

ITS 2019 SINCERELY TRUE. THE FINALISTS' CREATIVE NARRATIVES DEPICT A GENDER-FLUID WORLD, EMBRACING SUSTAINABILITY.

An immersive journey that engages all the senses and stimulates the mind with projects, sketches, samples, fabrics, inspirations... Stories that tell the silent yet disrupting power of creativity that can be heard over the global background noise. This was the mood of the last few weeks at the **EVE HQs**, the agency that has been organizing **International Talent Support** for the last 18 years.

The finalists selected among hundreds of portfolios sent in from all over the world were chosen by a distinguished judging panel composed of fashion insiders, journalists and head-hunters, with the added value of two past finalists from previous editions of the contest, who returned to Trieste to look at the universe of ITS from a new and different point of view, in the very place that helped them start their professional path. In addition, during this year's edition a special prize will be assigned to young designers embracing sustainability.

The final event: July 12, in Trieste

The ITS 2019 final event, that will also launch the ITS Arcademy, will be held in **Trieste on July 12**, at the **Magazzino 42** located along the city's seafront. Over that weekend the city will be hit by a huge creative wave of young talents, designers, journalists. They will be accompanied, as usual, by teachers and past finalists to discover and support **ITS Family's** new generation, demonstrating once again the strong sense of community that ITS has built throughout the years.

THE FINALISTS AND THE STANDOUT TRENDS

The thorough examination of the projects submitted has evidenced a number of common, across-the-board traits shared by young creatives from all over the globe. These talents see the world as one, and their collective imagination is increasingly more fluid and inclusive, immensely multifaceted, distancing themselves from judgment and preconceptions. Gender distinctions are a distant memory, and gender fluidity describes the human being, not the female or male individual, calling the whole issue off. It's the amazing vision of the world as one within the official perspective of a society that would rather see us divided, expressly opposed, elitist, tending towards exclusion. This doesn't mean that the new ITS generation lacks an identity; quite the opposite. Identity-related awareness remains marvellously open to diversity, always a way to improve ourselves. The mix & match emerges as a symbol of such an outlook of the world, a perfect metaphor of all the countless, possible combinations, of elements that are equally significant. And from sustainability, a theme whose importance had been already detected in 2016, all the possible paths branch out. Back then, designers were only just starting to understand and experiment with less impactful techniques, mainly focusing on the working conditions in fashion, with the Rana Plaza tragedy still in their minds. The current approach – natural materials and treatments, the massive use of upcycling, the re-use of discarded materials, of waste and plastic – shows an amazing awareness and clarity of mind, making us confident that this kind of attitude has only just started in fashion, the second most polluting industry globally.

Here are the finalists of ITS 2019, the new protagonists of our contest, eager to become part of the cosmopolitan **ITS Family**. They hail from **15 countries**, confirming the **international propensity of the contest**: China, Japan, Australia, Belgium, Switzerland, South Korea, Great Britain, Peru, Israel, United States, Germany, Finland, Taiwan, Thailand and Estonia.

ITS ARCADEMY: A FREE SPACE FOR CREATIVE INTERACTION AND EXCHANGE

In 2019 ITS is adding a new, fundamental piece to its mosaic, a significant development - and evolution - of the 360° creative path that the platform conceived by **Barbara Franchin** has started from day one.

ITS Arcademy is based upon 18 years of untiring research that has showcased the best emerging fashion and jewellery design talents in Trieste.

Through the creation of the **ITS Creative Archive** further enriched year after year with the finalists' designs and the portfolios submitted by all applicants, ITS has developed a **protected reserve of creativity** where the new project is precisely rooted.

The **ITS Creative Archive** is a **one-of-a-kind** contemporary art archive, a cultural asset that testifies the evolution of contemporary fashion and establishes a valuable conversation between past, present and future creations. An ever-expanding collection comprising **almost 18,000 portfolios, over 220 outfits, more than 200 accessories and jewellery pieces, over 700 photographs and 100,000 images.**

Throughout the years our archive has captured the attention of museum directors and insiders such as the **Victoria&Albert Museum, the MET, the Galliera Museum in Paris and the Museum at FIT in New York**, as well as of fashion editors and professionals, students and teachers from fashion schools and universities worldwide.

"The ITS Creative Archive holds a history of the recent past with fashion treasures for the future. Documenting the creative process of thousands of the most promising students in fashion, accessories, and jewelry design the Archive is a documentation of the evolution of the most cutting-edge thinking and creation of the best new talents globally"

Harold Koda - Curator in Charge of The Costume Institute at **The Metropolitan Museum of Art**

"The ITS Creative 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**

The term **Arcademy** encompasses and sums up the core elements of the mission envisaged by ITS: **Archive, Arc and Academy**. This is a place where innovators, fashion insiders, professors and visionary talents will be able to interact and exchange views.

Circularity is another important keyword for this new path: **past finalists**, like those who have helped selecting the finalists of this year's edition, jury members and all the others elements of the global network of ITS will play an **active role** in the construction of Arcademy, that aims at being a new house, open to all expressions of creativity, art and culture.

ITS Arcademy will propose a multifaceted calendar of initiatives and educational paths, from those dedicated to simple fashion lovers to others expressly conceived for professional and companies, through diverse programmes created for people of all ages and from all backgrounds. Children and grown-ups will be interacting and exchanging views, locally and globally.

"The ITS Arcademy is a stimulating and energizing project! The idea to build a creative community for global education is great! I can imagine the added value, energy, the catalyst and multiplier effect that this project will have in its new amazing home. I cannot wait to see the ITS Arcademy flag blowing in the wind over Trieste!"

Carlo Giordanetti - Creative Director Swatch International

“WOW. The ITS Arcademy is a great idea. Great building for its home. I love the vision behind this! Finally, a platform that can not only showcase but also APPLY directly and indirectly the products of ITS... Not only the archive, but also the many finalists and partners of ITS who can become a network to inspire a new generation of people, beyond just students coming from creative courses”

Aitor Throup - Artist, designer, creative director / ITS 2006 Finalist

“It will be a pinnacle for Italian culture and the location is unquestionably perfect! I cannot wait for the pleasure to be involved!”

Valentina Maggi - Director of Design Practice at Floriane de St Pierre & Associés

THE PRE SELECTION JUDGING PANEL

A distinguished **judging panel** gathered in Trieste for two days to examine and exchange views over the portfolios submitted by young talents from all corners of the world.

Barbara Franchin – ITS founder and director

Aitor Throup - Artist, designer, creative director – ITS#FIVE finalist

Michael Kampe - Creative Director Lee Jeans E.M.E.A. and Design Tuto – ITS#NINE finalist

Luca Rizzi - PITTI Immagine Tutoring & Consulting Director

Carlo Bach - Art Director illycaffè

Carlo Giordanetti - Creative Director Swatch International

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

Valentina Maggi - Director of Design Practice at Floriane de St. Pierre et Associés

Alessandra Rossi - Chief Digital Officer Tomorrow Holdings

PARTNERS

An extensive network of companies will be supporting ITS on the 2019 edition:

OTB is an international fashion group, the parent company of iconic fashion brands Diesel, Maison Margiela, Marni, Viktor&Rolf, Paula Cademartori, and state-of-the-art companies Staff International and Brave Kid. The mission of OTB is to build brands for a new breed of consumers - enabling development, challenging the rules and fostering creativity. The group finances several initiatives aimed at discovering new creative talents, such as ITS, supported by OTB since the very beginning.

The philosophy that prompted **illycaffè** to open up a fast-track channel of communication with the art grew out of a veritable ideal that we pursue: the union of the beautiful and the good, integrating an ethical dimension with aesthetics. For a company as illycaffè that pursues the sustainable quality, seeking beauty is a key component of its corporate culture and ethics that extends into many different areas and helps disseminate art and creativity.

Swatch is excited to approach ITS 2019: another page has been written about this amazing creative romance and the **ITS Time for Coffee** project will be unveiled. 2018 winner of the newly created award, British designer **Tolu Coker**, has been spending 10 weeks in the Swatch Art Peace Hotel and her project will be about that experience, and for sure a flavourful and rich one.

SPONSORS

The mission of ITS is shared by prestigious sponsors:

Lotto, the leading Italian brand in footwear and sport clothing since 1973, is synonymous with Italian style, Innovation and Design. Founded 45 years ago to produce tennis and soccer shoes, over the decades the best teams and athletes all over the world have donned Lotto's shoes and apparel.

Allianz Italy is a major provider of insurance and financial services in Italy and is part of the Allianz SE Group, world leader in insurance and asset management. It employs over 5,000 people to serve more than 7 million customers, through a multichannel distribution network consisting of 25,000 professionals, including insurance agents, territorial collaborators and financial advisors, in addition to bancassurance agreements and market leader in direct insurance Genialloyd.

Tomorrow Holdings Ltd is a multi-service business accelerator for fashion brands. The Group helps brands to develop and achieve sustainable international growth - both in terms of their business, and the impact on our planet.

The renowned Trieste store **Coin** - the largest Italian department store chain - relaunches as **COIN Excelsior**. With an even more accurate selection of Italian & international brands in fashion, beauty care and home decoration, it sponsors ITS and presents the Coin Excelsior Award: one lucky finalist will receive a €3,000 Coin Gift Card to spend at the store.

Since 2001 **Trieste Trasporti** is the concessionaire of the local public transport service in the province of Trieste. The 60% of the company is held by the Municipality of Trieste, the 40% is by Arriva (Deutsche Bahn Group), the European leader in passenger transport. Technological innovation, quality of services, attention to the environment make Trieste Trasporti one of the most appreciated Italian companies in the transport and mobility sector.

Trieste Airport offers air services to domestic and European destinations, operated both by full-service and low-cost airlines. Thanks to its strategic location, this airport is the ideal gateway to the Friuli Venezia Giulia and Veneto regions as well as to Slovenia, Croatia and Austria.

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.

Eurospital was born in Trieste in 1948, thanks to the commitment and vision of its founder Giorgio Kropf. Eurospital today produces and markets pharmaceutical products, medical-surgical aids, medical and diagnostic devices and dietary products (gluten-free foods and food supplements). The people working in the four areas of activity of Eurospital - diagnostic, hospital, pharmaceutical and gluten-free - constitute a single team of about 150 people able to share knowledge, experiences, information and strategies. The group operates at the Trieste headquarters and in over fifty countries around the world.

Our website and app run on technologies and services provided by **Develon**, internet partner of ITS 2019.

Eataly is eating and living the Italian style. The idea is pretty simple: a big and joyful place where the Italian food and wine - growing traditions are affordable and can get bought, eaten and studied by everyone. Eataly Trieste is devoted to all the winds that make the Italian biodiversity unique around the world, giving life to lots of products of excellent quality.

Eurocar Italia Srl is the biggest car dealer group within Friuli Venezia Giulia. It consists of 7 commercial branches with 180 people and 90 million Euro sales turnover. It sells over 3000 new and 2000 used cars per year. The Company operates in FVG since 2004.

Inspired by starred chef Matteo Metullio, two new gourmet stars shine in piazza Unità d'Italia, Trieste. The **Harry's Piccolo**, which has recently earned Trieste's first Michelin star, is an intimate venue to indulge in an exclusive wine and dine experience, while in **Harry's Bistrò** haute cuisine, elegance and an informal mood blend harmoniously.

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

Vogue Talents, the platform dedicated to talents from all over the world with a dedicated section on **Vogue.it** and included twice a year as a supplement of Vogue Italia, **this year celebrates 10 years** and is back as Media Partner of ITS 2019.

Il Piccolo, the newspaper of Trieste which has followed and supported ITS all the way, is back as Media Partner of ITS 2019.

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

The Office is a valuable technical supporter.

International Talent Support is created under the **Patronage** of **Ministero dei Beni Culturali, Autorità di Sistema del Mare Adriatico Orientale, Pitti Immagine** and **Camera Nazionale della Moda Italiana**.

THE ITS AWARDS: ENDURING SUPPORT

The awards that will be assigned at ITS 2019 aim to support the winners alongside their professional path and help them fulfill their creative dreams.

The **ITS Award powered by Allianz** winner will receive a cash prize of €15,000. Furthermore Pitti Immagine will offer a 12-month mentorship by the **Tutoring & Consulting Direction** and the opportunity to showcase the collection at **Pitti Uomo in January 2020 in Florence**, or if a womenswear designer at Super in Milan, on February 2020.

The **OTB Award** will grant €10,000 and the winner might be offered an internship in one of the brands of the group with an expenses reimbursement and a return ticket from the winner's residence country.

The **Diesel Award** will grant the winner a 6-month internship in Diesel with an expenses reimbursement, a return ticket from the winner's residence country and lodging.

The **ITS Fashion@Work by illy Award** will grant €10,000 to the winner.

The **Lotto Sport Award** will consist of a 3-month internship with Lotto Sport Italia that will include the design and development of an exclusive project built around a shoe or an apparel mini capsule collection.

The **CNMI - Camera Nazionale della Moda Italiana Award** will grant the winner a cash prize of €5,000.

The winner of the **Tomorrow Award** will have a space to showcase his/her collection by the Tomorrow Showroom at the Tate Gallery, London.

The **Coin Excelsior Award** will assign a €3,000 Coin Gift Card to the collection of the finalist who is most promising in terms of creativity and ability to successfully match Coin Excelsior's reference market.

An **Award for Sustainability** will be assigned to the collection that most strongly approached the topic (more details to be announced)

A **Special Mention by Vogue Talents** will be awarded to a finalist. The winner's collection will be featured on the Vogue Talents website and in the supplement of Vogue Italia.