PUSHING THE BOUNDARIES, INVENTING THE FUTURE

The mission of OTB is to build brands for a new breed of consumer – enabling development, challenging the rules, fostering creativity. This is why the group supports ITS (International Talent Support), the international platform for young design talents worldwide. Several past ITS finalists are integrated in the style offices of the group’s brands, confirming the quality of its long and elaborate selection.

This year OTB is the Main Partner of ITS FASHION and will assign the OTB Award to a young talent who will have the possibility to carry out an internship in one of the companies of the group and receive a cash prize. In addition to this and in partnership with ITS, OTB will give the ITS FASHION Award, consisting also of a prize in cash and the possibility for the winner to present their new project in the next edition of ITS.

OTB President Renzo Rosso, who has supported ITS since its creation 15 years ago, is known for being a visionary and a big supporter of young creativity. "I believe in pushing the boundaries of fashion, this is why I support the young talents of ITS: they are not afraid to innovate and challenge traditional perceptions, they bring modern ideas, and they are not afraid of the future, because they know that the best way to forecast the future is to invent it”.

OTB is the holding company of iconic fashion brands Diesel, Maison Margiela, Marni and Viktor&Rolf, and state-of-the-art companies Staff International and Brave Kid.
PRESS RELEASE

ITALY 2015: THE FUTURE
Celebrating the past - excited about The Future; YKK celebrates 10th year of ITS

YKK is proud to confirm its long-established partnership with ITS – International Talent Support. This year celebrating 10 years as the ITS ACCESSORIES Main Partner; YKK is delighted to be continuing their support of emerging fashion talents through unique designer collaborations and the expertise of the YKK team. The best accessories designer who finds a brand new way of using YKK’s fastening products will receive the YKK Fastening Award. This is one of the most important competitions for young designers and will take place in Trieste, Italy on 11 July 2015. The competition is open to new talents from all over the world.

YKK, the leader in fastening solutions market, has a long history of supporting talented and creative artists like Kansai Yamamoto but also has launched many successful careers including last year’s finalists Mirja Pitkaart (ACCESSORIES Collection of the Year winner); Ivana Damjanovic (YKK Award winner) and Takafumi Arai (YKK Special Award winner) as well as Ana Rajcevic, Benjamin John Hall, Victoria Spruce, Maria Hjelm, Yuima Nakazato, Emma Yeo, Tomasz Donocik, Camilla Skovgaard and many others who created impressive pieces of art using YKK fastening products in an innovative and pioneering way.

The ITS 2015 ACCESSORIES jury is an esteemed group of leading fashion and media influential professionals (the names to be confirmed shortly) as well as last year ITS ACCESSORIES Collection of the Year winner. The finalists’ projects will be presented to the ITS guests, jury members, international press, opinion leaders, heads of design studios and head-hunters.

Each application for the accessories competition, to be eligible for the YKK Award, must include in their collection a design which incorporates a fastening product supplied by any member of the YKK Group of Companies. YKK encourages the use of its latest developments and may use of the winning item in promotional advertising. All prizes will be delivered directly by YKK EUROPE LIMITED.

The ITS ACCESSORIES Award, in partnership with YKK, offers a cash prize of 10,000 Euros and the possibility to showcase a new project in the next edition. The winner of YKK Fastening Award will receive 5,000 Euros and the opportunity to be featured in the September issue of Dazed & Confused magazine.

YKK believes in creativity and has been promoting talented young designers through ITS ACCESSORIES since 2006. Now in its 10th year, the company will continue to explore the possibilities of adding inspiring accents to accessories and fashion with YKK’s fastening products by working closely with talented and creative designers.

For further information contact YKK Europe Press Office:
+44 (0) 20 7448 1358 / anna_stefaniak@ykkeurope.com / www.ykkeurope.com
SWATCH HIGHLIGHTS TALENTS OF THE FUTURE WITH INTERNATIONAL TALENT SUPPORT 2015

Swatch has expanded its partnership with ITS - International Talent Support, the leading showcase for young designer talent, and is focusing this year on “Talents of the Future” —young designer talents from around the world who will bring their ideas to Trieste for ITS 2015.

Now in its 14th year, ITS in the new edition will explore “The Future”. Swatch Creative Director Carlo Giordanetti commented, “We look forward to discovering young new talents who will be the stars of the future. We trust they’re connected to the future already and we’re hoping they will show us their vision and aspirations through fascinating, future-fueled, mind-blowing and of course beautiful ideas: this is what ITS ARTWORK 2015 is about.”

ITS 2015 participants from the world’s leading fashion, accessories and jewelry schools are invited to submit their best work in one or more of three areas: ITS FASHION, ITS JEWELRY and ITS ACCESSORIES. The fourth area, ITS ARTWORK, is open to participants who have enrolled in one or more of the other areas. The jury for the ITS ARTWORK area, invited by Swatch, will be composed of an eclectic set of personalities who are active in fields ranging from music to fashion and art. Representing their fields and their own unique points of view, the jury members will evaluate the content of each participant’s portfolio and select a limited number of ITS ARTWORK winners.

Two prizes will be assigned for ITS ARTWORK:

The ITS ARTWORK Award, established in partnership with Swatch, focused on purely artistic talent, will offer the winner a substantial cash prize, along with the opportunity to showcase a new project at the next edition of ITS.

The Swatch Award is the expression of Swatch’s commitment to supporting young and creative new talents. The winner will be selected by the ITS ARTWORK jury and awarded a six-month remunerated internship at the Swatch Creative Lab in Zurich, along with a cash prize.

The Finals of ITS 2015 will take place July 11, 2015. Up to ten ITS ARTWORK finalists will be invited to Trieste, Italy, to display their art in a dedicated exhibition. For ITS ARTWORK contest details please visit www.itsweb.org.

For further information, please contact:
Swatch PR International
Nicole Schüpbach
T +41 32 343 98 19
F +41 32 343 96 69
E-mail: nicole.schuepbach@swatch.com
www.swatch.com
SWAROVSKI & INTERNATIONAL TALENT SUPPORT 2015
BRAND PARTNERSHIP WITH ITS JEWELRY SET TO CONTINUE

Swarovski is delighted to be continuing its cooperation with International Talent Support 2015 (ITS 2015) in its annual search for the crème de la crème of the world’s young design talent. As a longstanding supporter of young fashion and jewelry designers, Swarovski remains committed to its role as main partner for the ITS JEWELRY Award and will again present the special SWAROVSKI Award. The Scouting Tour is from March 9 - 13, followed by pre-selection on April 20, 2015 in Trieste, Italy. Winners will be announced at the Finals in Trieste on July 11, 2015.

ITS – International Talent Support, born in 2002 as a fashion competition, is now a platform for creative people from four different areas: ITS FASHION, ITS ACCESSORIES, ITS JEWELRY and ITS ARTWORK. They are offered not only talent support but also a chance to exchange ideas, opinions and the all-important know-how with other attendees. Equally coveted is the opportunity to establish new business contacts and work-based relationships in a setting perfect for stimulating creativity.

Swarovski’s support for young fashion and jewelry designers is a unique opportunity for them to have visibility through the relationship with the renowned Swarovski brand and by being part of the professional network with which it is associated. The company, which has always had sustainability and social responsibility at its very core, also supports the candidates with the world’s finest crystals that at the same time stand for both quality and longevity.

Ute Schumacher, Vice-President Trend and Design Center Head Office Swarovski Professional, will again head the panel of industry notables. “ITS is one of the few international platforms for creativity that enables young designers to present their work to experts, interact with their peers, and be inspired by the lively exchange of creative ideas. It attracts students and young designers from all over the world, bringing together a wealth of diverse ideas and different backgrounds.” This year, the competition draws its inspiration from a special focus on “The Future” and its component themes such as life extension, mind uploading, food printing, interplanetary travel, bio-robotics and cryogenics.
ITS JEWELRY

Ute Schumacher, speaking about ITS and Swarovski’s participation: “The goal of Swarovski is to discover fresh, open-minded designers who can create new concepts in crystal jewelry using sparkling Swarovski crystals. The most important criterion is to come up with a shimmering, original design that fits the brief. We expect finalists to demonstrate the skills required to take their concepts a step further and really push boundaries. But they must also present work professionally, based on the highest aesthetic standards.”

The ITS JEWELRY Award in partnership with Swarovski includes €10,000 plus the opportunity to showcase a new project at ITS 2016. Swarovski challenges the contestants to create innovative jewelry designs with crystal and offers a €5,000 prize to the winner of the SWAROVSKI Award. Swarovski, the main partner for ITS JEWELRY since its launch in 2011, also supports all ITS JEWELRY Finalists with €1,000 towards the production of their designs.

With more than a century of tradition of working with fashion and design icons from Chanel, Schiaparelli and Dior through to today’s catwalk superstars, Swarovski treasures its deep commitment to supporting tomorrow’s design luminaries. It views ITS JEWELRY as an ideal platform for encouraging the creativity that is vital for the future of the fashion jewelry industry.
Swarovski delivers a diverse portfolio of unmatched quality, craftsmanship, and creativity that goes beyond the manufacturing of crystal. Founded in 1895 in Austria, Swarovski designs, manufactures, and markets high-quality crystals, genuine gemstones and created stones, and finished products such as jewelry, accessories, and lighting. In addition, Swarovski Crystal Worlds was established as a unique venue dedicated to showcasing artistic interpretations of crystal. Swarovski Entertainment collaborates with established industry partners and exceptional talent to produce international feature films, while the Swarovski Foundation supports creativity and culture, promotes wellbeing, and conserves natural resources. Now run by the fifth generation of family members, Swarovski Crystal Business has a global reach with approximately 2,480 stores in around 170 countries, more than 24,000 employees, and revenue of about 2.33 billion euros in 2013. Together with its sister companies Swarovski Optik (optical devices) and Tyrolit (abrasives), Swarovski Crystal Business forms the Swarovski Group. In 2013, the Group generated revenue of about 3.02 billion euros and employed more than 30,000 people.

For further information and PR material, please contact:
Swarovski International PR
Katharina Pretzl
Mail: katharina.pretzl@swarovski.com
Tel: +43 (0) 5224 500-1454
WWW.SWAROVSKI.COM/PROFESSIONAL
ITS Press Release

eyes on talents, the online platform used by global design-led brands to discover and connect with today’s best talent, is proud to announce its third partnership with International Talent Support. The fourteenth Edition of ITS will take place in Trieste, Italy on July 11th 2015.

Accessible by invitation only, eyes on talents rewards creative innovation in the world of fashion and design with the eyes on talents Awards.

eyes on talents will support the 2015 ITS FASHION and ITS ACCESSORIES competitions and the eyes on talents Award will be granted to a finalist from one of these areas.

The eyes on talents Award Winner, acknowledged for its outstanding talent, will receive a cash prize of €3,000 and benefit in addition with featured profile communication to all eyes on talents’ subscribing brands and publications.

All of ITS 2015 finalists from each creative discipline will be invited to have their page with profile and online portfolio on eyes on talents, to be viewed by and shared with design-led brands.

eyes on talents selects creative and design talent from the fields of fashion and accessories, jewellery and watches, photography, graphic design, architecture and industrial design, and partners with the best Festivals worldwide.

www.eyesontalents.com
“THE FUTURE” WITH ITS & DEVELON

This year, as before, Develon is the Internet partner of the 2015 edition of ITS, a contest for young international talents.

The collaboration continues between ITS and Develon Group – www.develon.com, the digital company from Vicenza, Italy, that develops strategies in the field of online communications, e-commerce and web marketing, combining efficiently vision, analysis, design and technology.

Thanks to this partnership, the fourteenth edition of ITS - International Talent Support - will become even more social with Collektr - live.itsweb.org, the live stream that will allow to see the contest and the final event of the 11th of July through the eyes of the young and creative participants, the prestigious partners and the general public. It will be a collective diary updated in real time and made up of a flow of tweets, posts, photos and videos shared by the big ITS community on the main social media using the hashtag #itscontest.

ITS 2015 and Collektr - live.itsweb.org are the two projects aimed at promoting research, creativity and new ideas, the values that have always been at the center of Develon's evolution.

For Informations:
Develon - www.develon.com
Chiara Pieropan - chiara.pieropan@develon.com
Paolo Zeni - paolo.zeni@communitygroup.it