

HERE WE BELONG, ITS 2020 WINNERS.

Watch ITS fashion film to find out about all the awards.
For the first time a prize has been awarded by the viewers.

ITS 2020, MORE THAN A FASHION FILM

On Friday, October 23 **ITS 2020 - HERE WE BELONG** was streamed live on the dedicated digital platform, starring the 32 finalists of this year's edition and their projects.

It is not just a story, but a collection of stories sewn together into a narrative texture **the ITS way of making a fashion film. This new format** has enabled a global audience to take a **closer** look at the finalist's projects, to discover the details and see them come to life on a set.

For the first time viewers had the chance to vote their favourite designers from home during the live streaming to assign the **ITS People's choice Award**.

The journey portrayed by the fashion film, which also included the breathtaking aerial shooting provided by **Promoturismo FVG**, took the viewers to the enchanting locations of **Regione Friuli Venezia Giulia**. A journey that begins in the uncontaminated sceneries in the Region, calls at the set which hosted part of the shooting of this amazing adventure, and culminates in the historic **Palazzo della Regione in Piazza dell'Unità in Trieste**, overlooking the sea.

The 19th century Salone di Rappresentanza hosted the awards ceremony with an innovative formula blending the physical and the virtual.

THE WINNERS OF ITS 2020

- **ITS Responsible Fashion Award powered by Allianz**, €10,000 and a Tutorship on Responsible Creativity offered by Fashion Revolution.
Olivia Rubens: to the finalist who managed to merge a challenging, socially relevant concept with a responsible way to do fashion, all the while experimenting with silhouettes and shapes. The investigation into women's "true" selves and their perception of others has been carried with humor and poignancy and delivered with captivating image-making. The use of biodegradable, natural materials with a certified traceability and natural dyes is outstanding. So is the battle against the injustices of bullying and prejudice.
- **ITS Responsible Accessories Award powered by Allianz**, €10,000 and a Tutorship on Responsible Creativity offered by Fashion Revolution.
Clara Chu: To the finalist who presented a testament to the transformative powers of creativity. What to others is discarded trash becomes mind-expanding raw material. This project manages to transform kitchenware and household objects like water bottles, ice-cube trays and jar openers, plus the humble Tupperware lunch box, into a colorful collection of fashion accessories that are fun as they are useful, with an eccentric twist. By doing so, it gives a pop spin to the responsible art of recycling.

*Fashion Revolution has offered a further tutorship to **Cameron Williams**.*

- **ITS Press Choice Award**, €5.000.
Syna Chen
- **OTB Award**, €10,000 and the winner might be offered an internship with one of the group's brands.
Andrew Bell
- **Diesel Award**, €10,000, plus a 6-month internship at Diesel's HQ in Italy.
Noa Baruch
- **ITS Fashion@Work by illy Award**, €10.000.
Johanna Parv - Rosie Baird ex aequo
- **ITS ARTWORK by Swatch Art Peace Hotel Award**, For a period of 4 to 8 weeks, in 2021, the winner will be hosted in Shanghai by the Swatch Art Peace Hotel.
Rei Sato & Jumi Tanabe
- **Lotto Sport Award, stage di 3 mesi in Lotto Sport**, 3-month internship with Lotto Sport for the winner who will have the opportunity to directly follow and develop a sports-inspired capsule collection in Lotto's style office.
Johanna Parv
- **Tomorrow Entrepreneurial Creativity Award**, space to showcase his/her collection at the Tomorrow Le Palais Showroom, Paris.
Jimin Lee
- **Camera Nazionale della Moda Italiana Award**, €5.000.
Olivia Rubens
*Camera Nazionale della Moda Italiana in addition has invited **Cameron Williams** to take part in the next edition of Fashion Hub.*
- **ITS Fondazione Ferragamo Award**, €5,000 and the opportunity to carry out an internship in the Company's Creative Department.
Felipe Fiallo
- **Pitti Immagine Award**, 6-month mentorship program offered by the Tutoring & Consulting Direction of Pitti Immagine and the opportunity to participate in the Super women's fair in February 2021 in Milan.
Andrew Bell
- **Vogue Talents Special Mention**, The winner's collection will be featured on the Vogue Talents website.
Cameron Williams
- **ITS People's Choice Award**, €1.000
Felipe Fiallo

The International Jury of ITS 2020.

The outstanding panel assessing the finalists' projects was composed of:

Paola Antonelli - Senior Curator, Department of Architecture and Design, The Museum of Modern Art

Carlo Bach - Art Director illycaffè

Tim Blanks - Editor-at-large, The Business of Fashion

Anna Burckhardt - Curatorial Assistant, Department of Architecture and Design, The Museum of Modern Art
Carlo Capasa - Chairman della Camera Nazionale della Moda Italiana
Lucinda Chambers - Co-Founder of Colville and Collagerie
Orsola de Castro - Founder & Global Creative Director Fashion Revolution
Deanna Ferretti - Modateca Deanna
Angelo Flaccavento - Independent Fashion Critic and Curator
Barbara Franchin - Founder & Director ITS
Carlo Giordanetti - Management Swatch International, CEO Swatch Art Peace Hotel
Luca Josi - Head of Brand Strategy, Media e Entertainment of TIM
Stavros Karelis - Founder & Buying Director of the London concept store MACHINE-A & Buying Director of the SHOWstudio online store
Christelle Kocher - Founder and creative director of KOCHÉ
Stefano Martinetto - CEO Tomorrow Holdings Ltd
Mika - Singer & Songwriter
Stefania Ricci - Director of Museo Salvatore Ferragamo and Fondazione Ferragamo
Luca Rizzi - Tutoring & Consulting Director Pitti Immagine
Andrea Rosso - Licenses Creative Director & Diesel Sustainability Ambassador, and Founder of MYAR
Renzo Rosso - President of OTB
Sara Sozzani Maino - Deputy Editor in Chief Vogue Italia, Head of Vogue Talents & International Brand Ambassador Camera Nazionale della Moda Italiana
Kiki Smith - Artist
Valerie Steele - Director and Chief Curator of the Museum at the Fashion Institute of Technology
Patricia Urquiola - Architect & Designer

Ed ecco la **Media Jury** che ha assegnato il nuovo premio **ITS PRESS CHOICE AWARD**:

Gary Armstrong - Gq Style, UK
Andrea Batilla - Andreabatilla.com, Italy
Whitney Bauck - Fashionista.com, Usa
Giampietro Baudo - L'officiel, Italy
Elisa Pervinca Bellini - Vogue, Italia
Ales Caks - Goodlife, Slovenia
Tiziana Cardini - Fashion critic, VogueRunway—Vogue.com
Declan Chan - Freelance Stylist, Hong Kong
Michele Ciavarella - Style/Corriere Della Sera, Italia
Yuanye Deng - Wallpaper, China
Alice Fisher - Observer Design, UK
Sisi Gu - Top Star, China
Caroline Issa - Tank, UK
Daniel Kalt - Die Presse, Austria
Raoul Keil - Schon, UK
Luca Lanzoni - Hearst, Italy
Susie Lau - Stylebubble, UK
Antonio Mancinelli - Marie Claire, Italy
Simone Marchetti - Vanity Fair, Italy
Mariko Mito - Bunka Paris, Japan
Kaname Murakami - Wwd, Japan
Dominique Muret - Fashionnetwork.com, France
Isabella Naef - Fashionunited.it, Italy

Pam Boy - Love Magazine, UK
Karine Porret - L'express, France
Alan Prada - Harpers' Bazaar, Italy
Simon Rasmussen - Office Magazine, Usa
Federico Rocca - Vanityfair.it, Italy
Stefano Roncato - Mff, Italy
Yuval Saar - Portfolio Magazine, Israel
Megumi Takahashi - Shenken Shimbun, Japan
Rachel Tashjian - Gq, Usa
Emanuela Testori - Amica, Italy
Serena Tibaldi - La Repubblica, Italy
Dirk Van Vernesdaal - Stern, Germany
Rebecca Voight - Leaf, France
Gemma Williams - Jing Daily, China
Allen Wo - L'Officiel Hommes, China
Fumiya Yoshinouchi - Fashionsnap.com, Japan
Wen Zang - Dazed, China

ITS 2020 PARTNERS

This 2020 edition **Regione Friuli Venezia Giulia, Promoturismo FVG, Municipality of Trieste, Fondazione CRTrieste, Fondazione Friuli** and **Fondazione Carigo** continue their support, as does backing from **Autorità di Sistema Portuale del Mare Adriatico Orientale**. They are International Talent Support's travel companions and have deep seated values, not only for the project's institutional importance, but also for its roots, firmly planted in the territory: 'HERE WE BELONG'.

OTB is an international fashion group, the parent company of iconic fashion brands Diesel, Maison Margiela, Marni, Viktor&Rolf, Amiri, 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 which has prompted **illycaffè** to open up a privileged communication channel with the art world is grounded in a true ideal to be followed: the combination of the good and the beautiful, incorporating the ethic and the aesthetic dimensions. For a company such as **illycaffè**, which pursues sustainable quality, creating beauty is a key component of corporate culture and ethics which extends across numerous areas, and contributes to the dissemination of art and creativity.

'HERE WE BELONG': the spirit of **Swatch** belongs to the world. Since its creation, conceived as a universal, democratic object, Swatch has been thriving on diversity, multiplicity, dynamism, inclusion and positive energies that intertwine, feed on each other and multiply. In this vein, in 2011 **Swatch Art Peace Hotel** was launched in Shanghai: a remarkable position, in the heart of the most dynamic and vibrant of Chinese metropolis, a unique space in terms of dimensions, style and capacity, expressly conceived for artists of all generations, from all countries and all disciplines, that will make here their 'home' for a few months and have the chance to carry out their work and express their talent, meet other artists, exhibit their creations and interact with the local art community. To date the Hotel has housed in Shangai **379 artists from 51 countries**. Three of them were the recipients of the ITS/Swatch Art Peace Hotel award in previous editions of the contest. This year the Swatch Art Peace Hotel **will select the next creative** who will have the unique opportunity to live such an experience from the finalists of ITS Artwork 2020, powered by Swatch Art Peace Hotel.

SPONSORS & SUPPORTERS

The mission of ITS is shared by a number of important sponsorships:

Lotto, is the leading footwear and sportswear company, synonymous with Italian style, Innovation and Design. Founded in 1973 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. Today, Lotto expresses its heritage also through a lifestyle collection with an eye on fashion.

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. In Italy Allianz 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.

Tomorrow are proud to continue our partnership with the International Talent Support, especially in what has been an unprecedented year for the industry. We believe that mentorship, support, and guidance is crucial now more than ever and is integral to emerging brands in this global climate, especially with the current pandemic. We look forward to presenting the award of Entrepreneurial Creativity and are excited to be providing a platform for the winner to present their collection at the Tomorrow Le Palais Showroom in Paris. Tomorrow's ethos is to power, nurture and champion entrepreneurial creativity, which we will continue to strive to achieve through awards such as the ITS.

Trieste Trasporti is now a member of the Tpl Fvg consortium that, from 1 May 2020 handles the service in Friuli Venezia Giulia. The 60% of the company is held by Amt (controlled by the Municipality of Trieste), the 40% is owned 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 – Friuli Venezia Giulia 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 Airport is an integrated multi-modal hub, for air-rail-road interchange, with local, intercity and long-haul bus and train services, enhancing accessibility and connectivity.

Eurospital was established in Trieste in 1948, thanks to the commitment and vision of its founder Giorgio Kropf. Currently Eurospital produces and markets pharmaceutical products, medical-surgical aids, medical and diagnostic devices and dietary products (gluten-free foods and food supplements) within the 3 company business units - diagnostic, pharmaceutical and gluten-free- which 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 runs on technologies and services provided by **Develon**, internet partner of ITS 2020. Develon is a group of companies focusing on digital business strategy and technological innovation for digital channels.

Banca Mediocredito of Friuli Venezia Giulia was established in 1957 to foster the development of companies operating in Friuli Venezia Giulia. Since July 2018, the Bank has been part of the Iccrea Cooperative Banking Group, the largest Italian cooperative banking group, the third largest Italian banking group in terms of branches - 2,600 in 1,759 municipalities - and the fourth in terms of assets, with 155,5 billion euros. Friuli Venezia Giulia Region holds a significant minority stake in the Bank's capital. Since its establishment, the Bank has supported the entire local economic system, facilitating the availability of services and financial resources to public and private entities operating in the area.

Piano B, a communication agency specialized in special events, conventions and festivals; recognized by clients for its creative and innovative attitude in project management. The ITS 2020 Event is produced in Partnership with Piano B with Plesh technical support”.

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 to Vogue Italia, is back as Media Partner of ITS 2020.

Il Piccolo, the newspaper of Trieste which has followed and supported ITS all the way, is back as Media Partner of ITS 2020.

Saiph srl is a company in Trieste operating in the field of mechanical processing, able to work in all industrial processes of precision machining, numerical control machines, light and heavy carpentry and maintenance of industrial machine with scheduled and extraordinary activities.

The Office is a valuable technical supporter.

Winters Hair Concept, the artisans of beauty are ITS 2020 technical supporters.

Now more than ever the **Italian fashion system** is actively supporting young talents by joining forces and teaming up with ITS 2020 to nurture a future where responsible creativity can play an increasingly important role. International Talent Support is created with the Patronage of: **Ministero dei Beni Culturali, Autorità di Sistema Portuale del Mare Adriatico Orientale, Pitti Immagine, Camera Nazionale della Moda Italiana, Fondazione Ferragamo.**

ITS 2020 is created and organized by **EVE** with the support of **Regione Friuli Venezia Giulia, Promoturismo FVG**, the **City of Trieste** and **Fondazione CRTrieste**; **OTB, illycaffè** and **SWATCH** are the partners of ITS 2020.