

GOOD EXIT

EVIL EXIT

ITS FASHION

My eleventh time in Trieste, and I am still eager to meet the finalists, discover their talent, listen to their dreams and get inspired by their freshness: young minds are the key to define the future of fashion.

The road to enter the fashion system is often difficult: providing young talents with concrete opportunities to make their ideas come true and to showcase them in front of some of the world's most respected experts is what ITS does at its best. And in the last eleven years, with roughly 10,000 contestants from over 80 countries, ITS gave this chance to many young creative individuals who are now working in some of the world's most important style offices.

From my side, I just want to add one more recommendation to this year's contestants: always be brave, seize your opportunity, make the most out of it, it's really up to you. Different creativity with different backgrounds and cultures will make this industry and this art evolve to its next stage.

On this note I want to wish all contestants the best of luck: keep your minds open and your ideas flowing, don't stop dreaming.

Enjoy,

Renzo Rosso

ITS FASHION is an international competition for fashion design students and young designers. In eleven years over 400 young fashion talents have received support and visibility. It is a bridge between schools and the fashion industry leading directly to internships and work at Diesel, John Galiano, Viktor&Rolf, Maison Martin Margiela, Armani, Antonio Marras and many more.

A strong contribution to the ITS support philosophy is given by the prizes offered by our partners and supporters. **Fashion Collection of the Year** gives the winner the opportunity to present a new collection at ITS 2013 with a dedicated fashion show, together with the privilege of being part of the jury. All expenses, production and organisation of the show will be covered by EVE who will also give the winner €15,000 towards the development of the new collection.

Diesel has been with ITS from the very beginning. Ten long and intense years backing and supporting ITS, making it big and well-known. The **Diesel Award** aims to ensure that fashion students' dreams become a reality by offering them the most tangible way to support their breakthrough into the international fashion scene, with a cash prize of €25,000 that the winner can use to promote their work in the best possible way. On top of that, the winner will be offered an internship within the Diesel Creative Team at the HQ in Italy and discover all the secrets of working in an innovative and international fashion company. To compete for the Diesel Award, fashion finalists were asked to develop an outfit showing the couture side of denim. All outfits will be showcased on the ITS 2012 catwalk.

The **Fashion Special Prize** is a cash prize amounting to €5,000 offered by EVE for the designer who will catch the eye of the Jury on the grounds of pure creativity.

Avery Dennison is one of the leading retail brand solutions provider and is the new partner of ITS FASHION offering the **Avery Dennison Brand Innovation Award**. Fashion finalists were challenged to develop new and innovative ways to integrate branding solutions into their collections. The winner will receive €3,000, will be featured in Avery Dennison communications and will collaborate on the development of new branding solutions.

Vogue Talents, the section dedicated to talents of the website Vogue.it, is the media partner of ITS 2012 and will offer the **Vogue Talents Award** consisting of a still life photo shoot of their entire collection to be published in September-October 2012 on the website. Vogue Talents will also assign the winner a press office from July to December and interview him/her for the website.

D-La Repubblica is back as the media partner of ITS 2012. The magazine could assign to an ITS FASHION finalist the **D-La Repubblica Award**, that will grant visibility to the winner.