

The renowned international platform for emerging designers releases its latest edition's shortlist.

## ITS Contest 2023 - The future of creativity in sixteen names.

- An international panel of experts selected the most promising designers from the edition's over 750 entries from 65 countries.
- Among the judges, Canadian curator Thierry-Maxime Loriot, celebrity stylist Tom Eerebout and Sara Sozzani Maino, Creative Director of Fondazione Sozzani.

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(Trieste) 11/22/23 - ITS Contest has announced the lineup of finalists for its 2023 edition. Sixteen emerging fashion, accessories, and jewellery designers will follow in the footsteps of Demna, Matthieu Blazy, Richard Quinn, Chopova Lowena, some of the creatives that the international contest founded in 2002 contributed to discover at the beginning of their journey. For over twenty years, ITS Contest has acted as a seismographer, capturing and interpreting the creative waves and new directions of talent from all latitudes.

"We are at a generational shift of imagery, of reference points. A new generation of designers is taking hold, and young talents are realising this, charting different trajectories," explains **Barbara Franchin, President of Fondazione ITS**. "Right now fashion is experiencing a moment of great confusion and readjustment, with an ongoing redefinition of the role of the creative director. Who is the designer of the future? Either way, she or he steps out of the creative process, now taking a back seat to economic factors." she adds.

The international jury invited to Trieste by **Barbara Franchin** evaluated a selection of **over 750 creative proposals received from 65 countries**. The panel included fashion, design, and talent experts capable of interpreting the spirit of the times, with a focus on sustainability. Their judgment is positive:

"The quality of the projects is always above average, with so much creativity and freedom of expression." says **Sara Sozzani Maino**, Creative Director of Fondazione Sozzani. "This year was incredible, a mix of grounding and escapism. The future starts here." adds **Orsola de Castro**, co-founder of Fashion Revolution and author.

The process is rigorous, as noted by **Thierry-Maxime Loriot**, renowned curator, writer, and internationally acclaimed creative director, at his first jury experience as a judge. "It is very important that the students know

that their work has been seen and selected with care by fashion industry professionals. It is important to support and give a platform to the new generation!”

“Seeing the portfolios next to the digital really helped to go into the world of the designers. I am amazed at the talented designers and the inspiring projects I have seen.” says **Tom Eerebout**, stylist to some of the most brilliant stars in the music scene.

ITS Contest 2023 finalists will all receive the new **ITS Residency Award**, which includes the opportunity to be hosted in Trieste for a creative residency. During this residency, they will collaborate on a collective project held at **ITS Arcademy - Museum of Art in Fashion**, the first museum of contemporary fashion in Italy, which houses more than 15,000 projects collected over the past 20 years of ITS Contest. The museum will also dedicate an exhibition to the projects from this edition. A unique opportunity for exchange and growth, a groundbreaking format designed to provide an extraordinary experience, shared with other talents from around the world and exceptional mentors.

Furthermore, all the finalists will compete for a series of financial prizes and opportunities designed to support their professional growth. These prizes will be awarded during the final event scheduled for **March 22, 2024**.

Additionally, they will have the opportunity to attend **the opening of the forthcoming exhibition to be held at ITS Arcademy - Museum of Art in Fashion, curated by Olivier Saillard and Emanuele Coccia**.

The residency, the final event, and the award ceremony will be documented online in a series dedicated to the most promising talents of the new generation.

The concept for ITS Contest 2023 is **Born To Create**, a celebration of the innate human ability which the Contest has been identifying and nurturing for over two decades. [Download Born to Create Videos](#).

## The Finalists

### 11 finalists - Fashion

Chelsea Jean Lamm - Germany  
Clementine Baldo - France  
Daniel Bosco - Canada  
Ivan Delogu - Italy  
Ju Bao - China  
Marcel Sommer - Germany  
Mert Serbest - Turkey  
Momoka Sato - Japan  
Shanon Poupard - France  
Silvia Acien Parrilla - Spain  
Tomohiro Shibuki - Japan

### 2 finalists - Accessories

Eun Ji Oh - Belgium  
Tal Maslavi - Israel

### 2 finalists - Jewellery

Kexuan Liu - China  
Richard Farbey - United Kingdom

### 6 finalists - Artwork

#### Swatch Art Peace Hotel selection

Chelsea Jean Lamm - Germany  
Daniel Bosco - Canada  
Ivan Delogu - Italy  
Lilian Navarro - France  
Shanon Poupard - France  
Silvia Acien Parrilla - Spain

### 3 finalists - Lotto Sport selection

Clementine Baldo - France  
Ivan Delogu - Italy  
Tomohiro Shibuki - Japan

## The Jury

Barbara Franchin - President Fondazione ITS  
Carlo Giordanetti - CEO Swatch Art Peace Hotel  
Deanna Ferretti - Miss Deanna  
Luca Rizzi - Pitti Immagine Tutoring & Consulting Director, e-P Summit Project Leader  
Matteo Ward - CEO and Co-Founder Wråd  
Odunayo Ojo - Youtuber, Fashion Journalist  
Orsola de Castro - Co-Founder of Fashion Revolution and Author  
Sara Sozzani Maino - Creative Director Fondazione Sozzani  
Sergio Zambon - Designer Moncler  
Thierry-Maxime Lorient - Curator, Writer and Creative Director  
Tom Eerebout - Stylist and Fashion Consultant  
Valentina Maggi - Director of Creative Practice at Floriane de St.Pierre & Associés

## Creativity Without Borders - European Capital of Culture 2025

Creativity knows no boundaries. ITS Contest 2023 celebrates Nova Gorica - Gorizia, the European Capital of Culture 2025, with a dedicated award.

During the contest's final event, founder Barbara Franchin and philosopher Emanuele Coccia will present the **GO! 2025 Borderless Award powered by Regione FVG** to the Fashion Finalist who best embodies the con-

cept of absence and the transcendence of cultural, physical, mental, or geographical boundaries through a garment and its narrative.

The winning project will receive a prize of €10,000 and will be showcased in a dedicated exhibition within the spaces of ITS Arcademy.

## ITS Contest

ITS Contest, founded by Barbara Franchin in 2002, is one of the most prestigious competitions for creative talents worldwide. Over the course of more than 20 years, it has discovered over 15,000 fashion designers, accessory designers, jewellery designers, and photographers from more than 80 countries. Among them, some of the most significant names to have emerged in recent generations, such as Demna, Matthieu Blazy, Nicolas di Felice, Richard Quinn, Chopova Lowena, and Cecilie Bahnsen.

ITS Contest 2023 is supported by the **Friuli-Venezia Giulia Region, PromoTurismo FVG** and **Fondazione CRTrieste**, an important and tangible sign of the involvement of the territory with the aim of placing Trieste on the map of international creativity.

## The prizes to be awarded in March 2024

**ITS Arcademy Award:** €15,000 to the most creative, socially aware and innovative finalist project.

**ITS Community Award:** €5,000 awarded by the public to a fashion, accessories jewellery or artwork finalist.

**ITS Fashion Film Award:** €3,000 awarded by ITS to the best fashion film, selected among all ITS Contest applications.

**ITS Digital Fashion Award:** €3,000 awarded by ITS to the best digital fashion project selected among all ITS Contest applications.

**GO! 2025 Borderless Award powered by Regione FVG:** €10,000 and the opportunity to be featured in a dedicated exhibition at ITS Arcademy - Museum of Art in Fashion.

**ITS Artwork Award powered by Swatch Art Peace Hotel:** €10,000 assigned by Swatch Art Peace Hotel, upon selection among the ITS Contest participants.

**ITS Special Mention powered by Vogue Eyewear part of EssilorLuxottica:** €5,000 awarded by Vogue Eyewear part of EssilorLuxottica to the most deserving project, upon selection among ITS Contest participants.

**ITS Sportswear Award powered by Lotto Sport:** €3,000, €2,000 and €1,000 awarded by Lotto Sport to three finalists challenged with a sneakers project.

**ITS Challenge The Status Quo Award powered by WRÅD:** An award for design projects which are ethical and innovative as they are informed by a critical research on the role of apparel today. Redefining the functionality of a garment is, as a matter of fact, quintessential to the preservation of life on the planet; an exciting

opportunity to embark on a journey to visit some of the world's most innovative companies. The tour, guided by Matteo Ward will include visits at: a) Moda e Futurismo: Salvatore Ferragamo Museum, Firenze. b) Moda e Funzione: D-Air Lab, Vicenza. c) Moda e Progettazione: WRÅD Studio, Vicenza. d) Moda e Innovazione: D-House Lab, Milano. Hospitality costs will be covered by Wrad.

**ITS Responsible Creativity Award powered by CNMI:** €5,000 awarded by CNMI - Camera Nazionale della Moda Italiana and selected from all ITS Contest entries.

**ITS Accessories Award powered by Fondazione Ferragamo:** €5,000 and a collaboration with one of the Ferragamo Creative Departments, awarded to one of the ITS Contest 2023 accessories entries.

**ITS Special Mention powered by PITTI Immagine Tutoring & Consulting:** a 6 month mentorship by the PITTI Immagine Tutoring & Consulting Direction.

## Partner

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 the **Swatch Art Peace Hotel** opened 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 and interact with the local art community. In September 2023 the residency celebrated its 500th artist and counts now a total number of more than 510 participants from 56 different countries. Eight of them were recipients of the ITS/Swatch Art Peace Hotel award in previous editions of the contest.

## Sponsors

**Vogue Eyewear part of EssilorLuxottica** was launched in 1973. Vogue Eyewear was acquired by the Group in 1990. It is now recognized as a truly international and contemporary fashion brand geared for young and dynamic consumers who want to stay up-to-speed with the latest trends. With its inclusive approach and playful personality, Vogue Eyewear is an open door to the world of fashion and welcomes everyone to express and celebrate their personality. To achieve its mission in becoming the leading reference for fast-fashion in the eyewear category, Vogue Eyewear partners with international ambassadors shaping the industry.

**EssilorLuxottica** is a global leader in the design, manufacture and distribution of ophthalmic lenses, frames and sunglasses. Formed in 2018, its mission is to help people around the world to see more and be more by addressing their evolving vision needs and personal style aspirations. The Company brings together the complementary expertise of two industry pioneers, one in advanced lens technology and the other in the craftsmanship of iconic eyewear, to set new industry standards for vision care and the consumer experience around it. Influential eyewear brands including Ray-Ban and Oakley, lens technology brands including Varilux and Transitions, and world-class retail brands including Sunglass Hut, LensCrafters, Salmoiraghi & Viganò and GrandVision are part of the EssilorLuxottica family.

**Lotto Sport Italia**, a leading footwear and sportswear company, has been synonymous with Italian style, innovation and design for 50 years. Founded in 1973 in the Montebelluna Sportsystem with the creation of ten-

nis and soccer shoes, over the decades it has become an iconic brand, capable of dressing some of the greatest athletes in the history of sports. Today, the double Losanga Lotto expresses its heritage through a lifestyle collection that looks at the fashion world, offering shoes and clothing for men and women with a sport-inspired image and taste. Lotto currently distributes its products in more than 100 countries through monobrand and multibrand stores, chains and large stores with specialized sports departments.

Founded in Trieste in 1948 by Giorgio Kropf, thanks to his family's innovative vision, **Eurospital** has now a team of 160 associates operating in 2 Business Units across 3 product areas: pharmaceutical, diagnostics and gluten-free. Its mission aims at improving people's health and quality of life through research, production and distribution of diagnostic kits, medicines, medical devices, food supplements, cosmetics, gluten-free products. Eurospital's headquarters are based in Trieste and, strong of its sales force network, operates in over 50 countries across the world.

**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.

Our website [www.itsweb.org](http://www.itsweb.org) runs on technologies and services provided by the **Develon Group**, Internet partner of ITS 2023 Born to Create. The Develon Group has been supporting companies on their digital innovation journey for more than two decades through the creation of platforms dedicated to specific markets, strategic consulting projects, UX and UI design, application development and technology infrastructure management.

**WRÅD** is a supporter of ITS Contest - We're born in 2015 and we are a design studio and creative agency focused on sustainability. We came to life to inspire and enable others to challenge the non-sustainable status quo of the fashion industry through education, design and innovation. We are based in Vicenza, Milan and London.

ITS Contest is organized by Fondazione ITS under the Patronage of **Camera Nazionale della Moda Italiana**, **Fondazione Ferragamo** and **Pitti Immagine**.

More information is available on [itscontest.org](http://itscontest.org).

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