhanced also at the national level.

Pitti Immagine through its **Tutorship Division** offers the winner a 12-month mentorship and the chance to showcase a capsule collection at Pitti Uomo in January 2019.

The patronage and support from **Camera Nazionale della Moda Italiana** and **Altaroma** are an endorsement of the platform's Made In Italy DNA besides its international significance and recognition.

The patronage of the **Ministero dei Beni Culturali** is a natural seal of approval to the project's valuable cultural scope.

SPONSORS, MEDIA PARTNERS AND SUPPORTERS

PARTNERS

OTB, the fashion group that includes iconic brands such as Diesel, Maison Margiela, Marni, Viktor&Rolf, Paula Cademartori and cutting-edge companies like Staff International and Brave Kid.

SWATCH, often defined "the biggest art gallery on the wrist", is the partner of **ITS ARTWORK, a concept competition based on pure artistic expression**.

Illycaffè, a global excellence with a long-standing, privileged communication channel with art and design.

SPONSORS

Allianz Italia is one of Italy's biggest insurance companies and is part of the Allianz SE group, a world leader in the insurance-financial segment. In Italy, Allianz operates with 5,000+ employers catering for over 7 million clients through a multi-channel, 25,000+ distribution network including agents, local collaborators and Financial Advisors, through important bancassurance agreements and with Genialloyd, a market leader among direct insurance companies.

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Trieste Airport - Friuli-Venezia Giulia offers domestic and European flights operated by full-service or low-cost companies. Thanks to its strategic position the airport is the ideal passageway to Friuli-Venezia Giulia and Veneto regions as well as to Slovenia, Croatia and Austria.

Trieste Trasporti manages local public transportation in the province of Trieste. 60% of the company is owned by the City of Trieste, 40% by Arriva (Deutsche Bahn Group), one of Europe's leading transportation organizations.

Banca Mediocredito del Friuli-Venezia Giulia S.p.A., a subsidiary of the Regione Autonoma Friuli Venezia Giulia since its inception, has helped the development of companies established within the region or that have relocated their operations on the territory through a customizable offer of products and tools capable of satisfying the companies' needs.

Tomorrow London Holdings Ltd - Tomorrow London Holdings Ltd is a Group of companies forming a unique multibrand, multiservice omnichannel business model and a new sponsor of ITS from this year.

Trieste Terminal Passeggeri S.p.A. manages the Cruise Terminal of the Bersaglieri Pier, close to the Piazza Unità d'Italia, and the Pier IV Passenger Terminal. The company also deals with congress organization and is licensed to manage the Pier IV car parks and those located along the Trieste waterfront.

Develon is the internet partner of ITS 2018 and has developed the ITS 2018 official APP.

SUPPORTERS

Eataly is about eating Italian food and living the Italian way. It's a simple idea: a big, convivial space where the food and wine Italian heritage is accessible to all, and may be purchased, eaten, explored. **Eataly Trieste** is dedicated to the "winds" that make Italy's biodiversity unique in the world, creating top quality products .

The **Eurocar Italia s.r.l.** group with its 7 authorized retailers located in Udine, Trieste, Gorizia and Villa Vicentina, is the biggest automobile group in the Friuli-Venezia Giulia region employing about 180 people and with an annual turnover of almost 90 million Euros, over 3,000 new cars and over 2,000 used ones every year.

Nonino, distillers in Friuli since 1897. Its products are 100% distilled employing artisanal methods and fresh primary products. The Grappe and Acquaviti Nonino are aged without the addition of colour additives in *barriques* and small casks under seal in the Nonino warehouses. Nonino is a supporter of **ITS**.

Pragma is a digital company of creative thinkers that carries out bespoke innovative projects and digital training experiences to obtain excellent involvement and results.

Inspired by star-winning **chef Matteo Metullio**, two new gourmet cuisine stars shine bright in piazza Unità d'Italia, in Trieste. **Harry's Piccolo** is an intimate spot to indulge in an exclusive food experience. Harry's Bistrò, a space where *haute cuisine* and informal elegance create a harmonious connection.

Piano B, a communication agency specialized in designing special events, conventions, festivals, acknowledged by its clients for its creative and innovative attitude in project management.

MEDIA PARTNERS

Repubblica.it has always devoted space and attention to ITS through the years and **takes centre stage** in the 2018 edition **launching a new major media partnership**, alongside other storied media partners **Vogue Talents** and **Il Piccolo**, both confirmed this year, and **new entry Carlitography**. Carlitography offers assorted services for Italian and foreign productions. Within this collaboration with the platform, the agency will create the backstage video of ITS 2018.

Eyes On Talents, the online platform used by global design-led brands to discover and connect with today's best talent, is pleased to confirm its collaboration as a **Digital Talent & Media Partner** of International Talent Support.

TECHNICAL SUPPORTERS

Minini, not only plastic, is back as a technical supporter of ITS 2018.

For over sixty years **Moroso** has been creating sofas, armchairs and furnishings accessories, focusing on extraordinary creativity in the designing stage and on an artisanal approach to product manufacturing. Today the company is positioned among the *haute couture* of international design and is a recognized leader in upholstered furniture manufacturing.

The Office will be on our side during the whole event as a Technical Supporter.