INTERNATIONAL TALENT SUPPORT
SEARCHING FOR RESPONSIBLE CREATIVITY

TRIESTE 2002-2020
WHAT IS ITS
A CREATIVE PLATFORM
A COMMUNITY OF YOUNG DESIGNERS
A NETWORK OF PROFESSIONALS FROM THE INDUSTRY
A STAGE TO DISCOVER NEW TALENTS
A GATE FOR STUDENTS TO ENTER THE BUSINESS WORLD
IN THE FASHION INDUSTRY AS IN OTHER GLOBAL BUSINESS IT IS MANDATORY TO SUBMIT TO A REVOLUTION IN TERMS OF PRODUCTION, SUPPLY CHAIN, WASTE REDUCTION. BEING CONSCIOUSLY RESPONSIBLE IN EVERY MOMENT IS THE MINIMUM REQUIREMENT FOR ALL FASHION ACTORS, AT ALL LEVELS. IN THIS FRAMEWORK ITS CONTRIBUTES TO THE EDUCATION OF THE YOUNG DESIGNERS BY ENCOURAGING THEM TO TAKE A RESPONSIBLE APPROACH TO THE CREATIVE PROCESS, UNCONDITIONALLY.
EVERY YEAR
FOUR DIFFERENT COMPETITIONS
OVER 300 SCHOOLS ENROL FROM 80 COUNTRIES
OVER 1,000 PORTFOLIOS FROM GRADUATES, POST-GRADUATES & YOUNG PROFESSIONALS
30 FINALISTS
DEMNA GVASALIA
CREATIVE DIRECTOR BALENCIAGA
COURTNEY MCWILLIAMS
DESIGN DIRECTOR GIVENCHY
JAMES LONG
CREATIVE DIRECTOR ICEBERG
MATTHIEU BLAZY
DESIGN DIRECTOR CALVIN KLEIN
ALITHIA SPURI-ZAMPETTI
ASSOCIATE HEAD OF DESIGN ALEXANDER MCQUEEN
GROWING WITH THEIR OWN BRAND
PETER PILOTTO
YOSHIKAZU YAMAGATA
ASTRID ANDERSEN
MARK FAST
AITOR THROUP
YUIMA NAKAZATO
FLORA MIRANDA
RICHARD QUINN
TOLU COKER
RAFAEL KOUTO
CAROLINE HU
ESTABLISH CREATIVE COLLABORATIONS
CREATE A BRIEFING TO DEVELOP A NEW PROJECT BASED ON YOUR STRATEGY
TARGET ALL APPLICANTS OR JUST FINALISTS
PUT THEM TO THE TEST AND USE THE OUTPUT FOR YOUR BRAND AND PRODUCTS
ANTICIPATE YOUR BRAND FUTURE
DEEPLY INTERLACE YOUR BRAND WITH:
THE TRENDSETTERS OF THE FUTURE
THE BEST SCHOOLS ON THE PLANET
THE FRESHEST CREATIVITY
CUTTING EDGE PROJECTS
THE FASHION COMMUNITY
TANGIBLE RESULTS OBTAINED BY
REALISING DREAMS
SUCCESS STORIES
ASSOCIATE WITH A LIFESTYLE EVENT
TWO DAYS IN TRIESTE, A PEACEFUL OASIS, FAR FROM THE HECTIC DYNAMICS OF THE FASHION CIRCUIT. A PLACE WHERE CREATIVITY CAN BE SAVOURED IN ITS ESSENCE, DEDICATING THE PROPER TIME AND ATTENTION TO UNDERSTAND IT AND DISCOVER IT. MINGLING WITH TRENDSETTERS IN A HOLIDAY-LIKE ENVIRONMENT.

OVER 100 LIFESTYLE AND FASHION JOURNALISTS PRESENT. OVER 100 FINALISTS AND FORMER FINALISTS THERE TO ESTABLISH NEW COLLABORATIONS.
“ITS IS ONE OF THE CHANGE-MAKERS WE NEED”
Marie-Claire Daveu - Chief Sustainability Officer and Head of International Institutional Affairs, Kering

“I LOVE ITS, AND ITS DRIVING FORCES. THIS IS NOT YOUR AVERAGE CONTEST”
Raf Simons - Fashion Designer

“ITS MEANS INCREDIBLE, TREMENDOUS, SENSATIONAL”
Hilary Alexander - Former Fashion Editor The Daily Telegraph
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OPPORTUNITIES OF EDITORIAL COVERAGE AND SOCIAL NETWORK COMMUNICATION

We all know that fashion is a highly competitive business and nowhere was that more evident than last month in the beautiful Italian city of Trieste. Against a backdrop of 1500, multi-million-pound publics held in the looks of the cream of young international design talent coming together to vie for a clutch of highly prized awards.

The annual International Talent Search (ITS) is now in its 10th year; in the running are some of the most important fashion designers emerging. Among them is a young Belgian designer Cathy Will, who went onto win for Trieste. She has just launched her own label while last year’s winner in the fashion category was Aliza Tavory, but her recent successes with her brand, Aliza, and her recent releases with a clutch of designers, have cemented her place in the world of fashion.

The event is not just about the designers; it’s also about the sponsorship and support from some of the world’s leading design and photography. The graduates are also given a platform to show their work and are showcased both on and off the catwalks. This year’s edition featured some of the most prominent designers, including the much-hyped designer of the moment, Dries Van Noten, and the architectural design of Stefan Kotochnik.

Past winners include young Belgian designer Cathy Will, who went onto win for Trieste. She has just launched her own label while last year’s winner in the fashion category was Albert Tavory, and we have an interview with him later in the issue.
OVER 3,700 ARTICLES PUBLISHED IN THE INTERNATIONAL PRESS
1,700 JOURNALISTS FROM 37 NATIONS ATTENDED THE FINAL EVENT
OVER 70 TV CHANNELS TALKED ABOUT THE PROJECT
TARGETED USE OF SOCIAL NETWORKS
INVITE YOUR OWN PRESS TO THE EVENT
Meet the gang of global design

With entrants from Japan to London, last month’s International Talent Support competition in Trieste

EDITORIAL COVERAGE
MADAME LE FIGARO - FRANCE - 16/07/2014
“Les talents les plus fous révélés au festival ITS de Trieste.”

DAZEDDIGITAL.COM - UK - 07/04/15 and 20/07/16
“International Talent Support (aka ITS) is the annual competition that, untehered by geography, scours the world’s best schools and plucks out the most promising creatives, kicking off the careers of the designers. Is the kind of singular vision and left-field concept that defines ITS, a contest that support contest over commerce.”

SETTE/CORRIERE DELLA SERA - ITALY - 15/03/2018
“Icons of the fashion system emerged from ITS, one of the most important contests in the world; since 2002 it discovers the best talents worldwide, providing them with support and a space to showcase their creativity.”

VOGUE ITALIA - ITALY - 01/09/2013
“The heart of creativity. In Trieste, ITS, scouting project that selects the best designers for tomorrow’s fashion.”
CNN - USA - 24/07/2014
“The ITS contest brings together the industry’s great and good to identify its most promising new designers”. Nicholas Kirkwood “There is real vision here, and it is that vision that ultimately moves fashion forward.”

D.REPUBLICA.IT - ITALY - 26/06/2018
“ITS, the international platform based in Trieste supporting design talents coming from all over the world is shining again! An extraordinary edition: with the alliance of private companies and institutions and the resilience ITS showed in rising again, it was an extraordinary edition.”

VOGUE.COM - USA - 20/07/2016
“For the past 15 years, Trieste has proved the perfect backdrop for the international contest call ITS, which has provided the fashion industry with quite an impressive number of young designers with innovative perspectives and fresh energy to spare.”
WMAGAZINE.COM - USA - 22/07/2016
“The prize money isn’t the real draw here... the prize at ITS is the audience and star-studded jury on the lookout for talent.”

MODERN WEEKLY – CHINA – 27/08/2011
“ITS is devoted to discover the new generations to be introduced in the fashion system, supporting the future development. More than a simple contest, ITS is a platform connecting senior designers and young designers.”

HIGH FASHION – JAPAN – 27/08/2009
“ITS strives to accomplish exactly what is stated in its name, a life of work devoted to supporting the talent of young individuals.”

ASAHI SHIMBUN – JAPAN – 21/07/2009
“ITS is a fashion contest renowned as a launch pad for young and promising fashion designers. ITS has stepped into the limelight proving to be the most impressive competition for the newcomers in the fashion business, showcasing work of a unique quality compared to many other contests.”
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
A BRIEFING BY THE DIESEL CREATIVE OFFICE TO REINTERPRET DIESEL ICONS
OVER 600 CONTESTANTS GIVE THEIR PERSONAL INTERPRETATIONS
OVER 1,000 SKETCHES
THE BEST 10 PROTOTYPES ON THE CATWALK
ONE TALENDED WINNER IN HOUSE FOR A 6-MONTH INTERNSHIP
YKK ACCESSORIES PROJECT
A BRIEFING CONCEIVED 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 SHOWCasing A CREATIVE USE OF YKK PRODUCTS
SWAROVSKI JEWELRY CONTEST
A DEDICATED 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
MORE THAN 100 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-RENOVISED ICON ON A 1-WEEK ROAD PROJECT IN L’AQUILA TO REPORT ON THE EARTHQUAKE IN A 12-PAGE EDITORIAL ON GQ AN EXHIBITION IN A MILAN GALLERY
ABSOLUT DESIGN AWARD
10 ACCESSORIES FINALISTS BRIEFED TO CONCEIVE A “CONTAINING OBJECT” FOCUSING ON AN EYE-CATCHING DISPLAY OF THE 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 THE TOP CLUBS OF THE WORLD
A FASHION PROJECT PLAYING WITH HERITAGE AND FUTURE
11 ICONIC PIECES FROM THE MMM ARCHIVES
11 REINTERPRETATIONS WITH AN INDIVIDUAL CREATIVE APPROACH
1 CUSTOMISED VIDEO TO SHOWCASE ALL PIECES AND THEIR REINTERPRETATIONS
THE WINNING PIECE AND ITS INSPIRATION SOURCE TOGETHER ON THE CATWALK
DEVELOPMENT OF A MULTIMEDIA ARTWORK TELLING A STORY THAT REPRESENTS THE WORLD OF SWATCH THROUGH THE EYES OF THE SELECTED FINALISTS
ONE WINNER AWARDED €10,000 + A REMUNERATED INTERNSHIP IN THE SWATCH CREATIVE LAB
FINALISTS SELECTED FROM FASHION, ACCESSORIES AND JEWELRY FIELDS TO DEVELOP THREE PROPOSALS OF A PROTOTYPE TO PROTECT AND CARRY THE NEW SAMSUNG GALAXY TAB S. FINALIST WHO DEVELOPS THE BEST PROTOTYPE RECEIVES €10,000.
TWENTY YEARS HAVE BUILT A UNIQUE COLLECTION OF 18,000 PORTFOLIOS, 500 OUTFITS, ACCESSORIES AND JEWELRY PIECES AND OVER 700 PHOTO PROJECTS. THEY WILL TRIGGER A DIALOGUE WITH THE ITS NETWORK IN AN INTERNATIONAL DIDACTIC SPACE BLENDING THE WORLDS OF FASHION, ARTS, CINEMA AND DESIGN. COURSES, WORKSHOPS, SPECIAL PROJECTS, TEMPORARY EXHIBITIONS... INVOLVING SCHOOLS, STUDENTS, TOURISTS AND THE WHOLE TERRITORY, FROM KIDS TO ELDERLY PEOPLE. A RESEARCH SPACE FOR EVERYONE.