

**International
Talent
Support**

10

**YEARS SEARCHING
FOR CREATIVITY**

WHAT IS ITS



A CREATIVE PLATFORM
A COMMUNITY OF YOUNG TALENTS
INCREASING EVERY YEAR
A NETWORK OF OPINION LEADERS &
TRENDSETTERS
A SPACE FOR BRANDS TO DEVELOP
SPECIAL PROJECTS



FASHION



PHOTO



ACCESSORIES



JEWELRY

EVERY YEAR

FOUR DIFFERENT COMPETITIONS
OVER 300 SCHOOLS
FROM 80 COUNTRIES ENROLL
OVER 1,500 PORTFOLIOS
FROM GRADUATES, POST-GRADUATES
& YOUNG PROFESSIONALS
50 FINALISTS
MORE THAN €100,000 IN CASH PRIZES



OUR CREATIVE ARCHIVE

A UNIQUE COLLECTION

9.000 PORTFOLIOS FROM 80 COUNTRIES


10.000 DIFFERENT CONCEPTS

100.000 ORIGINAL GRAPHICS

142 OUTFITS

76 ACCESSORIES AND JEWELS

695 PHOTO PROJECTS



WORKING FOR RENOWNED BRANDS

OUR TALENTS WORK FOR TOP BRANDS

ADIDAS BY STELLA MCCARTNEY

ROBERTO CAVALLI

CHLOÈ

CHRISTIAN DIOR

DIESEL

GIVENCHY

CALVIN KLEIN

LANVIN

MAISON MARTIN MARGIELA

YOHJI YAMAMOTO



GROWING WITH THEIR OWN BRAND



**AITOR THROUP, CATHY PILL, CHAU HAR LEE,
DAVID LONGSHAW, ERIC JAN FRENKEN - AVELON,
FABRIZIO TALIA + LINDA CALUGI + ROBERTA WEIAND
+ JUSTIN SMITH - SIDERAL(ES), HAIZEHEN WANG -
LIBERIUS LONDON, HEAVEN TANURIDEDJA,
HEIKKI SALONEN, JAMES LONG, JUSTIN SMITH -
JSMITH ESQUIRE - MR. SMITH, KIHO KIM -
COINONIA, MARCUS WILMONT - AMINAKAWILMONT,
MARK FAST, MICHAEL VAN DER HAM,
MIKIO SAKABE, NATALIA BRILLI, PETER PILOTTO,
SLOBODAN MIJAJLOVIC - STARPLUSTAR,
YUIMA NAKAZATO, YANG DU,
YOSHIKAZU YAMAGATA - WRITTENAFTERWARDS.**



ESTABLISH CREATIVE COLLABORATIONS

**CHOOSE THE ITS#AREA ALIGNED
WITH YOUR STRATEGY
CREATE A BRIEFING TO DEVELOP
A NEW PROJECT
TARGET EITHER ALL APPLICANTS
OR FINALISTS
PUT THEM TO THE TEST AND
ABSORB THE OUTPUT
USE THE OUTPUT FOR
YOUR BRAND AND PRODUCTS**




UNIVERSITIES SEEDING

**A PRIVILEGED RELATIONSHIP WITH ROYAL COLLEGE
OF ARTS, CENTRAL SAINT MARTINS,
HOGESCHOOL ANTWERP, SCHOOL OF VISUAL ARTS
AND THE BEST SCHOOLS OF THE PLANET
1000 AND MORE SCHOOLS IN OUR NETWORK
80 COUNTRIES
THE POSSIBILITY TO ESTABLISH
SPECIAL COLLABORATIONS
YOUR BRAND COULD BECOME KNOWN WORLDWIDE
TO THE FUTURE GENERATIONS OF DESIGNERS**



BUILD YOUR BRAND CREDIBILITY

INTERLACE DEEPLY YOUR BRAND WITH:
THE FRESHEST CREATIVITY
THE TRENDSETTERS OF THE FUTURE
CUTTING EDGE PROJECTS
THE FASHION COMMUNITY
REALISING DREAMS THROUGH
TANGIBLE RESULTS
SUCCESSFUL STORIES

A large crowd of people is gathered in a grand, ornate hall with high ceilings and arched windows. The scene is illuminated with warm, golden light. In the foreground, the backs of many people's heads are visible as they look towards a stage area. On the stage, a large screen displays a black and white image of a couple embracing, with the text "Love RAI" overlaid. The overall atmosphere is that of a high-end social or lifestyle event.

ASSOCIATE WITH A LIFESTYLE EVENT

3 DAYS OF SHOWS, EXHIBITIONS, PRESENTATIONS,
ROUND TABLE, TECHNICAL MOMENTS, PERFORMANCES,
DINNERS, PARTIES, SUNBATHING...

MINGLING WITH TRENDSETTERS LIKE VIKTOR&ROLF,
FRANCA SOZZANI, HILARY ALEXANDER, ANTONIO MARRAS,
RAF SIMONS, ARI MARCOPULOS, RENZO ROSSO,
CATHY HORYN AND OTHERS.

OVER 100 LIFESTYLE AND FASHION JOURNALISTS PRESENT.
OVER 100 FINALISTS AND FORMER FINALISTS THERE TO
ESTABLISH NEW COLLABORATIONS.

**OVER 1800 ARTICLES PUBLISHED IN
THE INTERNATIONAL PRESS
880 JOURNALISTS FROM 31 NATIONS
ATTENDED THE FINAL EVENT
42 TV CHANNELS TALKED ABOUT
THE PROJECT
THE POSSIBILITY TO INVITE
YOUR OWN PRESS TO THE EVENT**

Scanner

TALENTI



DA DOVE VIENI? Nella mappa, la provenienza di alcuni finalisti del concorso ITS (ne arrivano anche da C

Tutti figli di ITS

Anche quest'anno il concorso ITS, **International Talent Support**, ha radunato a Trieste giovani talenti da tutto il mondo. Noi di GQ eravamo in giuria, dove abbiamo conosciuto **Ari Marcopoulos** e la sua teoria "sessuale" per salvare il mondo... - Angelo Pannofino - foto Alberto Novelli

LA MEGLIO GIOVENTÙ A TRIESTE

Se Ari Marcopoulos pensa che tu sia uno stronzo, probabilmente ti dirà: «Sei uno stronzo». Estremo, come le sue foto, Ari deve la sua fama agli scatti con cui, da 30 anni, racconta le vite al limite di snowboarder, ragazzi deragliati e dell'hip-hop tipo i Beastie Boys. Ora ha 52 anni, ma T-shirt e All Star gli stanno

della giuria di ITS#8-Photo, mentre noi di GQ, con il direttore Michele Lupi, siamo in giuria. ITS (International Talent Support) è il concorso che ogni anno, a Trieste, sostiene (e premia) i migliori giovani da tutto il mondo. Le sezioni sono moda, accessori e fotografia. Anche quest'anno GQ organizzerà e racconterà il "foto-viaggio-premio" che a settembre

GQ ITALIA

DEPUIS TROIS ANS, LE FESTIVAL DE MODE IT À TRIESTE DES APPRENTIS STYLISTES VENUS DE RÉPERTORIER LE WHO'S WHO DE LA MOD

Par Aurélie Lambillon / Photos Franck Bussel

Bonjour Trieste



QUALITY OF THE COVERAGE



Trieste n'a, a priori, rien en commun avec les destinations modes habituelles. Par sa situation (à dix kilomètres de la frontière slovène), son économie (c'est le plus important port de la Mer Adriatique), mais aussi ses cafés de type viennois, ses archi-

JALOUSE



prasert

Ek Thongpras



VISION

PRINTED ARTICLES

“ITS is committed to discovering new powers to join the fashion world, and to paving the way for their future development. Rather than a competition is actually a platform for young designers to communicate with senior fashion designers”

MODERN WEEKLY - CHINA 27/08/2011

“ITS bridges the gap between fashion academies and the fashion industry, and strives to provide young talent with a safe stage for practice before they are confronted with intense competition in the market”

NUMERO - CHINA 01/09/2011

“ITS stresses the establishment of liasons between young designers and the core of industry, and focuses on the transfer of talents to different mature and great brands so that the young deisgners can receive training and pratique”

THE OUTLOOK MAGAZINE - CHINA 01/09/2011

“ITS aura ètè por eux une plate-forme une piste de decollage, avant d'affronter la realità de la mode”

NEXT/LIBERATION - FRANCE 04/09/2010

“Una sèlection des meilleurs ètudiants du monde entieront soumis leurs collections al'expertise d'un jury de peintures du milieu”

WAD - FRANCE 01/09/2010

“Il concorso ITS per stilisti è diventato un caso. La sua forza? La sede decentrata a Trieste. E' stata proprio questa distanza, questo essere lontani dal cuore del potere economico a generare una eccentricità di pensiero, una freschezza di comportamenti che ha reso ITS un caso eccezionale. ITS conferma la sua vocazione originaria: andare a intercettare i talenti in tutto il mondo”

CORRIERE ECONOMIA - ITALY 05/02/2011

“I numeri sono una conferma del successo di ITS, concorso che da dieci anni dà voce e visibilità ai giovani talenti di tutto il mondo”

“Il messaggio è chiaro (ITS) è stato un vero trampolino di lancio per chi se lo è aggiudicato”

D-LA REPUBBLICA - ITALY 14/5/2011 E 21/08/2011

“Il concorso di moda e fotografia di Trieste è riuscito a trovare una identità unica ed alternativa”

L'UOMO VOGUE - ITALY 01/07/2011

“ITS strives to accomplish exactly what its name implies, which is a life of work devoted to fostering the talents of young individuals”

HIGH FASHION - JAPAN 27/08/2009

“ITS is a fashion competition that is known as a stepping-stone for promising fresh fashion designers. ITS has drawn attention as the most impressive competition for newcomers in the fashion industry, showing more unique work than many of the others”

ASAHI SHIMBUN - JAPAN 21/07/2009

“ ITS the design competition held in the small Italian city of Trieste has become a true breeding ground for some of the fashion world’s brightest new talents”

PAPER - USA 01/09/2011

WEB ARTICLES

“Una kermesse unica, in cui stampa internazionale, stilisti, buyer e studenti si incontrano, si mescolano, parlano e si confrontano. Certo ci sono i premi, ma quel che colpisce dell’esperienza è l’energia costante, l’entusiasmo che si legge negli occhi dei partecipanti”

D.REPUBBLICA.IT - ITALY 17/07/2011

“ITS in dieci anni ha reso Trieste una città-laboratorio di scouting e una meta privilegiata per tutti coloro che sono alla ricerca di giovani di talento nel mondo della moda ma anche della fotografia, degli accessori e del gioiello”

VOGUE.IT - ITALY 05/09/2011

“ITS is a platform which gives visibility to young talent from every corner of the globe, providing an opportunity to show their work industry experts. Previous finalists have gone to work for renowned fashion houses”

GRAZIADAILY.CO.UK - UK 18/07/2011

“Trieste today has a secret life as a world fashion capital, and once a year designers, stylists, fashionistas, students, photographers, models and celebrities swell the 250.000 population of this rich and pitoresque seaport on the Adriatic Sea, close by Italy’s border to Slovenia”

FASHION.TELEGRAPH.CO.UK - UK 18/07/2011

“The United Nations has Geneva, while fashion and its International creatives converged to Trieste for ITS, the international student fashion competition. What makes ITS so special? It’ s that raw energy, that invincibile enthusiasm of youth is palpable and truly anything goes that transcends translation, culture and cash flow”

HUFFINGTONPOST.COM - UK/USA 19/07/2011

“ITS is a great opportunity for people who are starting their careers to how their work to a professional audience”

ANOTHERMAG.COM - UK 18/07/2011



TAILORED COLLABORATIONS

**WE CAN CREATE CUSTOMISED
PROJECTS FOR YOUR BRAND.
WE CAN ANALYSE YOUR NEEDS AND
TRANSLATE THEM INTO PROPOSALS
FOR THE YOUNG DESIGNERS AND
PHOTOGRAPHERS.
WE CAN SUPERVISE THE CREATIVES
AND CHANNEL THEIR EFFORTS TO
ACHIEVE YOUR RESULTS.**

DIESEL AWARD

DIESEL SPECIAL PROJECT



**A BRIEFING GIVEN BY DIESEL CREATIVE
OFFICE TO REINTERPRET DIESEL ICONS
OVER 600 DIFFERENT INTERPRETATIONS
OF THE BRIEFING
OVER 1.000 SKETCHES
THE BEST 12 PROTOTYPES
ON THE CATWALK
ONE TALENTED WINNER IN HOUSE FOR
6 MONTHS INTERNSHIP**



think, therefore I exist



YKK ACCESSORIES PROJECT

YKK
Little Parts. Big Difference.®

**3 DIFFERENT BRIEFINGS DESIGNED BY YKK TO
USE A YKK FASTENING SYSTEM TO COMBINE
BEAUTY AND FUNCTIONAL MEANING
OVER 200 SKETCHES PROPERTY OF YKK
10 ACCESSORIES PROTOTYPES TO USE
FOR FUTURE EXHIBITIONS AND FAIRS TO
SHOWCASE CREATIVE USE OF YKK PRODUCTS**

A woman with long, wavy, reddish-brown hair is lying on her back on a light-colored wooden floor. She is wearing a white, strapless garment. A dark, viscous liquid is splashed across her upper chest and shoulder area. The liquid has a metallic sheen, suggesting it might be a special effect or a prop. The woman's eyes are open, and she has a neutral expression. A dark, curved object, possibly a chair leg, is visible in the upper right corner of the frame. The overall lighting is soft and natural, highlighting the textures of the wood and the woman's hair.

SWAROVSKI ELEMENTS JEWELRY CONTEST

**A BRAND NEW COMPETITION TO CREATE
WEARABLE PIECES OF CRYSTAL JEWELRY
A BRIEF BASED ON THE INNOVATIVE
COMBINATION OF NEW MATERIALS
INSPIRED BY TYPICAL FEATURES OF
SPORTSWEAR AND BY
SWAROVSKI ELEMENTS
108 APPLICANTS FROM 33 COUNTRIES**



MINI CLUBMAN PHOTO AWARD

OVER 500 PHOTOGRAPHIC PROJECTS
AN EXHIBITION WITH OVER 150 IMAGES
INTERPRETING THE MINI CLUBMAN VALUES
THE WINNER AND A WORLD KNOWN ICON
1 WEEK ON THE ROAD PROJECT IN L'AQUILA
TO REPORT ABOUT THE EARTHQUAKE
A 12 PAGES EDITORIAL ON GQ
AN EXHIBITION IN A MILAN GALLERY
DURING CHRISTMAS TIME

A brown leather briefcase with a handle and two latches. The briefcase is shown from a three-quarter view, highlighting its rectangular shape and the texture of the leather. The handle is at the top, and the latches are at the bottom. The briefcase is set against a plain white background.

ABSOLUT DESIGN AWARD

**10 ACCESSORIES FINALISTS BRIEFED TO
CONCEIVE A “CONTAINING OBJECT” FOCUSING
ON AN EYE-CATCHING DISPLAY FOR ABSOLUT
VODKA BOTTLE USED WITHIN PRIVÉ IN CLUBS**

30 PROPOSALS PRESENTED

1 WINNER AWARDED ON THE CATWALK

**1 PROTOTYPE PRODUCED IN A LIMITED EDITION
DISTRIBUTED IN TOP CLUBS OF THE WORLD**



MAISON MARTIN MARGIELA AWARD



A FASHION PROJECT PLAYING WITH HERITAGE AND FUTURE

11 ICONIC PIECES FROM THE MMM ARCHIVES

**11 REINTERPETATIONS WITH AN INDIVIDUAL
CREATIVE APPROACH**

**1 CUSTOMISED VIDEO TO SHOWCASE ALL
PIECES AND THEIR REINTERPETATIONS**

**THE WINNING PIECE AND ITS SOURCE OF
INSPIRATION TOGETHER ON THE CATWALK**